

LEP - Lancashire Innovation Board

**Virtual meeting held via Zoom on Friday, 19th February, 2021
starting at 10.30 am**

Agenda

- 1. Welcome and Apologies**
- 2. Declarations of Interest**

Board Members are asked to consider any pecuniary or non-pecuniary interests they may wish to declare to the meeting in relation to the items of business on the agenda.
- 3. Minutes of the Last Meeting (Pages 1 - 6)**

The Board is asked to agree that the Minutes of the meeting held on the 6th November 2020 (copy attached) are confirmed as an accurate record of the meeting and signed by the Chair in due course.
- 4. Proposed appointment of an additional three members of the Innovation Board (Pages 7 - 10)**
- 5. Full Report on 2020 Innovation Festival (Pages 11 - 32)**
- 6. Proposal to Establish an Observatory and Mapping web resource (Pages 33 - 38)**
- 7. Update on the Lancashire bid for City of Culture 2025 (Pages 39 - 40)**
- 8. Innovation Budget Report (Pages 41 - 42)**
- 9. Progress Report and Updates (Pages 43 - 46)**
- 10. 2021/22 Programme of Meetings (Pages 47 - 48)**
- 11. Any Other Business**
- 12. Date of Next Meeting**

Subject to the approval of the Board the next scheduled meeting will be held at 10.30am on the 7th June 2021 either remotely via Zoom or, subject to any Covid-19 restrictions in operation at the time, at County Hall, Preston.



LEP - Lancashire Innovation Board

Minutes of the Virtual Meeting held on Friday, 6th November, 2020 at 10.30 am via Zoom.

Present:

Graham Baldwin - Chair

Tony Attard OBE DL	Rick Holland
Jane Binnion	Natalie Jones
Jane Dalton	Peter Lee
Gaynor Dykes	Lindsay Roche
Lorna Green	Claire Whelan
Dion Williams	

In Attendance:

Laura Sales, Company Secretary, Lancashire County Council.

Andy Walker, Head of Business Growth, Business and Innovation & Matt Wright, Lancashire Universities Innovation Manager, Economic Development, Lancashire County Council.

Vanessa Robinson-Hoy, Senior Project Officer, Business Growth, Lancashire County Council.

Emma Walton, Head of Marketing, Marketing Lancashire.

Mike Neville, Senior Democratic Services Officer, Lancashire County Council.

Presenters:

Dan Knowles, Lancashire Innovation Festival Co-ordinator.

Rachel McQueen, Chief Executive, Marketing Lancashire.

Howerd Booth, Regional Programme Manager, Innovation Agency.

1. Welcome and apologies.

The Chair welcomed everyone to the meeting and noted that apologies had been received from Maya Ellis, the Innovation and Digital Lead for Economic Development at Lancashire County Council. It was also noted that due to other commitments Lindsay Roche would join the meeting at 11.00am and Dion Williams was due to leave at 12 noon.

2. Declarations of Interest

Since the last meeting the Register of Interests of Board members has been completed and made available to view via the County Council and Lancashire Enterprise Partnership websites.

No declarations of interest were made by Board members in relation to items appearing on the agenda.

3. Minutes of the last meeting

Resolved: That the Minutes of the meeting held on the 24th July 2020 are confirmed as an accurate record and signed by the Chair in due course.

4. Innovation Board Membership

The Chair presented a report regarding the 3 vacancies on the Board, which if filled would take the membership to the maximum of 15 as permitted by the Terms of Reference.

It was noted that during the initial recruitment process for Board members potential gaps had been identified with regard to representation on the Board from a small/medium sized enterprise in the technology/software/digital space, a representative from the Blackburn area and a person with a public facing international role.

Resolved:

1. That the 3 vacancies and the identified gaps in representation on the Board, as specified above, are noted.
2. That Board members forward any contact details for potential candidates to fill the 3 vacancies to the Chair and Maya Ellis, the Innovation and Digital Lead for Economic Development at Lancashire County Council, for consideration.

5. Feedback from Innovation Festival

Dan Knowles, Festival Co-ordinator, reported that following the first Board meeting arrangements had been made for an ambitious series of virtual events throughout October, 2020, to share ideas/information as part of the Lancashire Innovation Festival. He gave an overview of the Festival and highlighted a number of key areas identified at the various events, which the Board then discussed, including.

- a) The need to raise the profile of Academics and facilitate their engagement with the SME community in areas such as clean technology/sustainable transport together with the identification and promotion of innovative business models, such as Recycling Lives. The Board recognised that communication and collaboration was key to achieving this and that it would be necessary to review and identify key players/activity around innovation before taking any action.
- b) Improving the relationship between the public/private sectors and engagement between Universities and the SME community, particularly in relation to Health innovation. It was suggested that any future activity by the Board should be private sector driven and demonstrate how the public sector can provide support.

- c) The need to identify and minimise any obstacles which may prevent SMEs from engaging in supply chains within Lancashire. The development of good lines of communication and engagement with SMEs was considered vital in this area.
- d) The creation of specific strong case studies involving SMEs within Lancashire and from elsewhere in order to both inspire others to innovate and provide examples of best practice.
- e) Ways to unlock the value in SMEs by educating them on how to innovate and view their business in terms of innovative assets such as staff, processes and data.
- f) The need for the Board to establish a clear vision of what innovation is, identify priorities and be able to communicate them to others. It was suggested that the Board should use digital means to promote a narrative and also seek to link any future activity with the Lancashire Enterprise Partnership Thematic Groups.
- g) The formation of sector based clusters (similar to the existing cluster around Nuclear) in order to better manage innovation assets with improved links between the public/private sectors to encourage and facilitate engagement.

Resolved:

1. That the key areas identified during the Lancashire Innovation Festival and the initial thoughts of the Board as to how to address them, as specified above, are referred to Officers for further consideration.
2. That a full report on activity and outcomes from the Lancashire Innovation Festival be presented to the next meeting of the Board on the 19th February 2021.

The Chair informed the meeting that he would take item 9 as the next item of business so that Rachel McQueen, Chief Executive of Marketing Lancashire, could update the Board on the marketing activity, before leaving the meeting to attend another commitment.

9. Updates/Intel from Board members

Rachel McQueen, Chief Executive of Marketing Lancashire, gave a presentation on how the Company was working with the Board to promote the Business Innovation Support offer to Lancashire businesses and attract new business into the County.

Referring to the earlier discussion around case studies Rachel reported that the intention was to identify a small selection of key stories which would be launched at Lancashire Day on the 27th November, 2020, and promoted as part of #RedefiningLancashire. The Board was also shown a rough version of one of a series of short films which Creative Lancashire would produce on success stories involving Lancashire based businesses. It was suggested that case studies

should feature a diverse range of businesses and that one of the proposed films should focus on a business which had specifically moved into Lancashire in response to the availability of assets within the County.

In response to a query it was reported that the Invest in Lancashire website would be reviewed and updated so that in future it would be more focussed on enabling potential inward investors and less on simply signposting.

Resolved: That Board members be consulted by email and asked for their views on the following which can then be referred to Marketing Lancashire in order to help define and target future promotional activity.

- What are the significant innovation based events during the year?
- What are the main publications with a focus on innovation?
- Who are the major influencers in the field of innovation?

6. Project Mapping

Matt Wright, Lancashire Universities Innovation Manager, Economic Development, Lancashire County Council presented a report on activity to date regarding the mapping of existing and potential innovation projects across Lancashire.

It was reported that a review had identified that some existing data on innovation activity was dated and would benefit from an update. As a result a template had been developed which would be circulated to relevant partners to complete and provide a valuable resource of information on innovation organisations/projects. In considering the report members of the Board suggested that the information gathered should be organised as both thematic and geographical clusters and made available via an interactive webpage rather than a simple database. It was also proposed that in future the information be used to assist with applications for funding streams to support innovation.

Resolved:

1. That the proposed list of headings and organisations/projects to be used as part of the project mapping of potential innovation projects across Lancashire, as set out in the report presented, is approved.
2. That Board Members are requested to respond to the project mapping exercise and share relevant lists of existing/potential projects from their organisations.

7. SEED Health Alliance update

Howard Booth, Regional Programme Manager from the Innovation Agency gave a presentation on the Social, Economic and Environmental Determinants (SEED) Health Alliance.

He reported that the Alliance had been in existence for around a year had initially

comprised of the Universities and hospitals in Lancashire, though its membership had evolved to include local authorities, charities and emergency services. Health was increasingly seen as part of the economic agenda and the SEED Health Alliance Strategy was focussed on promoting innovation and economic growth and improving productivity skills through collaborative working. The Alliance also aimed to unite research, education, innovation, attract inward both investment and the best people in order to improve productivity, skills and economic growth.

The Board noted that the Alliance was in the process of making a bid to the Health Foundation for the establishment of an Innovation Hub, as set out in the report, which would assist with the alignment of partners to improve health and patient care.

The Board discussed the complexity of the NHS structure and how it could present challenges to entrepreneurs wishing to bring innovation or new products to the market. However, it was recognised that the Covid-19 outbreak had prompted the rapid adoption of some new technologies by the NHS out of necessity and that this may assist future innovation.

Resolved: That the report is noted and that the Board receive further updates on activity be the SEED Health Alliance.

8. Updates on Innovation Projects Portfolio

Matt Wright, Lancashire Universities Innovation Manager, Economic Development, Lancashire County Council updated the Board on work being done in association with the Massachusetts Institute of Technology (MIT) Reap programme.

The Local Enterprise Partnerships from Lancashire, Cumbria and Cheshire had worked with MIT and the Department for Business, Energy and Industrial Strategy on a programme to support specialisations and help growth companies with innovation and an international focus.

Data from the Local Industrial Strategy had been assessed and Manufacturing, Chemicals, Energy, Professional Services, Education, Health and Agricultural Technology all identified as strengths across the region. Increasing demand for clean technology had also been identified as presenting challenges and work was underway to develop a Network Accelerator Programme aimed at supporting innovation in that area.

Resolved: That the update presented at the meeting regarding the MIT Reap programme is noted and that the Board be kept informed of future developments.

10. Any Other Business - City of Culture 2025

Tony Attard reported that Marketing Lancashire was developing a bid for Lancashire to be the City of Culture in 2025 and suggested that the Board should receive a presentation on the bid at the next meeting.

Resolved: That a presentation on the bid for Lancashire to be the 2025 City of Culture be given at the next meeting of the Board on the 19th February 2021.

11. Date of Next Meeting

It was noted that the next scheduled meeting of the Innovation Board would be held at 10.30am on the 19th February 2021, either remotely via Zoom or, subject to any Covid-19 restrictions in operation at that time, at County Hall, Preston.



LEP – Sub Committee

LEP - Lancashire Innovation Board

Private and Confidential: No

Date: Friday, 19 February 2021

Proposed appointment of an additional three members to the Innovation Board

Report Author: Matt Wright

Matthew.Wright@lancashirelep.co.uk

Executive Summary

This report refers to nominations for the remaining three vacant positions on the Innovation Board

Recommendation

The Board is asked to approve the three nominations as set out in the report and recommend them to the LEP Board for approval.

Background and Advice

At the meeting on the 23rd June 2020 the LEP Board approved the establishment of an Innovation Board, for the purpose of holding to account the delivery of the innovation activities in the Innovation Plan and to set future strategic innovation priorities.

The Board, which is a Committee of the main LEP Board, consists of a maximum of 15 members and meets four times per year, or subject to business need. The current membership of the Board is set out below.

Chair	G Baldwin	Vice Chancellor, UCLan
Deputy Chair	C Whelan	(Corporate & Finance)
Co-opted LEP Member	T Attard OBE DL	(Corporate & Manufacturing)
Skills & International Rep	Vacancy	TBA
UK RI Rep	R Holland	Regional Manager, Innovate UK



Universities Rep	D Williams	Director of R&I, Lancaster University
Research & Science Rep	N Jones	Engineering & Physical Sciences Council
Start-up, Micro & SME Rep	J Binnion	The Growing Club CIC
Strategy & Branding Rep	J Dalton	Groundswell Innovation Ltd
Thematic – Health & Life Sciences	L Green	Innovation Agency (AHSN)
Thematic – Energy & Environment	L Roche	Westinghouse Ltd
Thematic – Manufacturing & Construction	P Lee	Victrex Ltd
Thematic – Digital, Creative & Marketing	Vacancy	TBA
Thematic – Professional & Services	G Dykes	British Business Bank

At least three members of the Board comprise Lancashire registered SMEs and two comprise large Lancashire sited companies to provide at least six private sector members. The current Board provides a 7/7 (50/50) gender split, a 9/5 private to public (/HEI) split including a variety of types and sizes of organisation, and a broad geographic spread across the county.

At the meeting in November 2020 the Chair presented a report regarding the 3 vacancies on the Board, which if filled would take the membership to the maximum of 15 as permitted by the Terms of Reference. It was noted that during the initial recruitment process for Board members potential gaps had been identified with regard to representation on the Board from a small/medium sized enterprise in the technology/software/digital space, a representative from the Blackburn area and a person with a public facing international role.

Board members were asked to forward any contact details for potential candidates to fill the three vacancies to the Chair and the Innovation and Digital Lead for Economic Development at Lancashire County Council, for consideration.

Since then three candidates for membership of the Board have been identified. After initial discussions with the Chair regarding their suitability, interest and potential contribution, some background information about each candidate is presented in this report for consideration by the Board.

Candidates

Mike Gibson – Managing Director Miralis Data Ltd

Over the last 25 years Mike has constantly innovated, launched new and exciting products and services that others want, reshaped businesses, built great teams, created value and grown companies and people.



He co-owns Miralis Data, a company focused on helping improve the planet by reducing vehicle emissions through optimisation and the transition to electric vehicles. This logistics optimisation offer includes packing algorithms to maximise pallet and container loads (working with Diageo, Disney, Heineken, Estee Lauder and many more); routing and scheduling, where it's built the brain behind Route Monkey and Iceland's home delivery platform); fleet determination; depot, network and warehouse optimisation; and last mile delivery. The other area of expertise is electric vehicles where the company offers solutions around transition readiness; smart charging algorithms; and EV network platforms.

Mike has extensive experience of securing innovation grants, particularly from Innovate UK and collaborating with Lancashire universities.

Judson Smythe, Technical Director MGS Plastics Ltd

Judson is a Technical Director of MGS Plastics which is based on Centurion Business Park in Blackburn and provides injection moulded plastic services to industry

With a solid foundation in the manufacturing industry Judson's areas of focus are business improvement, technical project management, change management, leadership, technical sales and customer relations. These skills, developed and refined through global experience, enhance his ability to deliver cross functional solutions and satisfy a multitude of business needs.

Judson was a panellist on the Innovation in Manufacturing Panel at the inaugural Lancashire Innovation Festival and is passionate about supporting the wider innovation ecosystem particularly in regards to STEM skills and talent development.

Melissa Conlon, Commercial Director, AMRC (NW)

Melissa is an Experienced Commercial Director with a demonstrated history of working in the information technology and services industry. Skilled in Business Planning, Analytical Skills, Coaching, Customer Relationship Management (CRM), and Public Speaking she has travelled the world examining best practise in relation to Industry 4.0 and the new AMRC (NW) building is being constructed on the Salmesbury EZ site.

AMRC specialises in carrying out world-leading research into advanced machining, manufacturing and materials, which is of practical use to industry. The 100-plus industrial partners range from global giants like Boeing, Rolls-Royce, BAE Systems and Airbus to small companies. Businesses can work with them on a one-off project, or join as a member for long-term collaboration.

As a key anchor institution within the Lancashire innovation ecosystem, Melissa (as lead of AMRC North West) has led significant funding bids for the institution and the wider county.



If appointed the additional 3 Board members will give an 8/7 female to male gender split, a 8/7 private to public (/HEI) split including a variety of types and sizes of organisation, and a broad geographic spread across the County.

Should the Board approve the nominations it will be necessary to seek approval from the LEP Board to formally confirm the appointments.

List of Background Papers

Paper	Date	Contact/Tel
N/A		
Reason for inclusion in Part II, if appropriate		
N/A		



LEP – Sub Committee

LEP - Lancashire Innovation Board

Private and Confidential: No

Date: Friday, 19 February 2021

Full Report on Innovation Festival

(Appendices 'A' 'B' and 'C' refer)

Report Author: Matt Wright

Matthew.Wright@lancashirelep.co.uk

Executive Summary

In accordance with the decision at the last meeting a full report on the 2020 Innovation Festival, addressing achievements, lessons learned and next steps regarding the planning of a 2021 Innovation Festival, is for the information of the Board.

Recommendations

The Board is asked to:

- 1) Approve the planning for a 2021 Innovation Festival as set out in Appendix 'A'.
- 2) Seek nominations for an Innovation Board representative on the steering group for the 2021 Festival.

Background and Advice

The 2020 Innovation Festival event's purpose was to showcase the innovation support available in the county and highlight Lancashire as a place to innovate, thereby helping attract inward investment.

Each member of the Board delivered at least one panel event during the Festival and members of Lancashire's wider Innovation community also gave talks and took part in discussions. Wherever possible SME's led these conversations.

At the last Board meeting initial feedback was provided by Dan Knowles, the Festival Co-ordinator (supported by the officer innovation team) on how the sessions had been conducted and arrangements leading up to the month long virtual event.



Input from the Board identified the importance of addressing issues around communication and SME engagement, coordination of academic and industry input and the potential for improving collaboration between clusters of companies.

The following Appendices to this report from Dan Knowles provide a summary of the event, identifies outputs and sets out the proposed way forward with recommendations for a week long "Hybrid" virtual and face to face event in October 2021, setting out lessons learned from 2020 and outline proposals for the new event.

Appendix A - Review of the 2020 Lancashire Innovation Festival

Appendix B - Event Marketing Report

Appendix C - Questionnaire Feedback from the 2020 Innovation Festival

List of Background Papers

Paper	Date	Contact/Tel
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N/A

Reason for inclusion in Part II, if appropriate

N/A

What was it?

Lancashire Innovation Festival was a month-long celebration of Innovation throughout the county in Oct 2020. The event showcased all the innovation activities and support that is available in Lancashire, particularly for SMEs.

The event featured 31 organised panel seminars and 16 independent fringe events (including the Digital Lancashire ReBoot).

Purpose and Aim

The event's purpose was to showcase the Innovation support available in the county and highlight Lancashire as a place to innovate (helping attract inward investment).

Whilst the event had no specific marketing targets in the first year (reach, audience etc.), we hoped and expected the event to be popular. Furthermore, the use of an online-only event was a new concept which meant we would be learning as the event progressed.

The backdrop of the pandemic allowed us to be ambitious over the scale of the event. Given lockdown was in place during October it was decided to put the event on over the whole month. A month-long timetable ensured we could attract a wide array of Innovation-focused talks and create a larger sense of excitement around the subject of Innovation.

Delivery Partners and Responsibilities

Maya Ellis, Matt Wright and Vanessa Robinson-Hoy were project sponsors for the event and actively responsible for the project. They helped to steer the direction of the event and engage potential speakers.

Dan Knowles led the Innovation Festival project. Dan oversaw all stakeholder engagement throughout the event, including suppliers, speakers and attendees. Dan also recorded all seminars and uploaded them to YouTube.

3ManFactory provided channel marketing support. Their primary role helped to provide content ideas and some of the early-stage planning. Before the event, they engaged with local PR and delivered a social media strategy. During the event, they live-tweeted many seminars and reached out to several local PR partners.

Marketing Lancashire helped inform the brand, shaping some thoughts around its identity, having written the marketing plan for the innovation strategy. They hosted the main landing page website on the Marketing Lancashire pages and provided some email marketing.

Build Up

The Covid-19 pandemic significantly disrupted the planning for the innovation festival. The original intention was to hold a two-day-long event at UCLan and invite various speakers to a conference-style event. In early July an initial group decided to plan for an Innovation month. Some of the challenging factors we had to consider were the unknowns around the pandemic – would we be in or out of a lockdown situation, and how would that impact attendance? A month meant that across the course of 4 weeks we could identify enough content to engage as large an audience as possible, whilst giving attendees the chance to engage with the event as and when they pleased.

We decided October as there were other complimentary events that we could sign-post innovators to during the month.

The original discussions focussed on engaging SMEs into the event as much as possible. SMEs would help create role models and demonstrate that Innovation was possible in the region. That said, the event also had to represent the region's HEIs and large corporate innovators.

In the build-up some of the other significant challenges we had were

- Assigning the roles and responsibilities for the event and planning the timeline
- Identifying a platform that would cost-effectively allow us to deliver a month of innovation events
- Identify a system of managing registrations for events
- Organise speakers for sessions throughout October
- Create an event calendar and understand the different style formats possible for virtual events
- Create a marketing and communications plan along with a brand identity

In the end, we chose the Zoom Webinar platform for delivery and Eventbrite for management of registrations.

One of the earliest challenges we had was around the structure of the branding and marketing communications. With programmes such as Boost Business Lancashire, Digital Lancashire, Marketing Lancashire, Invest in Lancashire, Creative Lancashire and now the Innovation Board, who should 'own' the Innovation Festival?

We decided that a new brand for Innovation (Innovate Lancashire, for example) was unnecessary. Instead, the event should have its own identity, but the communications would take place through other channels.

That meant the promotional website would 'live' on the marketing Lancashire website. A Twitter account would be created purely for Lancashire Innovation Festival, given the live and real-time nature of the event and conversations. Lancashire LEP's LinkedIn page was used to share content to a business audience. Talks were uploaded to a Lancashire Innovation Festival YouTube channel.

The formal communications activity launched in early September, in line with back-to-school timings. As well as digital platforms, PR was arranged through the local press and partnerships with Boost Business Lancashire to help drive reach.

Delivery

Delivery of the event started in early October. Originally the intention had been to deliver seminars three times a day, four days a week, keeping Wednesdays free. As the event went on more and more people contacted to say they would like to hold a seminar and showcase their innovations and so by the end of the month, the final two weeks we had seminars five days a week and on occasion four a day.

Generally, the seminars ran very smoothly, with no connectivity issues. We learnt early that live streaming pre-recorded video was possible when reducing resolution significantly.

Guidance notes about seminars, links to marketing assets and zoom backdrops were sent to all speakers before the Festival.

In the days leading up to their talk, speakers were also sent individual joining instructions with reminders about marketing assets.

Event attendances varied significantly. The lowest attended event was the showcase of Myerscough College with only two attendees. The highest attended was the showcase of the EIC at UCLan with almost 80 attendees. It is worth noting that the UCLan event was very early on and the UCLan team, especially Iain Martin, were highly committed to promoting the event to their audience.

Typical attendance was between 10 and 20. Speaker quality was generally engaging. The anecdotes of many of the SMEs were useful.

Aftermath

On the whole feedback for the actual event was positive. The virtual format allowed us to crystallise the vast array of Innovation activities and businesses across the county that a geographically restricted offline event wouldn't do. The social media reach and sign-up numbers were substantial. A detailed summary is available in a marketing report provided by 3ManFactory

We surveyed attendees to give their feedback on Lancashire's Innovation strategy, and this returned some interesting thoughts, particularly around social Innovation and Net-Zero innovations

What was good?

- Delivery of a large-scale virtual event in a short time frame.
- Strong reach and excellent speaker roster

- Showcasing the full depth of Lancashire based Innovation opportunities for SMEs
- Library of content now on YouTube
- Numerous actions include Food Innovation Cluster and conversations to connect other clusters- - Conversations commenced around overall Lancashire support to SME community for innovation provision

What could be improved?

- Increased timeframe for promotional activity
- More streamlined online event system with registrations and delivery in the same place (Hopin)
- Branding and communication assets all streamlined – standalone Lancashire Innovation Festival brand.
- Less input from HEIs, more focus on position SMEs at the front of the conversation
- Reduce timescales for the future event (1-week max)
- In the event of being out of lockdown to consider a Hybrid possibility to allow significant reach and real-world interaction
- Many great talks but more variation required in the seminar format (networking, hackathon, idea sharing, pitching competitions).
- Start planning process earlier
- Announcement in April or May
- More focus on sponsors
- Wider set of partners in events such as DIT
- More formal 'goals' and targets in place for 2021

Recommendations for 2021 Festival

1. Lancashire Innovation Week be held 4th – 8th October 2021
2. Hybrid event spread across 5 locations (watch the following video to get an understanding of [Hybrid Events](#))
3. A theme running through the whole event, and different sector or geographical themes on each day.
4. Launch a Netflix style “Documentary” of Innovation in Lancashire as part of the event to be filmed throughout 2021 – opening the event?
5. Marketing activity to commence May with campaigns fully starting in August, with a big push from September onwards
6. Speaker confirmation by July
7. Identify cost profile and commence sponsorship conversations
8. Work a plan for variation in events, seminars and workshops
9. Seek a Keynote speaker to close the event. Rishi Sunak suggested?

Lancashire Innovation Festival #LANIF2020

Event Marketing
Report

14/09/2020 to
03/11/2020

BRIEF

The Innovation Showcase event changed from a live one-day event to a month of interactive panel debates, discussions, showcase tours and presentations delivered by members of the Innovation Strategy Board, the region's universities, private businesses/SMEs and public sector organisations.

The event details were hosted on Marketing Lancashire's website, delegates registered via Eventbrite and sessions were delivered via Zoom Webinar hosted by Dan Knowles who had pulled the series of events together.

Events ran from 5th October to 29th October 2020.

Key Objectives:

- To market all events via social media @LancsInnovation and through targeted outreach
- To increase community engagement using #LANIF2020
- To develop a supporter toolkit for Lancashire business networks to use to promote the events via their own channels
- To provide copy for the LEP's LinkedIn page through the 'festival'
- To provide speaker toolkit information and graphics for contributors to promote their sessions, including branded Zoom backgrounds
- To develop promotional materials for each event
- To create an event intro video to be used at the start of each session
- Live tweet key sessions, engaging with delegates, sharing key soundbites and promoting future events
- Create an event wrap-up video to be shown at the last event highlighting the success and reach of the 'festival'
- With the central aim to drive event attendance and generate conversation around innovation in Lancashire.

HEADLINES

MENTIONS: 1.1K

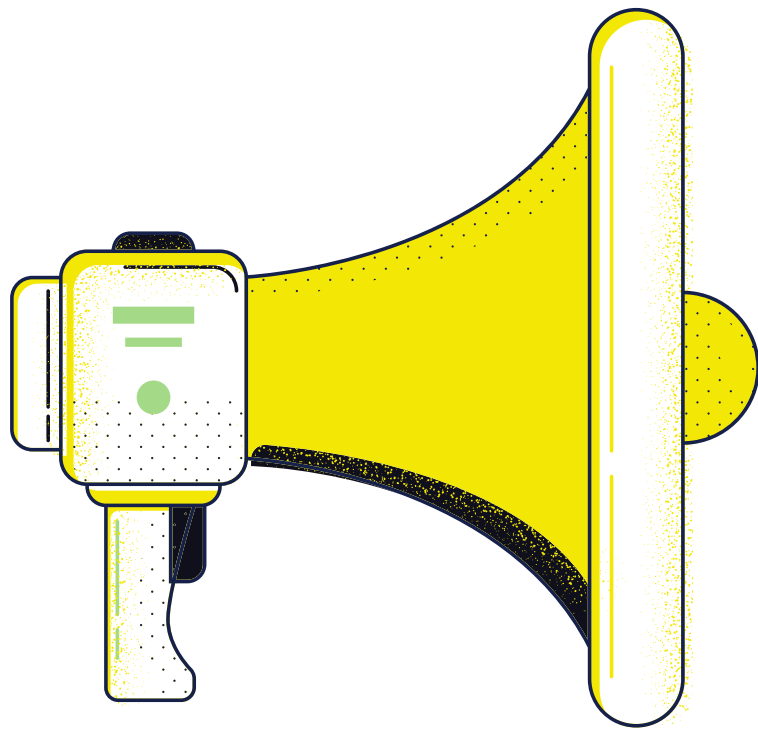
AVG MENTIONS/DAY: 22,43

AVG MENTIONS/HOUR: 0,92

AUTHORS: 203

ESTIMATED IMPRESSIONS: 3.26MILLION

POTENTIAL REACH: 793K



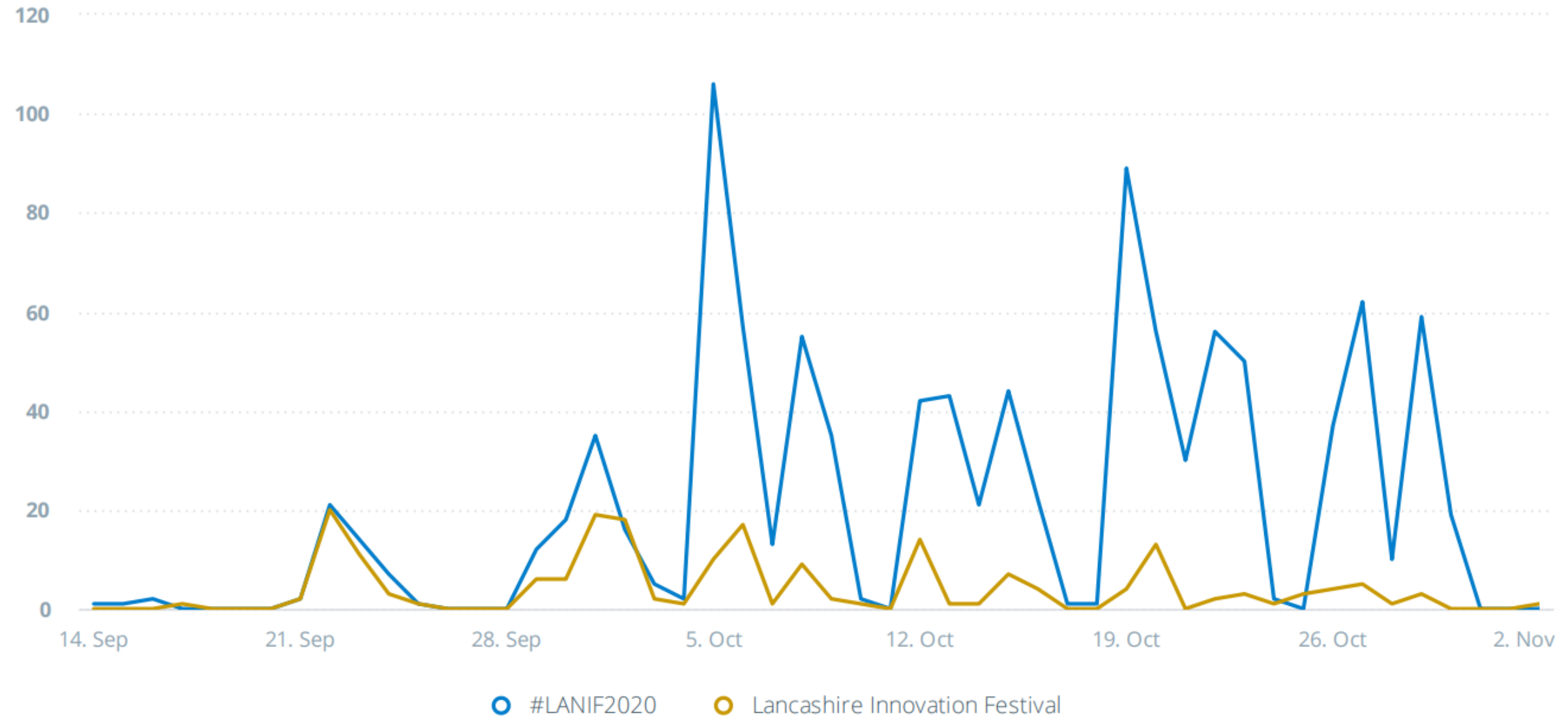


Main focus of conversations and activity throughout the festival.

Digital Lancashire's DLReboot 2020 took place 14-16 October

NOTE: negative sentiment relates to language use in tweets, i.e. 'Don't miss out', and not to the festival itself.

Activity by topic



Mentions by topic

TOPIC	MENTIONS	POTENTIAL REACH	ESTIMATED IMPRESSIONS	SENTIMENT		
#LANIF2020	1,05K (95.5%)	763,76K	3,05M	76.7%	20.3%	2.9%
Lancashire Innovation Festival	197 (17.9%)	441,80K	906,62K	81.6%	11.4%	7%

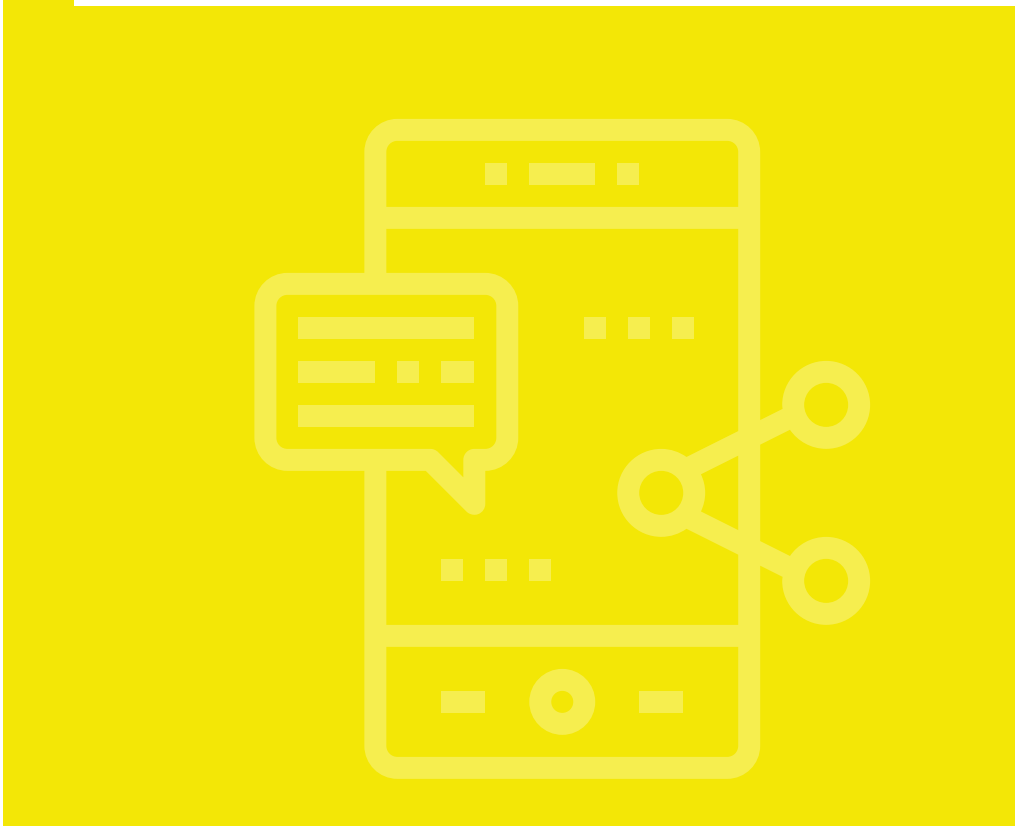
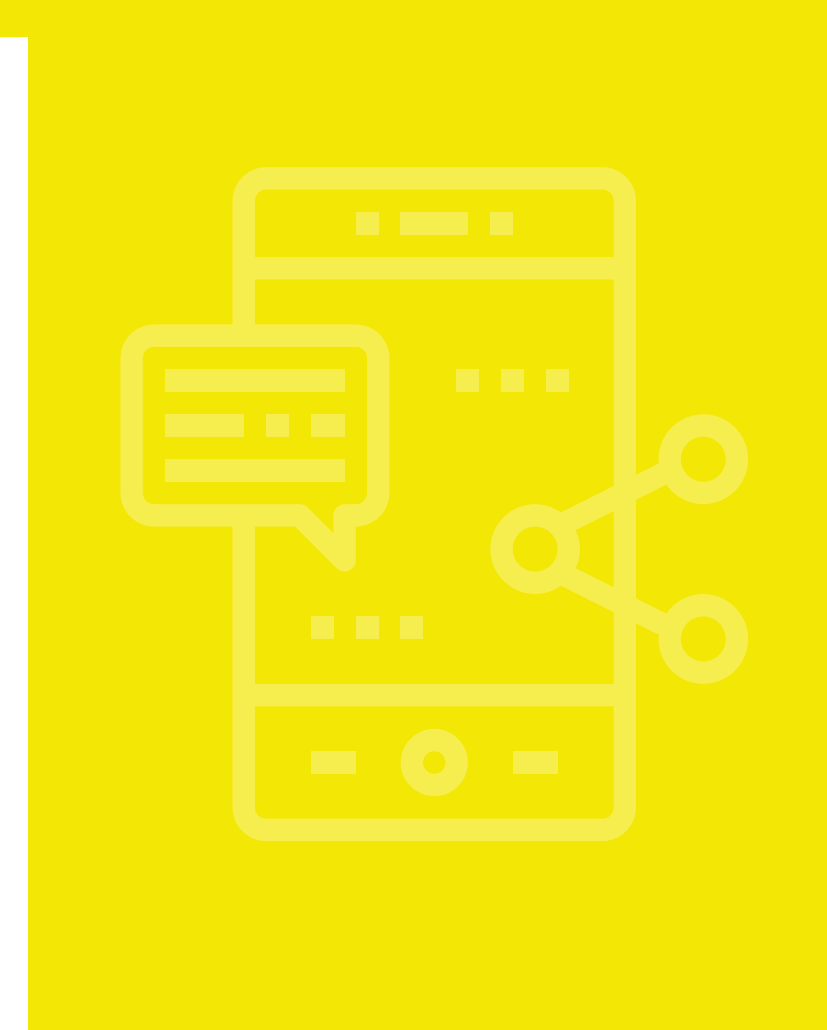
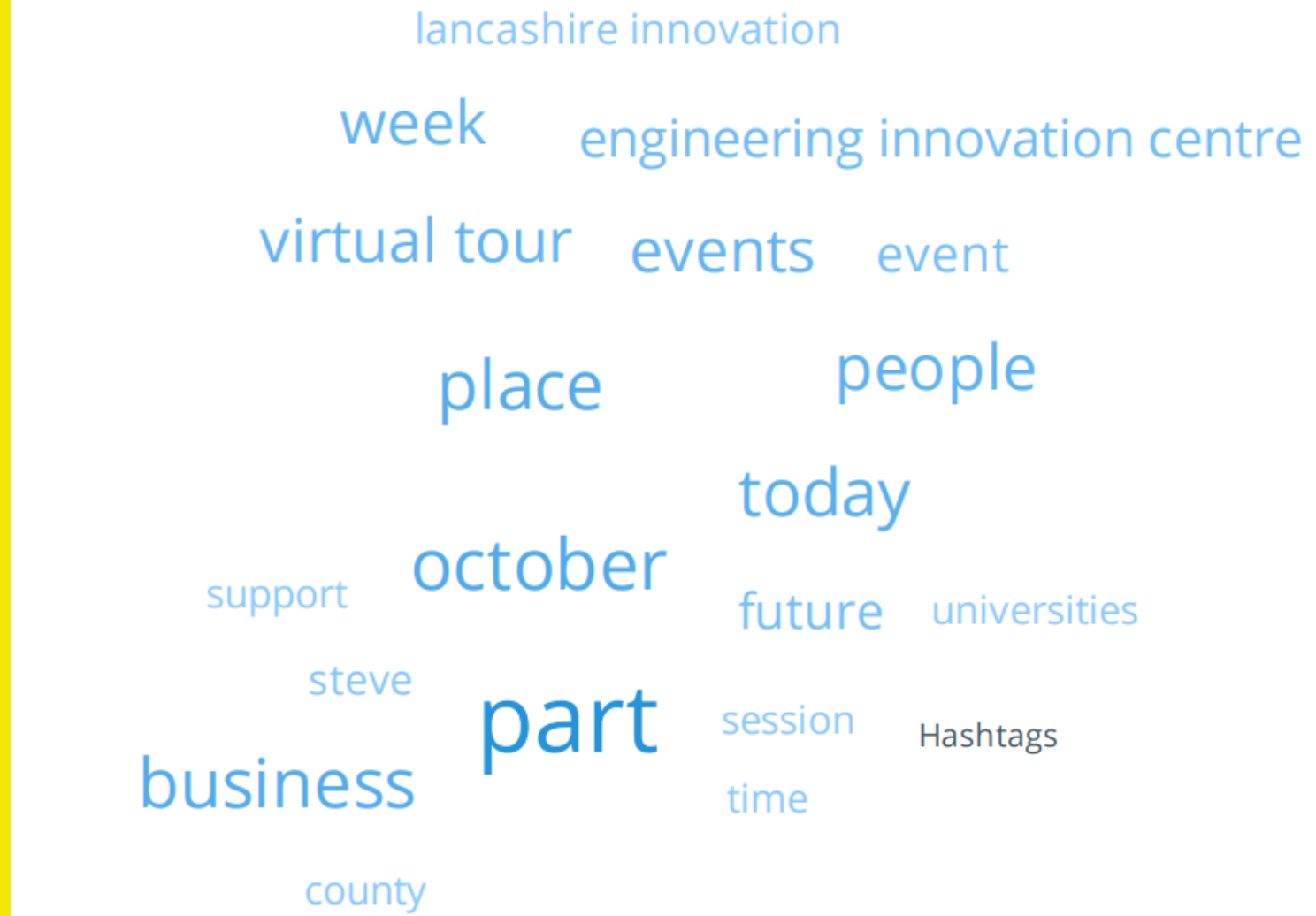


Phrases, hashtags and the main Twitter authors/ambassadors.

Twitter authors

AUTHORS	MENTIONS
LancsInnovation	464
lancslep	93
Groundswellidea	24
CreativeLancs	20
MarketingLancs	18
megasocialdk	16
LancashireHour	15
LancsSocial	15
digitallancs	14
uclanSME	12

Phrases

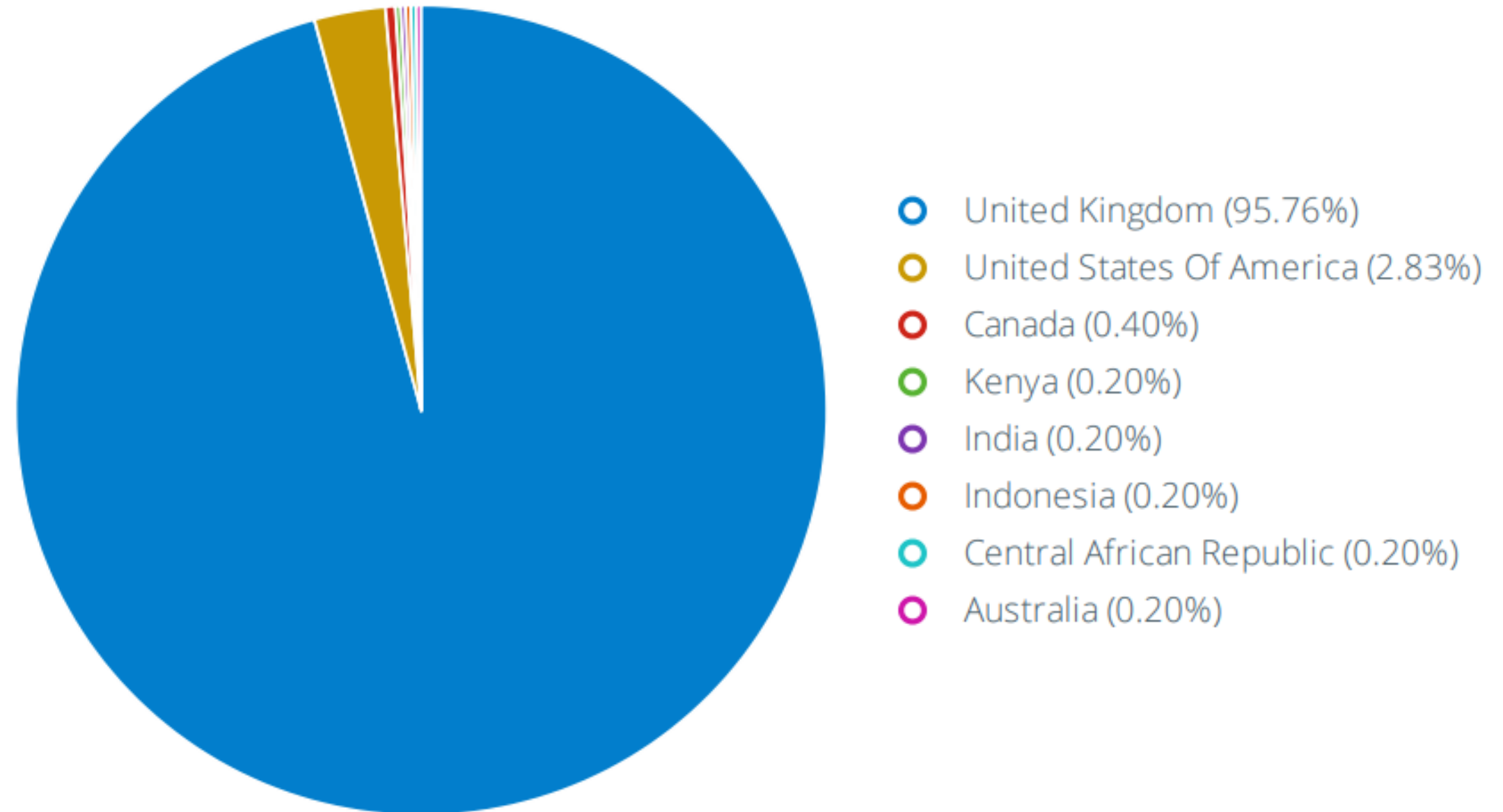


COUNTRIES

Lancashire Innovation Festival saw people register, and attend from:

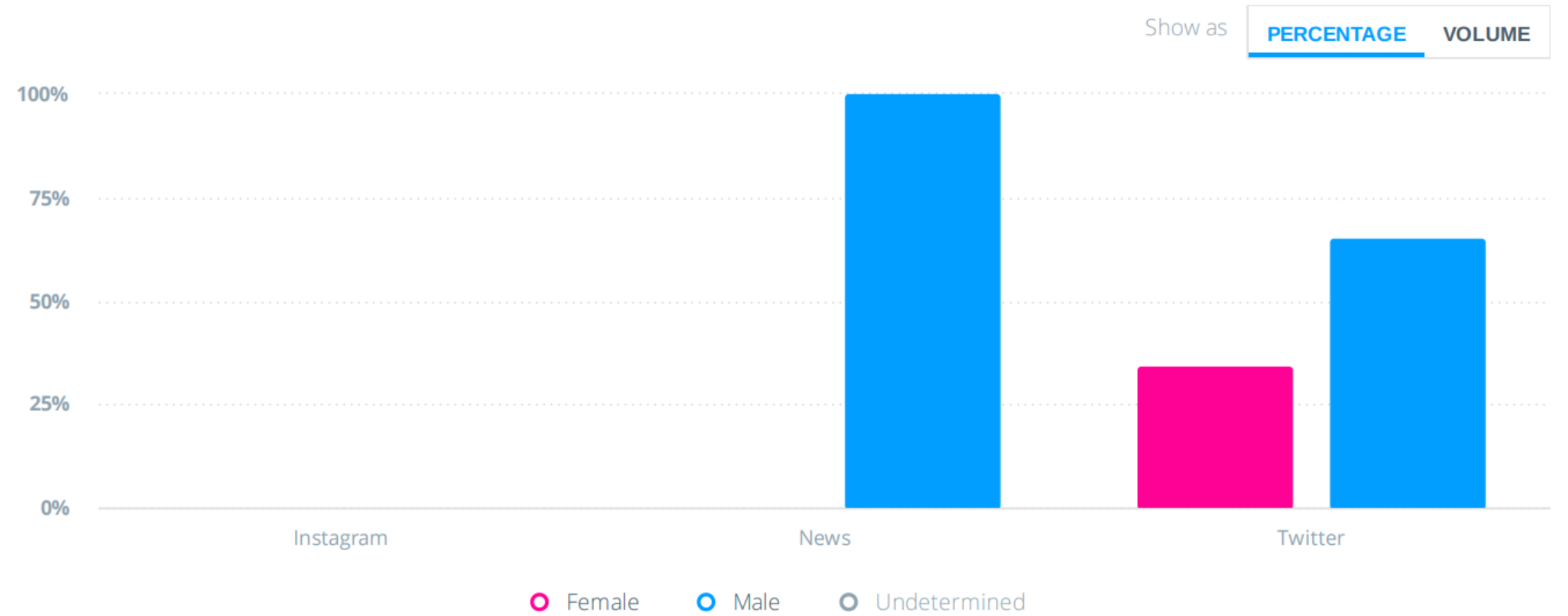
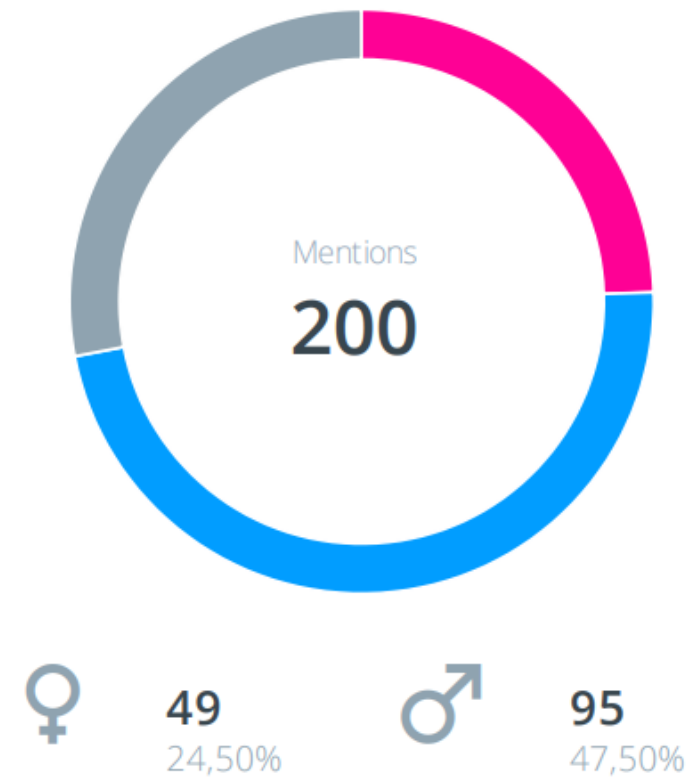
- Amsterdam
- USA
- Peru
- Johannesburg
- Brazil
- Singapore
- Jakarta
- Milan
- Melbourne

And every corner of Lancashire.



GENDER DEMOGRAPHIC

Total



Gender based on data from sources with consumer demographic access

EVALUATION

Given the speed at which the festival was pulled together, coupled with a brand new social account, reach was impressive and event attendance was very good. With the core objective having been around driving event attendance and generating conversation around innovation in Lancashire, both of these were achieved.

Considerations for the future:

The main supporters/authors to the festival were mainly from accounts that supported the festival from the getgo e.g LEP, Groundswell Ideas and Creative Lancs. Going forward there is an opportunity to better engage with Lancashire's online business community and to drive conversations.

There is also an opportunity to bring the festival's identity to other networks, due to time constraints we concentrated our efforts across Twitter, even though some contributors used Instagram.

The festival's top performing Tweet in terms of reach and engagement was the closing post focussing on driving delegates to register for 'A Vision of Innovation for Lancashire'.

The main takeaway is that innovation in its widest sense is clearly something Lancashire businesses are interested in, and arguably more so in the current economic climate. Therefore there are a number of key tangibles the Innovation Strategy Board can take forward as a result of this festival.

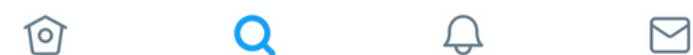
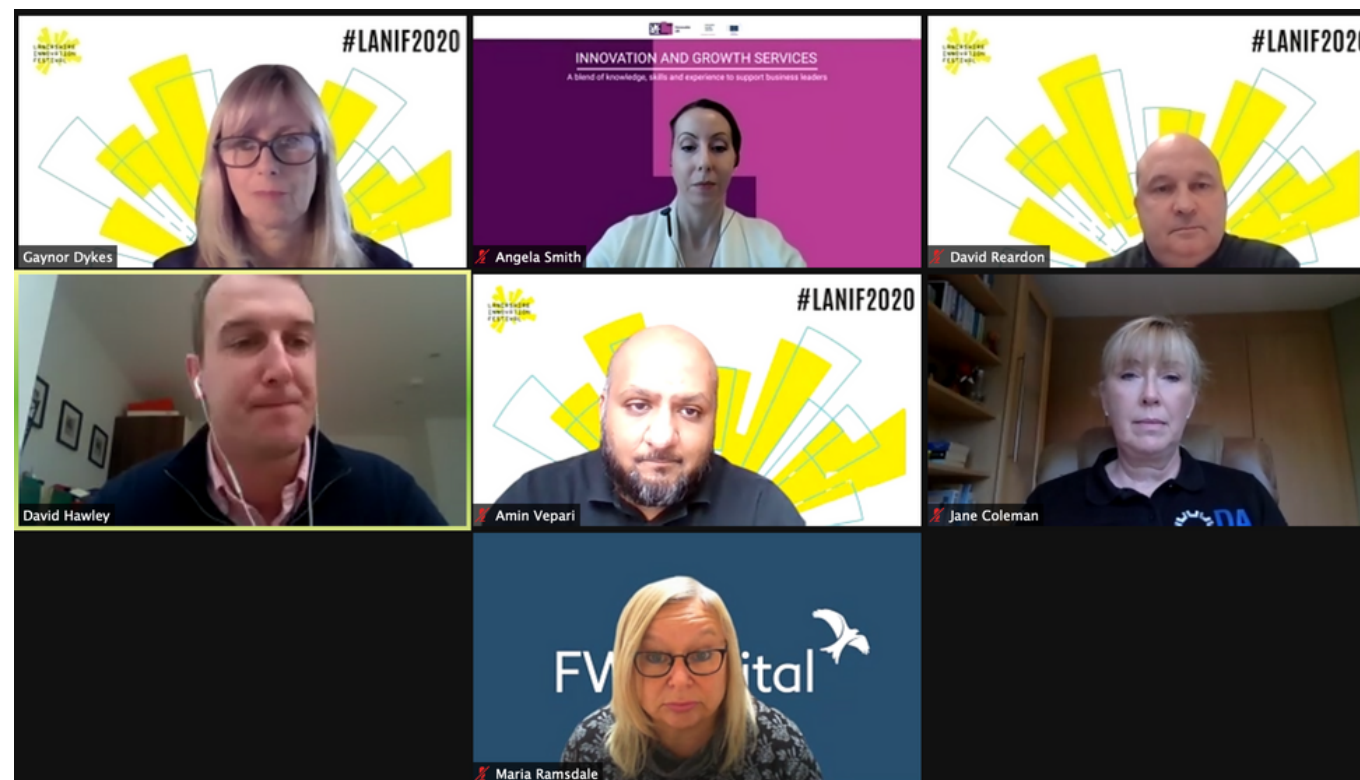
Pinned Tweet
Lancashire Innovation Festival · 6d
 We'd like to say a HUGE thank you to all the attendees, panellists and contributors who helped make #LANIF2020 so incredible.

- 50+ speakers
- 31 unique events on innovation
- 1 incredible festival

See you next year!



71 views



Lancashire Local Enterprise Partnership (L...
 128 followers
 23h · 🌐

A great choice of sessions for the final week of the Lancashire Innovation Festival #LANIF2020, make sure you register at https://lnkd.in/eVzqM_c

THIS WEEK AT #LANIF2020

<p>MON 26/10</p> <p>10AM - INNOVATION SHOWCASE - PRODUCTIVITY AND INNOVATION CENTRE AT EDGE HILL</p> <p>3.30PM - THE ROLE OF UNIVERSITIES IN DRIVING INNOVATION ACROSS LANCASHIRE</p>	<p>WEDS - 28/10</p> <p>10AM - MEDTECH AND NHS INNOVATION</p> <p>2PM - FIRESIDE CHAT: GETTING SERIOUS ABOUT AGRI-INNOVATION IN LANCASHIRE</p>
<p>TUES 27/10</p> <p>10AM - HOW CAN BUSINESSES GET SUPPORT TO INNOVATE?</p> <p>11AM - SAFEGUARDING INTELLECTUAL PROPERTY TO ACHIEVE BUSINESS SUCCESS</p> <p>2PM - FINANCING INNOVATION</p> <p>3.30PM - REDGAT SHOWCASE: LOW CARBON INNOVATION</p>	<p>THURS - 29/10</p> <p>10AM - BUILDING AN INNOVATION ECO-SYSTEM</p> <p>2PM - A VISION FOR THE FUTURE OF LANCASHIRE</p>

REGISTER FOR FREE AT
lancashireinnovationfestival.co.uk

Lancashire Innovation Festival Retweeted **LancashireSkillsHub** @... · 22/09/2020
 Sign up and get involved in the Lancashire Innovation Festival - some great sessions aimed at accelerating innovation #LANIF2020 #WeAreLancashire

Marketing Lancash... · 22/09/2020
 The latest on the first Lancashire Innovation Festival 50+ speakers, 25 events, free and virtual - this October #LANIF2020
marketinglancashire.com/news/lancashir...



The logo for the Lancashire Innovation Festival features the text 'LANCASHIRE INNOVATION FESTIVAL' in a bold, black, sans-serif font, centered within a white circular area. The text is overlaid on a graphic of overlapping yellow and light blue rectangular shapes that radiate from the center, creating a sunburst or starburst effect.

**LANCASHIRE
INNOVATION
FESTIVAL**

Lancashire Innovation Festival

Questionnaire Feedback

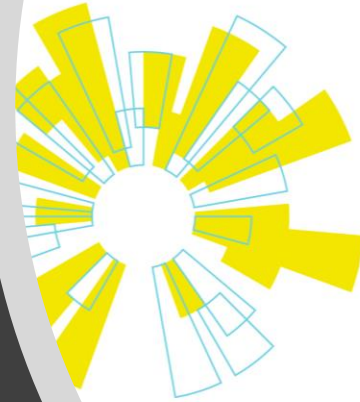
Overview



- A feedback form was created to ask attendees their thoughts of innovation in Lancashire
- This was promoted during each session
- A total of 15 participants responded to the questionnaire

What do you think the Lancashire Innovation Board should be tackling first to build an effective innovation eco-system in the county?

- making the connections and highlighting what is already available, SMEs sometimes just need to know about what's available, not be offered something new.
- Map the innovation landscape as a starting point
- Travel
- Data and digital transformation along with robust energy management systems
- Poverty
- Gender equality and supporting women, particularly minority women and those from disadvantaged backgrounds.
- Finding or setting up funding streams to help people get started, without limits to it's use - trust people to use it how they need!
- Collaboration and Community
- Collaboration and connection within communities, regional business and academia - setting up initiatives like the LCIF are ideal for this!
- Lack of awareness of the existing resources and facilities within Lancashire
- Culture
- Showcasing both the existing larger companies that are successful and growing and also identifying and helping promote the smaller SMEs and key start ups that need a voice. You can also help by cross fertilising the networking between industry and academia (which often stagnates). I think you have a key role as a figurehead to help define the new direction of emerging business in Lancashire.



LANCASHIRE
INNOVATION
FESTIVAL

The logo for the Lancashire Innovation Festival features the text "LANCASHIRE INNOVATION FESTIVAL" in a bold, black, sans-serif font, centered within a circular arrangement of overlapping yellow and light blue geometric shapes, including rectangles and triangles, some of which are solid and others are outlines.

LANCASHIRE INNOVATION FESTIVAL

How can the Innovation Board best support innovation alongside the current fully funded programmes?

- connect partnerships - more than providing a list/database but reading between the lines between potential partners/collaborators. I'm personally good at this, but I'm only able to connect with people/businesses/programmes I am aware of. Sometimes a personal introduction is what makes the difference... which is much harder to do when we're not attending networking events in person.
- Seed funding, develop a bank of tool-kits to support innovation, mentors
- Learning and networking opportunities, sharing of best practice
- going more grass roots
- Provide a forum like today for people to support each other. Provide free people who can support people to know what legal entity would be best for their social business innovation.
- Networking
- Free resources for local businesses and researchers alike - potentially online resources and guides or partnering/mentoring opportunities.
- invest in artists
- By use of thought pieces and thought leadership in the area. Innovation has many definitions. A clear one is "Innovation is turning clever ideas into profit" and you can help bring together the people with the clever ideas who want to do something.

What sectors are emerging as new innovators that should be on our radar?

- We need to embed green/sustainability into EVERY sector. Innovate business models that make this possible at a basic level and easy for businesses that would never think about it. We are obviously focussed on this, but it should be at the heart of every business (and that's something we can help people with through our consultation/collaboration offerings)
- Green tech, artisan, social enterprise.
- Environmental sustainability
- social innovation happening all around the county
- Young activists and climate change initiatives
- Social sciences! Process-based innovation such as marketing, consumer research and media are all crucial alongside the natural sciences.
- Energy and Low Carbon; AI, digital and creative
- social innovation/citizen led and agriculture, digital architecture
- You should be covering all high tech sectors and manufacturing activity. That is where future commercial success and GDP contribution (and hence build back better) resides.



The logo for the Lancashire Innovation Festival is a circular graphic. It features a central cluster of overlapping yellow rectangular shapes of various sizes and orientations, radiating outwards. These yellow shapes are surrounded by a series of light blue rectangular outlines, also radiating outwards, creating a sunburst or starburst effect. The text 'LANCASHIRE INNOVATION FESTIVAL' is centered within this graphic in a bold, black, sans-serif font, arranged in three lines: 'LANCASHIRE' on the top line, 'INNOVATION' on the middle line, and 'FESTIVAL' on the bottom line.

LANCASHIRE INNOVATION FESTIVAL

Summary

- What do you think the Lancashire Innovation Board should be tackling first to build an effective innovation eco-system in the county?
 - Collaboration (universities and business), communicating support more effectively, addressing social inequalities in innovation.
- How can the Innovation Board best support innovation alongside the current fully funded programmes?
 - Connecting people, acting as the broker is vital.
- What sectors are emerging as new innovators that should be on our radar?
 - Green Economy/Low Carbon followed by digital/tech and social innovation. But way out in front Low Carbon.



LEP – Sub Committee

LEP - Lancashire Innovation Board

Private and Confidential: NO

Date: Friday, 19 February 2021

Proposal to Establish an Observatory and Mapping web resource
(Appendix 'A' refers)

Report Author: Matt Wright
Matthew.Wright@lancashirelep.co.uk

Executive Summary

The Appendix to this report sets out a proposal to develop a one-stop web resource which would incorporate an interactive map that can display innovation assets and company clusters in Lancashire as well as an innovation dashboard, web feed of opportunities and best practice insights into technology and markets.

Recommendation

The Board is asked to approve officers to proceed to tender for a local web company to develop the necessary web pages to provide this resource using a fund allocated for this purpose from Lancashire County Development Limited (LCDL)

Background and Advice

The Innovation Plan called for the setting up of an Innovation Observatory for market and technology foresight and horizon mapping.

The work on the Innovation Festival highlighted the importance of having greater clarity about who our innovative companies and assets are and where they are based.

This work also highlighted the need for our clusters of innovative companies to know who to collaborate with and the opportunities for relevant projects and funding set in the context of best practice.

In addition the Innovation Board and other stakeholders have set out the need to have a simple dashboard identifying our collective challenges around innovation and the progress we need to make as Team Lancashire.



Appendix 'A' sets out a proposal for the development of a website for innovation that will meet the practical aims and objectives outlined above over the next 6 months.

List of Background Papers

Paper	Date	Contact/Tel
N/A		

Reason for inclusion in Part II, if appropriate

N/A

Innovate Lancashire Web Resource

Summary

This paper sets out a proposal for a one-stop web resource – an interactive map that can display innovation assets and company clusters in Lancashire as well as an innovation dashboard, web feed of opportunities and best practice insights into technology and markets.

Background

The Lancashire Innovation Plan recommended the setting up of an Observatory described in the following extract from the report:

Develop Lancashire Technology and Market Foresight Observatory	• Lancashire should be driving and shaping market and tech change	• Lancashire stakeholders are informed of market trajectory and tech changes	• Reports and insights easily accessible and available for Lancashire stakeholders	• Lancashire is on the front foot in driving, shaping, and implementing change
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In addition at the most recent meeting of the Innovation Board members discussed the need to understand what innovative companies and assets we had at a more granular level and for this to be more widely accessible for all stakeholders.

Following the feedback from the Innovation Festival it was noted that companies wished to know which local companies were operating in which fields and to be able to network around opportunities. It was also observed it would be beneficial to put this into context with opportunities such as funding and challenge programmes and emerging best practice nationally and globally.

Context

Work on the Local Industrial Strategy (LIS) highlighted priority areas of industrial strength and the need for more detail on opportunities to draw together these strands while the LEP Strategic framework identified the sectoral pillars and cross cutting themes for stakeholders.

Meanwhile the Covid crisis served to accelerate existing trends such as digitalisation and highlight how stakeholders can drive the response to societal challenges and harness them with joined-up innovative responses.

The urgent need and willingness of organisations to diversify and adapt has placed a greater emphasis on clustering and horizon scanning and brought the Observatory recommendation into even sharper focus.

Considerations

Historically the concept of an “observatory” in economic development terms, has taken on a number of forms depending on the aims, the intended target audience and their use of such functions over time.

They can be loosely categorised as follows:

- Local economic data repositories – usually in sub-regional form and run by local Government, these seek to curate local and national reports typically for internal purposes and for other intermediary bodies.
- Policy driven – usually Governmental in outlook with a broad set of aims they might be seen as politically driven looking at companies and assets with a policy and dissemination objective.
- Technically specific database driven – usually targeted at a particular sector or technology and run by Universities or sector bodies they often provide detailed databases of information for narrow applications.
- Consultancy driven – usually seeking to assess selected markets to engage interest from companies to their services with more detailed input being at cost to meet consultancy ambitions.

The above approaches tend to be producer driven rather than link companies in context and derive benefits and insights.

Discussions with stakeholders indicated they would seek a practical interactive function that would collect and make sense of key information in the right context for clusters of companies.

Following this analysis it is recommended that:

- The resource proposed should have at its core a searchable mapping function relevant to users of the information and centered more on the needs of SMEs.
- The ability for stakeholders to easily populate the database as well as the use of appropriate feeds could greatly simplify its use and keep it relevant and timely
- The functions should point to responsible domain knowledge holders not to lower level capability details that are subject to regular changes not critical to context.

Proposal

This paper proposes a proactive model of Observatory in line with the original recommendations in the Innovation Plan and the practical considerations from the scoping considerations above.

It is proposed that the purpose of the Innovation Observatory is to curate in one place, with easy searchable access from a home page, the following functions:

- A searchable map of our assets and clusters of innovative companies which can be interrogated against multiple criteria
- An innovation dashboard to set into context for all stakeholders where we are in Lancashire and where we aim to be collectively

- A feed of opportunities relevant to our strategic priorities and the clusters in terms of funding, challenges and projects
- Relevant webinars on technologies, markets and best practice tuned to the clusters and provided by academia, businesses etc

It is proposed that the site is simple to use and highly focused on key criteria encouraging users to match need and supply, identify trends and opportunities and encourage clustering and potential investments.

Target Audience

The resource will be highly relevant to the following groups:

- Innovative companies in Lancashire through owners and senior managers with a strategic and innovation related responsibility
- Representatives of governmental and intermediary organisations with an economic development and innovation remit such as IUK, DIT, LEP etc
- Senior representatives of organisations anywhere in the world with supply chains in Lancashire or interest in investing in the county
- Business, technology and academic networks locally, regionally and nationally wishing to collaborate

Project Group, Budget and Timeline

A wider team is proposed to involve the LEP, LCC and a web builder to scope the platform in detail once approved by the Innovation Board.

There is a budget within the Innovation Plan at Lancashire County Council and an allocation has been earmarked for this work alongside related marketing work promoting innovation in the county.

As a tailored site with database driven functions it is anticipated the project would follow the steps below and would take 6 months lapsed time to deploy:

- Consultation on content
- Appointment of contractor
- Detailed scoping of content
- Information Gathering
- Planning and Design
- Content Writing and Assembly
- Coding
- Testing, Review and Launch



LEP – Sub Committee

LEP - Lancashire Innovation Board

Private and Confidential: NO

Date: Friday, 19 February 2021

Update on the Lancashire bid for City of Culture 2025

Report Author: Matt Wright
Matthew.Wright@lancashirelep.co.uk

Executive Summary

The Board is to receive a presentation led by Board member Tony Attard concerning progress on the Lancashire bid for City of Culture 2025.

Recommendation

The Board is asked to comment on the progress of the City of Culture bid and its fit with the objectives of the Innovation Board and its marketing ambitions.

Background and Advice

The Lancashire City of Culture bid is about bringing Lancashire together as a whole and the programme will represent the full scope of the counties creative cultures by combining Culture, Commerce and Creative Communities.

The Board will be given a presentation by Debbi Lander, Bid Director, setting out the work to date and proposed plans for Lancashire City of Culture 2025 and clearly demonstrating the following:

- Overall aims and objectives, how can a county be a city?
- Where we are now in the plan
- Where we expect to be after winning the bid
- How this can augment Innovation which is a key strength in Lancashire

The presentation will seek to prompt comment and discussion from Board Members on how the objectives of the Innovation Board can be woven into the overall promotional plans heralding innovation in the County.



List of Background Papers

Paper	Date	Contact/Tel
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N/A

Reason for inclusion in Part II, if appropriate

N/A

LEP – Sub Committee

LEP - Lancashire Innovation Board

Private and Confidential: NO

Date: Friday, 19 February 2021

Innovation Budget Report

Report Author: Matt Wright
Matthew.Wright@lancashirelep.co.uk

Executive Summary

The outline Work plan below is for illustrative purposes, setting out the allocations to be made by the LCDL budget holder Maya Ellis for innovation activities to supplement and support the work of the Innovation Board. This is in the format of budget headings and descriptive areas of work.

Recommendation

The Board is asked to receive the report and comment on the mix of headings in relation to assisting progress on key objectives

Background and Advice

Subject to the confirmation of the County Council and Lancashire County Development limited (LCDL) budgets and Business Plans for 2021/22, a budget is available for innovation activities involving the innovation officer team and is provided through the County Council/LCDL account. The team comprises Maya Ellis, Matt Wright and Dan Knowles.

The overall allocation is for £100,000 and the aim of the work plan headings is to shape, facilitate and lever activity supportive of the Innovation Boards work.

Work plan headings for financial year 2021/22

Lancashire Innovation Festival 2021 - £15,000 (plus hopefully more from external funding and sponsorship)

Observatory Project - £10,000

Developing an innovation observatory to map our clusters, monitor progress and better articulate opportunities and collaboration.

Monitoring and evaluation - £10,000



To ensure progress against the innovation plan. To be kept as an ongoing cost but it may well merge with the Observatory. Keeping separate for first year of observatory in case we want to be a bit experimental on that at first.

Bid writing - £10,000

Supplemented in house potentially too – to allow us to start strategically pitching for funding for bigger projects. Use to map landscape, make initial attempts and potentially run a pilot or two if relevant.

Marketing strategy - £30,000

To focus on strategy and campaign building to promote talent retention and inward investment, as well as internal cross promotion and knowledge sharing.

Case studies - £5,000

Pay for journalist to write up the case studies.

Extra marketing - £10,000

Flexible but likely for PR and / or an inward investment dedicated person.

Contingency / flexible - £10,000

Board costs or pilot activity we would like to explore

Internal (non-budget dependent) amount?

- Project mapping
- Strategy & policy development – focus on embedding with LEP sector groups and building funding base.
- Bid writing
- Lancashire Innovation Festival

List of Background Papers

Paper	Date	Contact/Tel
N/A		
Reason for inclusion in Part II, if appropriate		
N/A		



LEP – Sub Committee

LEP - Lancashire Innovation Board

Private and Confidential: NO

Date: Friday, 19 February 2021

Progress Report and Updates
(Appendix 'A' refers)

Report Author: Matt Wright
Matthew.Wright@lancashirelep.co.uk

Executive Summary

This report provides an update on progress to date regarding implementation of the Innovation Plan, which will be supported by a verbal update at the meeting highlighting key activity in the county and regionally.

Recommendations

The Board is asked to :

- 1) Receive the report and note the progress log on items relating to the Innovation Plan
- 2) Receive and comment on innovation verbal updates given at the meeting.

Background and Advice

The progress log attached at Appendix 'A' to this report updates Board members on activity to date against items in the Innovation Plan.

A verbal update will be provided on the following highlights stemming from the Innovation Plan progress and key new opportunities currently on stream:

- North West Space Sector Strategy
- MIT REAP Programme
- Joint Innovate UK/Lancashire LEP Cluster Showcase
- HEI Innovation Programmes
- NP11/NHSA Commission
- Workshops with 6 LEP Sector Groups
- Marketing Strategy & Case Study mapping



- Project mapping
- Monitoring & Evaluation (of Lancashire Innovation Plan)
- Procurement for 21/22 budget

List of Background Papers

Paper	Date	Contact/Tel
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N/A

Reason for inclusion in Part II, if appropriate

N/A

Action Agenda	Status Comments	Owner	RAG Status
To make the Plan a reality, a series of actions are proposed:			
For Strategic Aim 1 'Staying Ahead', key actions will involve:			
Focus on delivering the Made Smart Review's North West National Adoption Programme Pilot	Ongoing - Lancashire leading on takeup and value.	Maya (with Pete & Andy)	Green
Connecting with Centres of Excellence outside Lancashire, so helping to improve our participation in national, and potentially international, innovation networks	Work has commenced on a regional Space Sector Strategy; MIT Reap Project has defined a Clean Tech Accelerator and discussion has been opened with partners; Participation in Med Tech Cluster at STFC; Involvement of AMRC in HEI Forum with UEDU.	Matt	Yellow
Working in collaboration with large employers in the County to strengthen innovation capabilities of their supply chains	Discussions had with DIT (Nigel Jones) re potential initiatives filling Gaps in supply chains; £10k budget allocation 21/22 for bid writing for larger projects in this space.	Maya (with LEP Board members)	Yellow
Developing a network of Lancashire 'Innovation Ambassadors' to work with local SMEs;	Long list created; First videos created and roll out planned. Scoping needed of how to create programme.	Maya (with ML)	Green
Implementing a Lancashire Technology and Market Foresight Observatory.	Detailed paper with action plan coming to Feb board.	Matt	Green
For Strategic Aim 2 'New Routeways to Excellence', key actions will involve:			
Developing supply chain crossover networks	Discussions had with DIT (Nigel Jones) re potential initiatives filling Gaps in supply chains; £10k budget allocation 21/22 for bid writing for larger projects in this space.	TBC	Yellow
Encouraging an increase in Knowledge Transfer Partnerships (KTPs)	There has been an increase in the number of KTPs and Placements in Companies across Lancashire with University engagement projects . In addition the Lancashire Technology Accelerator piloted to test effectiveness in software sector, with a view to an Accelerator approach Lancashire wide across sectors, and securing UEZ project money.	Matt (& Maya re accelerators)	Yellow
Developing Test Beds in new sectors such as Digital, and initiatives such as 'Failure Labs' and 'hackathons', with different sector foci over time	Hackathons discussed previously but stalled - lots of appetite but resource heavy to co-ordinate. Potential to kick start as part of Innovation Showcase / Month (but still resource dependent).	TBC	Yellow
Starting to analyse rigorously how overlaps and synergies between the activities and technologies of our existing sectors can be drawn out to define new areas of sectoral strengths that we can develop	Manual mapping being done via shared google docs. To then feed into Observatory work. An Innovation Strategy on a page has been developed to coordinate a project pipeline from Universities and their partners. LEP Sector groups establishing sector plans for each of the 6 sectors and enabling services (skills, business support, innovation, wellbeing) running workshops to get up to date feedback on their roles.	Matt (& Rachel McQueen - ML)	Green
For Strategic Aim 3 'Broadening the Innovation Base', key actions will involve:			
Enhancing existing, or building new, leadership development programme activities, ensuring that innovation is given the same priority as wider core business disciplines	Programmes underway include Productivity Innovation Centre programmes, Productivity through People; Made Smarter Leadership etc; discussions had with key management academics to explore wider options including adding shorter term practical interventions to enhance leadership around Industrial Strategy opportunities, co-creation techniques, business modelling for innovation, accessing innovation funding and investment.	Matt	Green
Ensuring relevant capital developments include provision for incubating innovation-led start-ups	Fraser House (White Cross) due to open March 1st with further investment proposed for wider White Cross. AMRC Samlesbury due to open summer. Strawberry Fields, Burnley Landmark, Lancaster HIC, Society 1 etc. Launch of Energy Park at Springfield and meetings with LU to develop Clean Energy projects. £20k in LCC 21/22 digital sector budget for ecosystem development in local areas. Proposals imminent to focus more intently on local ecosystems.	Maya (& LEP team)	Green
Facilitating networking between innovation and incubation centres within and outwith the County to share best practice	£20k in LCC 21/22 budget for ecosystem development in local areas. Full time Community Manager role in place at Fraser House with aim to develop programmes there which can then be rolled out / replicated at other sites in the county. Greater links with STFC through MedTech and HIC plus Infolab and the Digital Catapult.	Maya (with Digital Lancashire)	Yellow
Developing a programme of visits to Lancashire from innovation success stories across the world, helping to stimulate global networking, and bringing best practice to Lancashire's attention.	Proposals and conversations stalled so far due to lack of resource. Fraser House role may be able to kick start and lead. Lancaster University still keen to be part of (and undoubtedly other unis too).	Maya	Red
For Strategic Aim 4 'Enabling Infrastructures for Innovation', key actions will involve			

Creating an 'innovation graduate' placement programme for SMEs	Existing projects - namely as part of Made Smarter programme; Other projects discussed linked to InfoLab and Unite+. Potential to scope a Lancashire-wide marketed programme with multiple partners.	Matt	
Developing a single point of contact programme of support for innovation-led start-up or early-stage businesses	Boost; New Marketing Strategy includes 1 webpage summary of offer on investinlancashire website. LEP co-ordinated accelerator ran 2019 with potential to extend (UEZ). Potentially need to review focus area (is focus now needed more on scale up than start up?).	Maya (with ML)	
Exploring options for creating a Lancashire Innovation Fund for early-stage funding for innovation-led start-ups	Conversations had with Amin / Rosebud about potentially repurposing some money. Working group established with Gaynor Dykes & Amin Vepari. Direction seems to be a stage 1 of looking at a smarter marketing vehicle for existing funds, and stage 2 adapt existing funds to address any gaps.	Maya (& Amin via Rosebud?)	
Developing a programme to promote innovation across public and third sectors;	LCC IT provision due to come in house in April 2021 which maybe provide some new capacity & leadership in this space. Conversations also had with FutureGov re creating a consortium of local authorities to support a separate digital development service.	Maya (& Kerry / Other internal LCC lead - Glyn CDO)	
Embedding Intellectual Property (IP) management in to innovation initiatives.	TBC - scoping work needed. Needs to be a wider discussion about this and the changing approach to IP in the innovation field. Discussion held with IPO and Ian Skerritt at MGH with on-going work with the IPO.	Matt	
To deliver Strategic Aim 5 'Letting the World Know!', key actions will involve:			
Holding an annual Innovation Showcase to celebrate successful innovation in, and across, the County	Lancashire Innovation Month 2020 held & successful. Paper to Feb board about a more ambitious 2021 version. Rolling out but somewhat stalled due to Covid and Capacity.	Matt (with support from Maya, Vanessa, Dan Knowles & 3 Man Factory)	
Developing a Lancashire Innovation Marketing Strategy	Freelance journalist engaged and delivering; Tech nation engagement NW lead lined up to do tech focused case studies	Maya (& Marketing Lancashire)	
Developing, and disseminating a portfolio of Lancashire innovation case studies;		Maya (& Vanessa)	
Ensuring Lancashire is represented in all key national fora relating to innovation, so that forward and backward linkages to innovation in our County are be promoted and developed	Much better engaged with NP11/ UKRI / EPSRC / Innovate UK . Further scoping exercise of key events needed for us to have presence at.	Matt & Maya	
Governance			
Establish Innovation Board + what role will be	Now established and meeting quarterly.	Maya & Matt (with Andy & Steve Fogg)	
Re-establish board of officers + meet	Monthly working group of Maya Ellis, Matt Wright, Andy Walker and Sarah Kemp.	Maya + Andy W	
Regroup and / or recontact original consultees to update on outcomes and next steps	This didn't happen - propose remote from log now as relevant time has probably passed?	Maya (with SDG)	
Monitoring and evaluation	Aiming to contract company by March 2021 to establish measurements for 21/22 (late but still aiming to complete)	Maya	



LEP – Sub Committee

LEP - Lancashire Innovation Board

Private and Confidential: No

Date: Friday, 19 February 2021

2021/22 Programme of Meetings

**Report Author: Mike Neville, Tel: (01772) 533431,
mike.neville@lancashire.gov.uk**

Executive Summary

The proposed 2021/22 programme of meetings for the Lancashire Innovation Board.

Recommendation

That the 2021/22 programme of meetings, as set out below, is approved with all meetings to start at 10.30am and be held either remotely via Zoom or, subject to any Covid-19 restrictions operation at the time, at County Hall, Preston.

7th June 2021

6th September 2021

15th November 2021

3rd March 2022

Background and Advice

As there are no meetings of the Innovation Board scheduled beyond February 2021 consideration has been given to creating a programme of meetings for 2021/22. The proposed programme set out below takes account of the established pattern of meetings for the LEP Board and other LEP Committees, County Council meetings and also Bank/School holidays.

Monday	7 th June 2021
Monday	6 th September 2021
Monday	15 th November 2021
Thursday	3 rd March 2022

Consultations

During the initial development of the programme of meetings the following individuals were consulted on potential dates.



- The Chair of the Innovation Board
- Maya Ellis, Innovation and Digital Lead, Business Growth & Innovation - Economic Development Lancashire County Council/Lancashire LEP
- Matt Wright, Lancashire Universities Innovation Manager, Economic Development, Lancashire County Council/Lancashire LEP

The proposed programme was also circulated to all Board members for information by email on the 26th November 2020.

List of Background Papers

Paper	Date	Contact/Tel
Programme of LEP Board and Committee meetings	2021/22	Mike Neville 01772 533431

Reason for inclusion in Part II, if appropriate
N/A