



LEP – Sub Committee

LEP - Lancashire Innovation Board

Private and Confidential: NO

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Updates on Innovation Projects Portfolio

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Executive Summary

A verbal update will be given in the meeting on two other key projects under way, the Innovation Marketing Strategy and the Massachusetts Institute of Technology Reap consultancy project.

Recommendations

The Board is asked to

1. Note the ongoing projects referred to in the report.
2. Share insight and feedback where relevant to support the projects

Background and Advice

Work is ongoing on a number of action points within the Innovation Plan. Two key focuses currently are the Innovation Marketing Strategy and the Massachusetts Institute of Technology Reap consultancy project. The Board will be given a verbal update on both projects at the meeting with the opportunity for discussion and questions.

Innovation Marketing Strategy

The Innovation Marketing Strategy is a key focus in this financial year for the Innovation Plan.

At the inaugural board meeting in July, a full Marketing Strategy breakdown was provided as an appendix which gives the overarching plan for marketing. Since the last meeting, officers have had an initial kick off workshop to scope how we will



approach the marketing strategy in the remainder of this first year. Board member Jane Dalton also kindly joined this workshop to lend her expertise.

The outcome of the workshop was an agreement to take a case-study led approach as opposed to a key message approach, for this first year, to allow the board to have some time to finalise specialisms and key messages without holding back progress of the strategy.

Massachusetts Institute of Technology Reap (MIT Reap)

The MIT Reap programme allows officers and stakeholders to gain insights from MIT on building strong innovation ecosystems. A number of workshops have now taken place and a proposal is emerging which looks at pulling together a Clean Technology Accelerator Network.

List of Background Papers

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