



LEP – Sub Committee

LEP - Lancashire Innovation Board

Private and Confidential: NO

Date: Monday, 7 June 2021

Lancashire Innovation Festival

(Appendices 'A' and 'B' refer)

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Executive Summary

This report sets out a brief summary of the current action plan for the development and launch of the Lancashire Innovation Festival 2021 in October 2021.

Recommendations

The Board is asked to

1. Consider content and speaker ideas for sessions (45 mins max per session) that would fit within the structure and themes presented below.
2. Give feedback on the current plan, particularly with regard to any potential gaps or additional topics .
3. Identify any Board members who may wish to be involved in the festival by hosting and / or running an event, and / or make suggestions for other speakers or organisations who may wish to be involved.

Background and Advice

Dates

The dates for the event is confirmed as from the 4th to the 8th October 2021.

Aims

In line with the Lancashire Innovation Plan the aims of the Innovation Festival are

- To engage Lancashire businesses with the business innovation support offer;
- To attract innovative/entrepreneurial businesses and individuals to Lancashire.



Platform

Officers are current testing a hybrid hosting platform with another Lancashire event which would allow in person events to be hosted while also streaming the content online for wider accessibility.

Content

Content this year will be broader in terms of format. There will be a mixture of panel discussions with online networking, Case Studies, 1:1 interviews and some live in-person activity (subject to any Covid 19 restrictions which may be in operation at the time).

Taking on board feedback from last year's event, ambitions of the event and countywide trends, some current suggestions are:

High Profile brand Case Studies

Engagement with a number of 'household names' to deliver Case Study style innovation presentations. Suggestions include EG Group, Fisherman's Friend, Silentnight Beds, MacIntosh, Blackpool Pleasure Beach.

Cluster Focus/ Place based Innovation

Profile emerging clusters across the region including Electech and activity around the AMRC. Other key clusters to be identified and suggestions for contacts from Board members are welcome.

Asset Focus

Work alongside the key strategic assets to raise their profile, especially around future industry/emerging trends in innovation. Officers are keen to hear from organisations who want to be part of this (Westinghouse have already expressed an interest.). The current budget allows for events and filming in limited locations, but if assets want to extend coverage to their events, financial packages can be arranged to provide this.

High Profile External Speakers

Officers are currently investigating opportunities to bring in a number of external speakers to share best practice in innovation from other parts of the world. Current suggestions include MIT, but suggestions and contacts welcomed.

Net Zero / COP 26 Lead in

As identified at the last Board meeting, given that the UK will 'host' COP26 the month after the Innovation Festival, it is suggested that Net Zero and climate change considerations underpin most events. While it is not suggested this be made a headline theme of the festival, the aim would be to ask most organisations about how they are approaching Net Zero. There are both strategic and PR opportunities in then



collating these comments to 'send' to COP26 as Lancashire's promises and suggestions.

Optional skills & schools events

There are a number of schools and youth organisations interested in being part of the Festival, but this is out of scope of the existing budget. Officers are interested to know if any organisations would be interested in taking on organising this element and / or providing sponsorship to add this strand of activity to the festival.

Key Milestones

- By mid-June we expect to have a firm idea of the event activity and key locations
- By mid-June we expect to have made a landing page announcement and basic press release across the region sharing news of the event
- We will also have reached out to some potential speakers and started to confirm these
- We will have confirmed the online event platform and production requirements
- Looking to the future we expect to have most content and speakers agreed by late August
- Tickets will be made live for the event by late August
- Active promotional campaigning will reach capacity through September

List of Background Papers

Paper	Date	Contact/Tel
Lancashire Innovation Festival – Request for Involvement PDF. Innovation Festival Activity Gant Chart spreadsheet	18/05/21	MayaEllis maya.ellis@lanashire.gov.uk
Reason for inclusion in Part II, if appropriate		
N/A		