

New Anglia Innovation Board

Wednesday 5 February, 10:00-12:00,
Hethel Engineering Centre, Chapman Way, Wymondham Rd, Hethel, NR14 8FB

Agenda

1.	Welcome from the Chair: Introductions, apologies and minutes a) Update from Hethel Innovation	10:00 – 10:10	Chair
		10:10 – 10:20	David Taitt
2.	Discussion Item: Public sector innovation opportunities	10:20 – 10:50	Eliska Cheeseman
3.	Innovation Board Activity Plan Updates: a) Innovation Forum – proposal for 2020 b) Innovation Prospectus c) Global Business Innovation Programme	10:50 – 11:10	Chair, Maddie Coupe, Julian Munson
4.	UKRI and Innovate UK update	11.10-11.20	Howard Partridge
5.	Future Board Items	11:20 – 11:40	All
6.	Innovation Board: - Member update - AOB	11:40 – 12:00	All

Invited:

Dr Ewan Hunter
Madeleine Coupe
Prof. Mohammad Dastbaz
Prof. Fiona Lettice
Helen Lewis
Julian Munson
Jo Middleton
David Parfrey
Howard Partridge
Lisa Perkins
Johnathan Reynolds (Chair)
Sarah Steed
David Taitt
Katie Snell
Eliska Cheeseman

Chair of Science Development
Innovation and Sector Manager
Deputy Vice-Chancellor
Pro-Vice Chancellor
Director of Research and Enterprise Division
Head of Enterprise Zones and Innovation
Economic Strategy & Policy Manager
Executive Chair of Anglia Innovation Partnership
Regional Manager
Managing Director, Research and Innovation
Board Member
Director of Innovation and Engagement
Chairman
Innovation and Sectors Coordinator
Innovation Manager

CEFAS
New Anglia LEP
University of Suffolk
UEA
UEA
New Anglia LEP
Norfolk County Council
NRP LLP
Innovate UK
BT
New Anglia LEP
Norwich University of the Arts
Hethel Engineering Centre
New Anglia LEP
Norfolk County Council

Guests:

Vimmi Hayes

Economic Development Manager

Rep. Orbis Energy

Apologies:

Vince Muspratt
David Carlin

Assistant Director, Growth & Development
Science Director

Norfolk County Council
CEFAS

Next Meeting: Tuesday 12th May 2020 Cefas, Lowestoft



Board Forward Plan

Date	Venue	Forward looking	Governance and delivery
12 May	Cefas, Lowestoft Corystes Room	Strength in Places Fund Blue Tech/ connected Places Catapult ORE Catapult	All Energy Industry Council Innovation Forum Innovation Board Delivery Plan
8 September	Norwich Research Park, Centrum Building		Agri-Food Industry Council Innovation Forum
8 December	TBC		Digital Tech Industry Council Innovation Forum

New Anglia Innovation Board

Tuesday 3rd December, 14:00-16:00

W602 Waterfront Building, University of Suffolk

NEWANGLIA

Local Enterprise Partnership
for Norfolk and Suffolk

Minutes

Attended

Dr Ewan Hunt	Science Development Coordinator	Cefas
Maddie Coupe	Innovation & Sector Manager	New Anglia LEP
Prof. Mohamed Abdel-Maquid	Dean of School Engineering, Arts, Science and Technology	University of Suffolk
Prof. Fiona Lettice	Pro-Vice Chancellor	University of East Anglia
Helen Lewis	Director of Research & Innovation Division	University of East Anglia
Julian Munson	Head Enterprise Zones & Innovation	New Anglia LEP
David Dukes	Economic Development Manager	Rep. Local Authorities
David Parfrey	Executive Chair	AIP LLP
Howard Partridge	Regional Manager	Innovate UK
Lisa Perkins	Adastral Park & Research Realisation Director	BT
Johnathan Reynolds (Chair)	Board Member	New Anglia LEP
Katie Snell	Innovation & Sectors Coordinator	New Anglia LEP

Apologies

Vimmi Hayes	Economic Development Manager	Rep.OrbisEnergy
Vince Muspratt	Assistant Director, Growth & Development	Rep. Local Authorities
David Carlin	Science Director	Cefas
Lisa Roberts	Head of Strategy	New Anglia LEP
Sarah Steed	Director of Innovation & Engagement	Norwich University of the Arts
David Tait	Chairman	Hethel Innovation

1 Welcome from the Chair – Introductions, apologies & minutes

- Johnathan Reynolds (Chair) welcomed everyone to the meeting and thanked the University of Suffolk for hosting followed by round the table introductions. Katie Snell introduced as new Sectors and Innovation Coordinator.
- Apologies were noted as above.
- Actions from the previous minutes were discussed as follows:
Action 3 Declaration of Interest forms are to be completed, all reminded. Action 5 Task and Finish Group not finalised as Terms of Reference has not been set yet. Actions 6, 7, 8 to be carried forward. Action 9 will be discussed within this meeting.

a) Introducing University of Suffolk

Professor Mohamed Abdel-Maquid welcomed the board and went on to say that University of Suffolk is the UK's youngest university which covers a broad range of subjects such as Science and Humanities, Health and Sciences, Fine Arts and Computing. Forming part of the university is The Suffolk Business School which is based at the Ipswich Waterfront Innovation Centre (IWIC), a new and innovative community impact business school. The school aims to work closely with the business community bringing students and academics together in order to drive forward change and innovation and, for example, is currently working with companies in Stowmarket forming a knowledge transfer partnership via Orbital Media in the new Stowmarket Innovation Lab.

The University of Suffolk has developed several successful collaborations with local businesses for example BT and the launch of the new DigiTech Centre integrating skills and development, supported by the LEP.

Professor Mohamed Abdel- Maquid went on to present a video showing the design and layout concepts of the new DigiTech Centre. The centre will provide teaching and collaborative working space as well as access for the business community to be part of innovation. It will maximise work with the Tommy Flowers institute and will see various laboratories such as AI, Data Science, Sustainability and Smart Living labs as well as a Cyber Range and Digital Forensic Hub. The green areas around the hub will be used for Ecology courses and currently the architects and stakeholder groups are designing the building including a Meteorology Suit. The Certification Centre will result in less travel as a local examination centre.

A copy of the presentation can be found here:



Johnathan Reynolds suggested creating a new relationship with the DigiTech Centre and the recently launched Offshore Wind Growth Partnership (managed by ORE Catapult), as they have just finished a funding call on advanced sensors and IoT networks which would have been of interest to the region's wider digital sector, and it would be useful to ensure we introduce the new ORE Catapult role to the digital sector.

2 Discussion Item: Innovation Prospectus

Julian Munson ran through a presentation and went on to explain the plan for the innovation prospectus.

Activity Plan

The plan sets out high level information based on what the LEP are working on. In relation to the aims and objectives of the plan there tends to be a lot of focus on the hubs and universities and we need to get better at promoting a joined-up offer. The offer should look at places and spaces with a core focus on the clusters and where the leading science and research links are.

Norfolk and Suffolk Campaign

The Board then discussed the Norfolk and Suffolk campaign and went on to say that the audience is varied and wide which is a challenge. It is key to build conversations with local businesses and government along with government departments such as BEIS. We need to keep in mind that the Local Industrial Strategy (LIS) **focuses** on innovation and how we connect the offer and bring entrepreneurs together. Clear narrative and communication is important.

The group discussed that the Innovation Prospectus should:

- Be an online tool we can all use to promote the offer and build/reflect on innovation in the area.
- Include a focus on our research strengths of the universities and research parks.
- Map into the sector work of the LIS.
- In relation to Places, hubs and infrastructure could have a better focus on the bigger picture and include what our role is.
- We could structure a new programme to invest in companies and grow innovation.
- Frame the future based on solid foundations, this is what we have in the region and this is what is coming.
- Clearly identify the different audiences and understand how we might interface.

The Board were reminded that a previous action from the last innovation board was to nominate a person who could help build on the above and that this needs to be given some thought.

Challenges

- The Board felt that media was missing from a regional, national and international perspective in terms of promotion.
- We need to encourage everyone to champion our place rather than their own company?
- Many members of the public do not understand what our buildings, hubs, institutes and organisations do and who they are, this is an opportunity to help communicate to local communities.
- Need to consider what success looks like and what metrics we might use to measure success.

In conclusion it was thought that well-structured and specific campaigns and vehicles will enable us to capitalise on every opportunity and for multiple audiences and that case studies could be used for example:

- Vertical farming which came into Norfolk, multiple companies and organisations encouraged them to move into the area forming a collaborative approach.
- Cefas statistics, they have a lot of content which could be used appropriately.

David Dukes suggested “Innovation of the week” as something that could be run across Norfolk buildings under the local authorities e.g. libraries, and possibly within Suffolk also.

JM/MC to have a discussion with the Norfolk & Suffolk Unlimited team on campaign and promotion ideas to align Innovation Prospectus with the place-based branding. Members of the board would be interested in inputting into the communications message.

A copy of the New Anglia LEP slides can be found here:



2019-12-03 Full
Innovation Board Pr

Action:

1	LEP to have a discussion with the LEP Communications team ascertain how to best promote Norfolk and Suffolk, a joined-up approach. To be shared with the Board for their involvement.	Maddie Coupe, Katie Snell and Julian Munson
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3 Innovation Board Activity Plan

Maddie Coupe, New Anglia LEP gave an update on the Innovation Board Activity Plan and this included the following:

Innovative Projects fund

The deadline for the Innovative Projects Fund (worth 1.5m) is the 20th December 2020. The fund aligns with the economic strategy and has seen a huge amount of interest and potential applications which are very competitive. We should be able to provide a separate paper with an update on this before the next Innovation Board meeting (should all be processed in time).

The LEP can help with advice should anyone have any bids coming through the programme.

David Dukes confirmed that in addition, the NCC Programmes Team are also available to help.

Innovation Sprint

The innovation Sprint is facilitated by AVIVA and looks at the challenges to innovation and identifies the gaps and how businesses can grow. It focusses on collaborative working between companies and how they can help solve issues. The next steps on this is for the LEP to meet with AVIVA to discuss how this can be rolled out. By the next board meeting we should have a proposal.

Professor Fiona Lettice confirmed that students can assist with this sprint if required.

Johnathan Reynolds mentioned that a software has been used at energy events recently to aid one to one business meetings. It is a simple effective tool which could be used for LEP events and helps companies match together. It is called B2 Match.

Lisa Perkins asked if a task group could come up with challenges and then link this to the campaign. BT could help. Other suggestions from the group were "Strength in Places Fund" which could incorporate some of the work and "Cefas Seafood Innovation Fund" based on market challenges.

Johnathan Reynolds suggested a separate session based on opportunity innovation funding and that local government could present.

InnovateUK Conference

The InnovateUK Conference is taking place on the 4th March 2020 at Norwich Research Park (NRP). Exhibitors have been lined up and speakers are in the process of being confirmed. It was suggested that the Innovation Board can help to share the message of the event especially in relation to save the date.

Howard Partridge confirmed that we are looking for companies on the innovation curve, who are keen to innovate but perhaps don't know how. The morning session will see Equipmake present with a focus on engineering or agri-tech in the afternoon.

On the same morning there will be a Breakfast session where New Anglia LEP and NRP will speak to attendees from Norfolk and Suffolk. The LEP hopes to potentially launch the R&D Programme.

Links to National Bodies: ORE Catapult

We are keen to build stronger relationships with national bodies. We don't have a physical base for many of the catapults and perhaps there needs to be more of a structured base. With this in mind, we are sponsoring the ORE Catapult post working at OrbisEnergy and building relationships with clusters and research institutes and universities. If this regional model works, it could be something we look at with ORE Catapult for other areas like manufacturing.

Perhaps an area to explore would be Clean Growth Catapults within a separate discussion.

BT has a relationship with Catapults e.g. Connected Places Catapult, Hethel Engineering Centre has a relationship with the Manufacturing ORE Catapult. NCC has a relationship with MTC in Coventry. The LEP Innovation Team has a relationship with all of these Catapults as well as the Nuclear Catapult and important that this activity is pulled together under the Innovation Board.

A copy of the New Anglia LEP slides can be found here:



2019-12-03 Full
Innovation Board Pr

Action:

2	a) Obtain Innovative Projects Fund update for the board b) Provide an outline proposal on the Innovation Sprint with AVIVA for the board c) Share Save the Dates (when in receipt) for the InnovateUK Conference	Maddie Coupe/Katie Snell Maddie Coupe Innovation Board
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4 Industry Councils – Links to innovation board

Maddie Coupe went on to say that the Local Industrial Strategy (LIS) identifies three key sectors- ICT Digital, Agri-Tech and Energy and that three councils have been set up with the purpose of driving forward the ambitions of the strategy.

The board were shown slides which explained how the councils sit within the structure of the LEP and referred to the skills board and how this is tasked at looking at skills across all the sectors. Each council is a strategic forum of people from the private and public sectors, educational institutes, industry groups and government (national).

Consultations were carried out prior to the setup of the councils with a two-way relationship with the LEP on challenges and barriers in the sectors. The role of the council is to fill gaps and not duplicate activity with a link to other thematic groups.

Energy Industry Council

The Energy Industry Council is most advanced with a link to the Innovation Board as Johnathan Reynolds sits as the Energy Lead. All the key lead companies in the sector are represented in the council.

There are interventions outlined in LIS and the LEP ensures we link the councils back to these interventions with a future deep dive planned to see what the councils are doing to work to them.

Next Steps

The Energy Industry Council has set out a base on skills, supply chain, innovation with a one voice approach. They will be mapped back to LIS and ES to ensure alignment.

Digital Tech Industry Council

The Digital Tech Industry Council is linked to the Innovation Board by Fiona Lettice at the UEA and Lisa Perkins from BT. It is chaired by Neil Miles of Inawisdom. The Terms of Reference has been drafted and the second meeting happened last week.

Agri-Food Industry Council

The Agri-food Industry Council is chaired by Doug Field with a second meeting set for the 10th December. Jonathan Clarke from John Innes Centre leads on innovation for the Agri-food sector connecting with David Parfrey from the Norwich Research Park regularly. The Terms of Reference is currently in consultation.

Delivery plans are being made for the Councils and Innovation Board currently. A question to the board was how can we ensure that the councils and the innovation board work closely together and engage?

Suggestions:

- An open discussion inviting them to the Innovation Board and to help them to refine their plans.
- Opportunity for this group to meet all the boards together and seek out the gaps.
- Priorities for the Energy Council are like the ICT Digital sector. Join up the three voices of those three councils to make one voice.

Actions: 03rd December 2019

1	Discussion with the LEP Communications team ascertain how to best promote Norfolk and Suffolk. To be shared with the Board for their involvement.	Maddie Coupe/Julian Munson/Katie Snell
2	a) Obtain Innovative Projects Fund update for the board b) Provide an outline proposal on the Innovation Sprint with AVIVA for the board c) Share Save the Dates (when in receipt) for the InnovateUK Conference	Maddie Coupe/Katie Snell Maddie Coupe Innovation Board

Outstanding Actions: 24th September 2019

	<table border="1"> <tr> <td data-bbox="183 103 215 1832">5</td> <td data-bbox="215 103 1161 1832">Send details of any organisations keen to be involved with the new task & finish group to Madeleine Coupe</td> <td data-bbox="1161 103 1514 1832">Innovation Board members</td> </tr> <tr> <td data-bbox="183 181 215 257">6</td> <td data-bbox="215 181 1161 257">Distribute draft TORs of the new task & finish group to assist organisation identification for action no.5</td> <td data-bbox="1161 181 1514 257">Madeleine Coupe</td> </tr> <tr> <td data-bbox="183 257 215 291">7</td> <td data-bbox="215 257 1161 291">Circulate work done so far to map grant scheme awards</td> <td data-bbox="1161 257 1514 291">Madeleine Coupe</td> </tr> <tr> <td data-bbox="183 291 215 398">8</td> <td data-bbox="215 291 1161 398">Nominate a contact within each organisation to support new mentorship programme</td> <td data-bbox="1161 291 1514 398">Innovation Board members</td> </tr> </table>	5	Send details of any organisations keen to be involved with the new task & finish group to Madeleine Coupe	Innovation Board members	6	Distribute draft TORs of the new task & finish group to assist organisation identification for action no.5	Madeleine Coupe	7	Circulate work done so far to map grant scheme awards	Madeleine Coupe	8	Nominate a contact within each organisation to support new mentorship programme	Innovation Board members	
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7	Circulate work done so far to map grant scheme awards	Madeleine Coupe												
8	Nominate a contact within each organisation to support new mentorship programme	Innovation Board members												
6	<p>Future Board Items</p> <p>The reverse of the agenda shows a forward plan of the future board meetings. Centrum, BT and Cefas confirmed they are happy to host future meetings.</p> <p>Actions:</p> <table border="1"> <tr> <td data-bbox="183 622 215 658">9</td> <td data-bbox="215 622 1161 658">N/A</td> <td data-bbox="1161 622 1514 658"></td> </tr> </table>		9	N/A										
9	N/A													
7	<p>Innovation Board</p> <p>BT – Lisa Perkins Innovation Martlesham continues to grow and now sees a total of 132 companies. They are looking for investment for the site. They have had some useful conversations with innovation labs at Stowmarket with a potential AI Festival. They are the top patentor for AI which is something to shout about. A potential AI festival is on the cards for March 2020. This could be promoted at the InnovateUK event in March. New Anglia LEP confirmed that they would be happy to assist with this.</p> <p>NRP - David Parfrey Continue to grow, currently full and doing some more renovation work currently and in need of more space. Some interesting agri-food research projects under development at NRP involving new strains of bananas and coffee, as examples.</p> <p>Prof. Fiona Lettice Currently has a pot of money to support student innovation projects with a key research theme focus on climate and creative writing and health for next year. Looking to raise their reputation for the region for certain areas.</p> <p>Cefas- Dr Ewan Hunter Cefas has moved into its new laboratories which is a complete game changer for Cefas. All are welcome for a tour.</p> <p>Local Authorities Rep – David Dukes There is a lot of knowledge on vertical farming and technology locally, with a new company setting up in the region growing mainly leaf crops and the supply chain are extremely innovative Each facility will employ 35 people per unit.</p> <p>UOS – Prof. Mohamed- Abdel – Maquid There is a bid to offer students master courses in computing which is coming on the 10th January.</p> <p>AOB N/A</p>													

New Anglia Innovation Board
Wednesday 5 February, 10:00-12:00,
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Agenda Item 3a

Activity Plan: Proposal for 2020/21 Innovation Forum Programme

Authors: Katie Snell

Summary

This paper provides an update on the Innovation Forum and outlines the proposed plan for 2020 in terms of the Innovation Forum's activity.

Background

The Innovation Forum forms part of the Innovation Board's activity plan with the main purpose bringing together regional partners to discuss key issues and opportunities. With an ongoing series of themed facilitated workshops, it seeks to provide one voice to shape the future innovation priorities in line with the Board's activities.

The last Innovation Forum took place on 17 June 2019, titled *Opportunities in Innovation*. With over 35 people in attendance, the event focussed on the current innovation landscape and asked participants to identify what is needed to unlock the region's potential.

The feedback received from the first meeting acknowledged the need to:

- Focus on knowledge exchange across all sectors
- Build capacity to bid for Innovate UK funds as a consortium
- Engage with universities and research institutes to facilitate greater levels of collaboration between research and industry

At the same time, there is a requirement to join up and connect activity across the LIS strategic opportunity areas of agri-food, energy and ICT/digital in the context of innovation.

Proposal for 2020/21

Building on the feedback from the first Forum a proposal for 2020/21 has been developed.

A total of 4 forums two of which are full workshop sessions led by an external facilitator (F) and two of which are smaller ancillary events on a more focussed theme (A).

The suggested timetable is as follows:

- **Q1** Digital and Clean Energy (F)
- **Q2** Public Sector Opportunities (A)
- **Q3** Agri-Food, Aquatec and Clean Energy (F)
- **Q4** Innovation Support (A)

Q1: Digital and Clean Energy and Q3: Agri-Food, Aquatec and Clean Energy

Workshops to consider the current innovation profiles, develop areas of shared purpose, opportunities and define challenges and/ or project ideas which could be taken forward in a more 'hack-style' event. Agri-Food and Aquatec combined will provide an interesting dynamic with discussions on innovative onshore and offshore technologies.

Q2 Public Sector Opportunities

A Public Sector Opportunities event will encourage the Forum to explore current innovation and public service delivery within our region and opportunities for the private sector to engage.

Q4 Innovation Support

The Innovation Support event will focus on the current support available and how this will enable the region to develop and grow innovation and research.

All the events will highlight the Industrial Strategy's four UK Grand Challenges (below) which will provide better awareness, consideration as well as be an instigator for stimulating discussions on innovation and research capabilities.

Grand Challenges



AI & Data Economy

We will put the UK at the forefront of the artificial intelligence and data revolution



Future of Mobility

We will become a world leader in the way people, goods and services move



Clean Growth

We will maximise the advantages for UK industry from the global shift to clean growth



Ageing Society

We will harness the power of innovation to help meet the needs of an ageing society

Recommendation

The Board is asked to:

- Note the contents of the paper
- Provide any feedback or ideas on developing the Innovation Forum
- Suggest any topics or speakers which could form part of the programme

New Anglia Innovation Board
Wednesday 5 February, 10:00-12:00,
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Agenda Item 3b

Activity Plan: Innovation Prospectus Update

Authors: Julian Munson, Madeleine Coupe

Summary

This paper provides the proposed approach to developing an Innovation Prospectus and campaign.

Background

The Innovation Prospectus is a key deliverable for the Innovation Board. It supports the Local Industrial Strategy intervention to:

'introduce a new joined-up offer and programme of activity that will stimulate collaboration and innovation which includes connecting up innovation centres and assets opening up access which encourages cross sector collaboration'.

The prospectus will support this by mapping and highlighting the existing centres of science, research and innovation across Norfolk and Suffolk, as well as the clusters of innovative activity that are developing across the region. This also links in and builds on the work underway with the Cambridge Norwich Tech Corridor activity, which is helping to profile the tech entrepreneurs, innovators and disrupters across the area.

A proposal for the prospectus was discussed at the previous Innovation Board meeting with the following feedback. The prospectus must:

- Include a focus on our research strengths of the universities and research parks.
- Align to the sector work of the LIS.
- Look to an exciting, innovative future which is based on a tradition of innovation in Norfolk and Suffolk.
- Clearly identify the different audiences and understand how we might interface with them.
- Encourage everyone to champion Norfolk and Suffolk.
- Enable members of the public to have greater awareness of the innovation hubs, institutes and organisations and take pride in the region.

Proposed Innovation Prospectus and Campaign

Building on the feedback from the Innovation Board members, as well as discussions with the LEP Communications Team, the following proposal has been developed.

Agreed Aim & Objectives

The overall aim is to pull together a strong, cohesive narrative around science, research and innovation in the region using the new Norfolk & Suffolk Unlimited branding. The prospectus aims to:

- Profile the key innovation assets across Norfolk and Suffolk.
- Promote a joined-up offer of innovation spaces and places in key locations.
- Profile innovation clusters and leading science and research.
- Highlight the regional talent and network of entrepreneurs and innovators.
- Raise awareness of Norfolk and Suffolk as an innovative region, aligning with Norfolk & Suffolk Unlimited campaign.
- Help promote and develop a culture of innovation.

Success Criteria:

For the project to be successful, the prospectus must meet the following criteria:

- Consensus on a new collaborative approach in order to make a step-change for the region.
- It is 'owned' and endorsed by all partners and clearly defines the role that partners can play in promoting the region.
- Places the sector in Norfolk and Suffolk in a prime position to secure government funding, influence policy and harness opportunities

Key audience	Objective/ Key Message	Media
Government / agencies	Norfolk and Suffolk are helping to deliver the national Industrial Strategy's aspiration to be the ' <i>world's most innovative economy</i> ', driving forward the Grand Challenges, in particular Clean Growth.	Printed prospectus sent to Ministers, Government departments. Success stories and examples of excellence.
Regional business and innovation stakeholders	Regional business and innovation stakeholders are aware of the capabilities, support and market opportunities available across the innovation landscape. They have access to content which they can share to support the promotion of the region.	Social media campaign with links to the online prospectus. Links to content which can be shared.
Local communities	Members of the public in Norfolk and Suffolk have greater awareness and a sense of pride in the region's innovation capabilities and the contribution they make to solving global challenges.	Social media campaign with short films, interactive map, success stories
Young people	Highlight opportunities that are available in Norfolk Suffolk in highly innovative companies and research organisations.	Social media campaign with short films.
International stakeholders, inward investors, universities, global science and innovation networks	Norfolk and Suffolk have a mature and collaborative innovation ecosystem. Businesses benefit from interesting cross sector market opportunities, world class research capabilities and support to establish and grow a business.	Social media campaign with short films, interactive map, success stories. Links to the online prospectus with more detailed information.

Proposal

In order to effectively engage with diverse audiences as defined above, a two-stage process is proposed. Firstly, a print and digital 'prospectus' will be developed and hosted on the Norfolk & Suffolk Unlimited website. Digital content including short films, success stories and interactive map will be created and shared to drive people to the online prospectus. Digital content can be shared and amplified by partner organisations, building on and supplementing existing content such as the Cambridge-Norwich Tech Corridor's Disruptors series.

Key areas of focus

- Ministerial foreword
- Showcasing innovation and research (past and present)
- Developing tomorrow's talent
- Profiling innovative places and spaces (innovation hubs)
- Driving world-class innovation (case studies)
- Financing innovation

Next Steps and Timeline

Period	Project Phase	Governance
Q4 2019/20	Communications plan developed.	LEP communications team and partner organisations/ innovation hubs comms officers to support.
	Tender written for external consultant. Consultant contracted.	Comms group to sign off tender and tender published on Contacts Finder.
Q1 2020/21	Develop the innovation prospectus (print and digital format), working with each of the Innovation Board members and other key stakeholders where required.	May: Innovation Board to see first draft of Prospectus
	Digital campaign plan developed including content development.	Comms group to support and amplify messages
Q2 2020/21	Produce and launch innovation campaign to promote key assets, innovation activity and case studies.	Sept: Innovation Board to review process and agree next steps.

Recommendation

The Board is asked to:

- Acknowledge the approach, next steps and timeline and provide feedback if required.

New Anglia Innovation Board
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Agenda Item 3c

For Information: Global Business Innovation Programme (GBIP)

Authors: Madeleine Coupe

Summary

This paper provides information on Innovate UK's Global Business Innovation Programme (GBIP).

Background

The Global Business Innovation Programme (GBIP) is a fully funded Innovate UK programme delivered by Enterprise Europe Network (EEN). GBIP is designed to help high growth, innovative companies find partners, build collaborations and explore R&D and innovation opportunities globally.

A cohort of innovative companies are chosen to participate in the GBIP through a competitive process. Successful companies are fully supported and funded to participate in the programme. Each GBIP targets a specific market opportunity and country.

A GBIP comprises of three stages:

- **Preparing for the market** – the cohort are briefed by sector and market experts, including being advised on the cultural aspects of conducting business in the target country, intellectual property protection etc.
- **Visiting the market** – participants attend pre-arranged meetings and activities
- **Exploiting the market opportunity** - participating companies are given bespoke 1-2-1 support from an adviser to help develop and implement an action plan.

Businesses in the 2019 programme report significant business benefits from participating including expanding into a new market and developing personal relationships with businesses. Many of the GBIP participants succeed in developing collaborative projects with overseas partners or securing contracts.

Participation by Norfolk and Suffolk Businesses

Several GBIPs took place in 2019 relevant to Norfolk and Suffolk's sectoral and innovation strengths, including offshore wind, immersive tech and smart energy (see appendix 1 for a list of completed GBIPs). However, we are aware that Norfolk and Suffolk businesses are underrepresented. The list of GBIPs for 2020 is due to be announced shortly, and once the sectors have been announced a more proactive approach to promoting the opportunities to businesses needs to be taken.

Recommendation

The Board is asked to:

- Note the contents of the paper
- Promote the opportunity to participate in GBIP to networks once 2020 programme is announced

Appendix 1

Previous Global Innovation Programmes

- Australia - Agri-Tech and Satellite applications
- Canada – Advanced Manufacturing
- Canada – Agritech
- Canada – Artificial Intelligence
- Canada – Autonomous Vehicles
- China – Agritech
- China – Offshore Wind
- China - Audience of the Future
- China - Precision Medicine
- Denmark – Big Science Business Forum
- India – Immersive Tech
- India – Manufacturing and Circular Economy
- India - Future Cities - Deadline for applications
- Ireland – Agrifood
- Israel – AI
- Israel – Materials for batteries / automotive battery technologies
- Israel – Cybersecurity
- Japan – Smart Energy
- Japan – Cell and Gene Therapy
- Netherlands – AI & Robotics
- Singapore – Urban Living
- Singapore - Digital Economy & Next Generation Services
- South Korea – Advanced Materials
- South Korea – Internet of Things
- South Korea – Advanced Materials
- South Korea - Advanced Materials for Mobility
- South Korea – Immersive tech / Internet of Things
- South Korea - Digital Health
- Switzerland – Pharmaceutical Technologies
- USA – Digital Health
- USA – Smart Energy
- USA – Artificial Intelligence
- USA – Offshore Wind
- USA – Space
- USA - Graphene
- USA - Audience of the Future