WLEP Board workshop on the Worcestershire Local Industrial Strategy (LIS)

Date:	14 June 2019	Time:	12.00 – 17:00
Location:	PNG 009, Pierson Building, University of Worcester St John's Campus		

Attendees:

Mark Stansfeld (MS)	Luke Willetts (LW)
Carl Arntzen (CA)	Fiona Percy (FP)
Cllr Marc Bayliss (MB)	Sue Crow (SC)
Cllr Simon Geraghty (SG)	Jennie Humphries (JH)
Cllr Matt Dormer (MD)	Edward Barker (EB)
Mark Martin (MM)	Oliver Hindle (OH)
Prof. David Green (DG)	Maria Salcedo (MS)
Stuart Laverick (SL)	Richard Stone (RS)
Nicola Whiting (NW)	Robert Merrall (RM)
John Dillon (JD)	Oliver Kempton (OK)
Gary Woodman (GW)	Rhea Jacob (RJ)

DRAFT FOR REVIEW

Agenda:
1. Welcome 2. Declaration of interest 3. Context setting 4. Confirming the 2040 vision 5. External perspective on MedTech from Medilink 6. External perspective on AgriTech from Merrall Consulting Ltd 7. Review of key sectors 8. Project pipeline and mapping 9. Industrial strategy – grand challenges 10. Summary and close

Meeting headlines and actions:	Action Owner:

Welcome and Context setting [MS]
 	
   • **Objective –** to set the context for the workshop
 	
   • **Key headlines –**
     i.   Challenge for the LIS is to continue to be the County that makes things happen, keep productivity numbers high, do things that set us apart
     ii.   Focus on where we want the County to be in 2040
 	
   • **Actions -** none	

Confirming the 2040 Vision [GW]

- **Objectives –**
  i. To determine if the Vision reflects discussions on it to date
  ii. To agree if the core components of the Vision are right
  iii. To identify if anything is missing

- **Key headlines -**
  i. The Board agreed with the core parts of the Vision. However, more work is required on simplifying the language so that it's more engaging to the customer; better at enabling people to visualise what Worcestershire will look and feel like in 2040; and, feel punchier.
  ii. In broad agreement with the connected, creative and dynamic components
  iii. Diversity is key for enabling AI to be successful and to also stay true to the 'Inclusive' component
  iv. Climate change is also expected to become an increasing priority
  v. Risk analysis of whether we're heading for a more economic environment was discussed
  vi. A clear delineation between existing and emerging sectors is necessary in order to be clear on which sectors we will focus on to increase GVA and leverage as differentiators for Worcestershire
  vii. Need to work on the Worcestershire branding so that customers can understand what it will feel like to live in Worcestershire
  viii. In agreement that the word 'visit' can be dropped from the Vision and explore whether other words can be included such as 'sustainable'
  ix. Overall, the Vision needs to resonate with Worcestershire's customers and needs to be made more personable

- **Action** –
  i. **To follow-up with BEIS on the specifics of the Government's definition of 'AI and data' under its grand challenges and feedback to the Board for a discussion on what needs to be done thereafter**
  ii. **To take all the feedback and refresh the Vision statement without taking away from its core components which are well defined**

GW

External perspectives on MedTech [RS]
 	
• Objectives –
    i. To understand current challenges in the sector
    ii. To understand sector trends in 3 years' time
    iii. To understand sector trends in 10 years' time
 	
• Key headlines –
    i. MedTech is a niche sector with the potential to be an emerging one that differentiates Worcestershire
    ii. It is the largest sub-sector of Life Sciences in the Midlands Engine geography
    iii. C. 90% of the businesses in MedTech are SMEs, and a number of these have been acquired by larger businesses in Worcestershire
    iv. The role of advanced manufacturing in MedTech is important and there could be an opportunity here for Worcestershire given that the advanced manufacturing sector is one of its strengths
    v. Key challenges include funding, skills, regulation and the speed at which innovation is adopted
    vi. Businesses working with digitised technologies and non-digital products are successful in this sector
    vii. In agreement, that the Health sector is wider and different from the scope of the MedTech sector and that the former will be a key contributor to high volume and high value growth especially when linked with the University of Worcester's ambitions for the next 10 years and beyond
    viii. Need to identify and grow a specialism through a centre of excellence that will enable the differentiation of Worcestershire
    ix. Demand in medical and healthcare is expected to continue to grow
    x. In agreement that Academia, Business and Clinical clustering is important
 	
• **Actions**
    i. Factor MedTech as one of the key sectors
    ii. Consider how the skills challenge is something that Worcestershire can invest in, particularly understand the future growth in hybrid roles (technical / clinical)
	RJ to update sectors
	
	GW to review skills enabler

External perspectives on AgriTech [RM]
 	
• Objectives –
    i. To understand current challenges in the sector
    ii. To understand sector trends in 3 years' time
    iii. To understand sector trends in 10 years' time
 	
• Key headlines -
    i. Number of interesting isolated projects in AgriTech in Worcestershire
    ii. Pershore back on the map in terms of their AgriTech Research Centre and further exploration needed to see what more can be done with this asset
    iii. Some big businesses in this sector with sizeable infrastructure combined with engineering capability
    iv. Warwick crop centre is a centre of excellence for agricultural botany specialists and the Board is open to strategic alliances and partnerships with centres of excellence that are not native to Worcestershire
    v. Cambridge are ahead in this area
    vi. Impressive robotics capability in Agriculture happening in Lincoln
    vii. Short term challenges include low margins, automation and associated social issues, limited access to labour, replacing targeted EU funding
    viii. Good examples of organisations working in this sector in the international arena (e.g. Saga Robotics from Norway partnering with Lincoln Univ.)
    ix. Hybrid roles relevant in this sector as well – individuals with coding and technical skills will be in high demand
    x. There are also quality issues to think about such as water quality, taking care of the landscape; and the role of natural capital
    xi. Unrealistic to achieve the carbon zero target without significant investment in infrastructure
    xii. Hydrogen and EV powered transport are of interest in this sector
    xiii. Option of partnering with an international business to stimulate the AgriTech sector in Worcestershire. The Board also discussed the opportunity in Worcestershire being recognized as an ideal and diverse test-bed location for some of the leaders in AgriTech innovation with a potential to feature as part of the County's inward investment strategy.
 	
• **Actions**
    i. **Factor AgriTech as one of the key sectors**
	
	RJ to update sectors
	
	GW to review skills enabler

ii. **Consider how the skills challenge is something that Worcestershire can invest in, particularly understand the future growth in hybrid roles (coding / technical)**	

Review of key sectors [SC & GW]
 	
• Objectives -
   i. To understand the results of the data analysis from AMION and the sector dashboards completed by WCC
   ii. To understand future trends and challenges in each sector
   iii. To discuss and agree sectors to focus on in the industrial strategy
 	
• Key headlines - refer to the slides outlining the outputs of the breakout activity by sector
 	
• **Action:**
   i. **Recommend moving to a model where there are challenger and cornerstone sectors for consultation and agreement at the next Board meeting**
	GW and LW to present the approach for agreeing key sectors to the Board

Project pipeline and mapping [LW]
 	
• Objectives -
   i. To identify if any projects are missing
   ii. To work out if the current balance is right
 	
• Key headlines –
   i. In agreement, that the pipeline needs to be future facing in terms of the key sectors selected
   ii. Needs to be innovative and aspirational beyond solving current problems
   iii. Too focused on infrastructure and skills is an area that needs to be addressed across the key sectors
   iv. Fibre will be a key enabler for improving digital connectivity
   v. Better strategy required on partnerships and alliances especially in the growth corridors
   vi. In agreement, that we need to identify 1-2 national centres of excellence in the chosen areas of specialism
   vii. Need clarity of the golden thread between the Vision, the key sectors and the projects for delivering on them
   viii. 'Zoom in' by district area and 'zoom out' to identify external projects / assets which are in close proximity to Worcestershire, which could be useful inputs in definition of the project pipeline
 	
• **Action:**
   i. Bring back the next iteration to the Board, which should tell a better story of the Vision, alignment to geographies and be ambitious
	LW to bring to next Board

Industrial Strategy – grand challenges • **Action –** **i. Agreed in advance that this item will be covered at the next Board meeting on the 27th of June**	**GW**