

WINN Board Meeting-9th February 2018

County Hall, Worcester

Attendees:

Jess Antley	WCC	Dionne Oliver	QinetiQ
Alan White	MHSP/ CTB	Hannah Ross	WCC
Nigel Hudson	WCC	Linda Smith	WLEP
Sue Crow	WCC	Paul Walker	Malvern Instr.
Tim Maxfield	W.Uni	Sharon Smith	HWCC
Robin Dickson	QinetiQ	Apologies:	
		Chris Walklett	WLEP Board

Key points from the discussion at the last board meeting include:

- There is a need to take stock of what the future holds and how WINN can respond.
- In that past WINN has tried to build-upon many ideas and opportunities, is now the time to focus that activity and provide a more targeted service?
- WINNs initial aim was to form an innovation environment; now that that exists, how do we move forward and capitalise on what we have achieved to date?
- How do we evidence and record measurable outputs to justify and secure funding for WINN's long-term future? What should these outputs be? Measurable outputs prove, unequivocally, that WINN has a value.
- At present, it is difficult to gather and record WINN's success because it's too soon to measure qualitative outputs (collaboration, patents registered, etc) but we have created a self-sustaining innovation community.
- WINN has been included in the POC 3 PA1 bid (draft approved); if the ESIF committee approves the full bid WINN funding will be secured until Dec 2021.
- Is there an opportunity for POC and WINN to improve their collaboration moving forward?
- If POC is providing innovation funding, is WINNs role moving forward to deliver business support? This could be a 'pick-and-mix' of workshops, mentorship and events. POC is a finite intervention, but WINN has the capacity to provide ongoing support; a wrap-around service.
- How can we more effectively communicate WINNs success (past and ongoing?)
- WLEP hopes that WINN can support the LEPs objectives, especially those surrounding the centre of entrepreneurship. How can we achieve this?
- WLEP's research has suggested that the local innovation community needs support with a commercial focus, specifically route to market.
- How do we market the innovation culture and opportunity to the community, and wider innovation network?
- There is a need to provide something different in Worcestershire that sets us apart from stand-out competitors including Cheltenham.
- It would be useful to identify a strategic direction for innovation within the county that all stakeholders can engage with. All parties need to buy into the outputs in order to deliver them successfully. Currently, there are pockets of excellence but these are yet to generate a county-wide reputation.
- There is a need to define and share the Centre for Entrepreneurships key aims and objectives. We can better support what we fully understand.
- If WINN intends to be the overarching feature that connects individual areas of innovation (Persore College, Copenhagen St, Centre of Entrepreneurship, Malvern Hills Science Park, etc) how do we begin joining up that activity?

- It is a challenge to join up activity when many of these groups are still promoting their individual agendas and projects; especially given that WINN has limited resources.
- What do those individual groups want from WINN?
- 2years ago we wanted WINN to connect disparate activity within the county and create an innovation picture, but we still can't agree on what that picture looks like.
- Should WINN facilitate conversations and provide an innovation forum? Bringing people into the conversation and following the discussion up to ensure it results in action and activity.
- How is WINN and the wider innovation eco-system going to support and promote skills; especially within young people. Can we work with West Midlands Manufacturing Group to improve in this area?

Please consider the following ahead of the next Board Meeting Monday 26th March:

- What do you want WINN to do for you?
- How can you contribute to WINN (the wider innovation community) and can you sustain this contribution?
- Have we got the right people around the table?
- How can we effectively engage with local innovators?
- What should the county-wide strategic plan be for generating a reputation for innovation?
- How do we improve our marketing and comms to get the message out?