

WINN Board Meeting - 17 September 2018

Berkeley Business Park, Worcester

Attendees:

Jess Antley	WCC	Gary Woodman	WLEP
Linda Smith	WLEP	Sharon Smith	HWCC
Jane Holmes	CTB/Inn.Alliance	Sue Crow	WCC
Paul Walker	Malvern	Nelda D'Cruz	WCC

Apologies:

Robin Dickson	QinetiQ	Alan White	MHSP/CTB
Keith Mowbray	QinetiQ		
Nigel Hudson	WCC		

Agenda Item	Discussion	Action if required
Apologies & Introductions	<ul style="list-style-type: none"> Apologies were noted from those who could not attend, and introductions given. 	
September – December 2018	<ul style="list-style-type: none"> The WINN Wednesday held on the 19th September is titled 'It's all About ME' - Marketing and Engagement. <ul style="list-style-type: none"> Speakers include: SW on 'how to harness the power of content to your business; JV on 'changing ways we think content and consumers; FN on 'marketing effectiveness'. 100+ attendees booked on. WINN Wednesday on the 21st November titled 'Innovation through time' will be Doctor Who themed which will look at innovation from past to present. Speakers include: PH from the WINN Make it Happen Challenge and Dragons Den who will be talking about 'From shed to high-street'. The highs and lows'; NW CSO will be discussing 'a futurists vision of A.I'. Business feedback from the WINN discussion at the NWBL Innovation event on 11th September was collated to find out what innovation support businesses want. Some of the feedback received includes: businesses need a safe environment in which to innovate, time to innovate, and businesses need a database of local skillsets. PW suggested that WINN should target and attract innovators from outside Worcestershire. It is important to make sure we are providing businesses with what they want so that we are focusing on 'demand led innovation' rather than making assumptions on their need. It is just as essential to continuously review this need. 	

2019 – 2021
Programme
Summary

Event Programme 2019

In total there will be 5 WINN Weds event, 2 roundtable event, 4 district events and 4 master classes.

- Feb – WINN Weds: 'People Power'
- Mar – District Event and Roundtable event (Med-Tech)
- Apr – WINN Weds: 'Knowing Me Knowing You'
- May – District Event
- June – Great Things (WINN Weds) – Showcase Make it Happen Challenge winner.
- Sept – WINN Weds: 'Show me the Money'
- Oct – District Event and Roundtable event (Creative tech)
- Nov – WINN Weds: 'Genius' (life hacks)
- Dec – District Event

Business Environment

Priority projects:

- **Specialist advice** – Innovation platform mentors (need to procure).
- **Make it Happen Challenge** round 2 will be coming out in 2019. One winner and possibly one runner up.
Project focus:
 - Identify which sponsors wish to be part of the challenge again and find new sponsors where required.
 - Get feedback from sponsors on the first challenge – what went well/what could be better.
 - Add level of due diligence at application stage – set up a list of criteria so they demonstrate how the winners money will benefit them, their business ethos and their story.
- **Develop market intelligence** – locate and map innovators in the county and define our WINN community. Then within these findings we must prioritise who we help.
NC is able to align digital data from police, NHS, social care etc. and link this into data sharing.
- **Support specialist advice providers** – Direct businesses that need support to where they can go to get the right help.

People & Ideas

Innovation Platform:

Procure an online platform to locate innovators throughout the county. Suggested idea use a 'which picture describes you' method to distinguish different innovators.

Priority Projects:

- **Create Open Innovation Community** – define and map activities already in place ('needs related').
- **Innovation 'Tiger Team'** – have an awareness of the desire to build a 'call in the troops' approach once projects established and ecosystem fully effective.

	<ul style="list-style-type: none"> • University & Academia Outreach – establish connections with new directors, look at collaboration opportunities (med-tech) and create links with colleges and 6th forms. <p>Places & Infrastructure</p> <ul style="list-style-type: none"> • BetaDen: <ul style="list-style-type: none"> - BetaDen is Worcestershire’s new tech accelerator situated at Malvern Hills Science Park. Businesses selected by a BetaDen panel will receive free advice, grant support, free office space, and mentoring from a range of experts. - First cohort starts 2nd October 2019. • The Kiln: <ul style="list-style-type: none"> - Copenhagen Street work has begun on the city’s old Police Station - 4,500sqft of space. Further updates will follow. - Interim co-working space at The Hive continues every Friday. • Bloom Space: <ul style="list-style-type: none"> - Co-working space opening in Malvern. Website launches soon. Official launch info will follow. <p>Priority Projects:</p> <ul style="list-style-type: none"> • 5G: <ul style="list-style-type: none"> - Exploit 5G by establishing contact with 5G team and ensure representation at key events/meetings that can feed into WINN. • Next 'Attractor Project': <ul style="list-style-type: none"> - NH will be briefing the WINN board meetings on updates on Worcestershire's infrastructure projects, priority areas for growth in Worcestershire, and updates on inward investment that's of interest to WINN. 	
WINN – Proof of Concept Extension	<ul style="list-style-type: none"> • PA1 funding POC (WINN) Extension outline application was approved and full application submitted May 2018. On approval delivery of the programme is planned to commence Jan 2019 and encompasses the Worcestershire Innovation Ecosystem supporting; Places & Infrastructure, Business Environment and People & Ideas. 	
AOB	<ul style="list-style-type: none"> • Inform Jess of any suggestions on new WINN board members. • Date of next board meeting is 10th December 2018. 	ALL