



Greater
Lincolnshire
LEP Conference

LINCOLNSHIRE'S EVOLVING OPPORTUNITIES



FRIDAY 12TH JULY 2019
8AM TO 2PM



EPIC Centre, Lincolnshire Showground,
Grange-de-Lings, Lincoln, LN2 2NA

#LEPCONFERENCE2019

SPONSORED BY



IN PARTNERSHIP WITH



IN ASSOCIATION WITH



+ TEAM
LINCOLNSHIRE

AGENDA

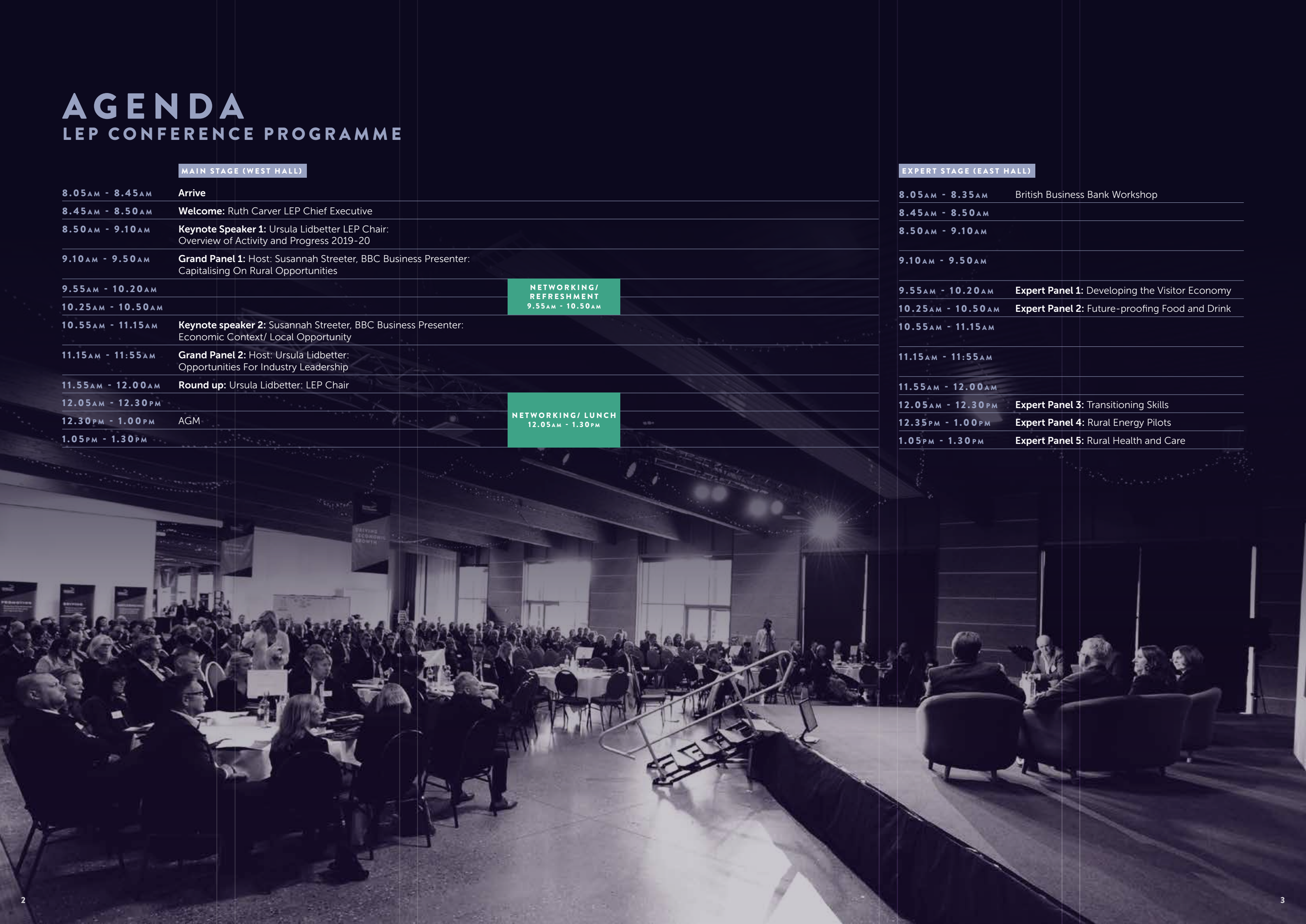
LEP CONFERENCE PROGRAMME

MAIN STAGE (WEST HALL)

8.05AM - 8.45AM	Arrive	
8.45AM - 8.50AM	Welcome: Ruth Carver LEP Chief Executive	
8.50AM - 9.10AM	Keynote Speaker 1: Ursula Lidbetter LEP Chair: Overview of Activity and Progress 2019-20	
9.10AM - 9.50AM	Grand Panel 1: Host: Susannah Streeter, BBC Business Presenter: Capitalising On Rural Opportunities	
9.55AM - 10.20AM		NETWORKING/ REFRESHMENT 9.55AM - 10.50AM
10.25AM - 10.50AM		
10.55AM - 11.15AM	Keynote speaker 2: Susannah Streeter, BBC Business Presenter: Economic Context/ Local Opportunity	
11.15AM - 11.55AM	Grand Panel 2: Host: Ursula Lidbetter: Opportunities For Industry Leadership	
11.55AM - 12.00AM	Round up: Ursula Lidbetter: LEP Chair	
12.05AM - 12.30PM		NETWORKING/ LUNCH 12.05AM - 1.30PM
12.30PM - 1.00PM	AGM	
1.05PM - 1.30PM		

EXPERT STAGE (EAST HALL)

8.05AM - 8.35AM	British Business Bank Workshop
8.45AM - 8.50AM	
8.50AM - 9.10AM	
9.10AM - 9.50AM	
9.55AM - 10.20AM	Expert Panel 1: Developing the Visitor Economy
10.25AM - 10.50AM	Expert Panel 2: Future-proofing Food and Drink
10.55AM - 11.15AM	
11.15AM - 11.55AM	
11.55AM - 12.00AM	
12.05AM - 12.30PM	Expert Panel 3: Transitioning Skills
12.35PM - 1.00PM	Expert Panel 4: Rural Energy Pilots
1.05PM - 1.30PM	Expert Panel 5: Rural Health and Care



WELCOME

Welcome to the Greater Lincolnshire LEP Annual Conference 2019
Lincolnshire's Evolving Opportunities.

DEAR DELEGATE

I am delighted to welcome you to our 2019 annual LEP Conference on 'Lincolnshire's Evolving Opportunities'. Building on the fantastic feedback from our new look conference last year, we are bringing you an unprecedented number of expert panel discussions to debate the challenges as well as the evolving economic opportunities unfolding locally.

On the brink of our first decade, we are proud to have earned an indisputable reputation for collaborative working and for delivering on aspirational change. This year we have been busy laying the groundwork for a Local Industrial Strategy which will unlock post-Brexit funding, improve quality of life

for all, deliver our ambitious plans for growth, and ensure the business community of Greater Lincolnshire is distinct and promoted.

Central to the day's proceedings will be two Grand Panels to discuss Lincolnshire's evolving opportunities; Capitalising on Rural Opportunities, and Opportunities for Industry Leadership.

I am very pleased to announce that hosting the event this year will be Susannah Streeter, World Business Report anchor on the BBC World Service and BBC World TV and a former reporter on BBC Breakfast, as well as ex RAF Squadron Leader.

Alongside the two Grand Panels there will also be five other Expert

Panel discussions, an exhibition showcasing business and industrial technologies which are at the cutting edge of the digital and robotics revolution, and many opportunities for networking and making new connections.

I look forward to exploring these evolving opportunities for Greater Lincolnshire, and sharing both our and your successes, ideas, and knowledge throughout the day.

Thank you.

URSULA LIDBETTER
OBE, BSC, FCIS, DL
CHAIR, GREATER LINCOLNSHIRE
LOCAL ENTERPRISE PARTNERSHIP

As headline supporters of the conference, the British Business Bank will also be in attendance to highlight the success of the Midlands Engine Investment Fund (MEIF), which is making strides to support SMEs in the area, and which is hosting an early morning seminar at the conference where the fund managers will speak about investments made to date and give guidance on applying for funding.

We also welcome Make UK this year as a new conference partner, joining the Institute of Directors, Lincolnshire Chamber of Commerce, and the Federation of Small Businesses, in association with Business Lincolnshire and Team Lincolnshire.



MEET OUR KEYNOTE SPEAKERS



URSULA LIDBETTER
LEP CHAIR, CEO LINCOLNSHIRE
COOPERATIVE

Ursula Lidbetter has chaired the Greater Lincolnshire LEP since it formed in 2010.

She is Chief Executive of Lincolnshire Co-op, an independent co-op which is owned by its 280,000 members. The Society's services include food stores, pharmacies, travel agencies, funeral homes and property development. It records sales of over £320m and profit of £17.7m, which is all reinvested locally, including over £4m to its customer members.

Ursula served as chair of the national Co-operative Group from 2013-15, leading it through a period of major reform.

She led the Lincolnshire Chamber of Commerce for almost 20 years, and is currently Chair of the Lincoln Business Improvement Group and a member of the University of Hull's Council.

Alongside fellow senior industry leaders, Ursula sits on both the government's Retail Sector Council and Food and Drink Sector Council.

In June this year, Ursula was awarded an OBE for services to the local economy after 15 years as CEO of the Lincolnshire Co-op and nearly 10 years at the helm of the Greater Lincolnshire LEP. She is a Deputy Lieutenant of the County and has honorary degrees from the University of Hull and Bishop Grosseteste University in Lincoln.



SUSANNAH STREETER
BBC BUSINESS PRESENTER

Susannah Streeter is the anchor for World Business Report on BBC World Service and BBC World TV, delivering breaking stories and gaining insight into unfolding economic events from entrepreneurs, economists and analysts.

Prior to covering an international news agenda, Susannah was a regular face on BBC One Breakfast, reporting live from across the UK. She also reported for the consumer affairs programme Working Lunch and the BBC Budget programme.

Between 1997 and 2007 Susannah served in the Royal Auxiliary Air Force, joining 7644 Squadron, a media operations unit, where she rose to the rank of Squadron Leader.

Susannah regularly hosts corporate events focused on international business themes and challenges and is an experienced moderator and speaker having worked on a huge range of events and speaking engagements. Specialist topics include Brexit and digital disruption.

Susannah is a fluent French speaker and has hosted a major conference for the French company conglomerate Total and bilingual events in her role as UK representative for NATO's Interallied Confederation of Reserve Officers.

INTRODUCTION TO OUR GRAND PANELS

GRAND PANEL 1 CAPITALISING ON RURAL OPPORTUNITIES (ENERGY/ HOUSING/ CARE)

9.10AM - 9.50AM

Greater Lincolnshire is primarily a rural area, with only one city and a few larger towns, but a large rural hinterland and a long coastline.

Whilst this rural geography makes Greater Lincolnshire a fantastic place to live, it can make it challenging to provide infrastructure such as energy systems, services such as health and social care and to meet the housing needs of the area's growing but dispersed population. In its Local Industrial Strategy, Greater Lincolnshire is keen to take a national lead in addressing the issues affecting rural communities through innovative and proactive approaches.

DELEGATE TWITTER
POLL QUESTION:

Do you think Lincolnshire can demonstrate national leadership in rural energy, rural housing or care in rural areas?



MEET THE PANEL



HOST
SUSANNAH STREETER
BBC WORLD SERVICE

Susannah Streeter is the anchor for World Business Report on BBC World Service and BBC World TV, delivering breaking stories and gaining insight into unfolding economic events from entrepreneurs, economists and analysts.

See page 5 for Panelist full biography



MANUFACTURING/
FOOD SCIENCE
CHARLOTTE HOROBIN
MEMBERSHIP DIRECTOR,
MIDLANDS AND EAST OF
ENGLAND, MAKEUK

Charlotte is responsible for managing and developing relationships with MakeUK member companies in Midlands and East to advance manufacturing within the region.

See page 17 for Panelist full biography



RURAL HEALTH/ SKILLS
DEBBIE BARNES
EXECUTIVE DIRECTOR,
LINCOLNSHIRE COUNTY COUNCIL

Debbie Barnes is Executive Director of Children's Services and Head of Paid Service after taking up the Head of Paid Service role in December 2018. Debbie has been Director of Children's Services since 2013.

See page 14 for Panelist full biography



ENERGY/ WATER
JOHNATHAN REYNOLDS
MD, NAUTILUS/ ORBIS ENERGY

Johnathan has a wealth of expertise and experience working across the energy and clean technology sectors, supporting high growth businesses and rapid technology commercialisation.

See page 17 for Panelist full biography



ENERGY/ WATER/ AGRIFOOD
JOHN HENRY LOONEY
SUSTAINABLE DIRECTION LTD

John Henry combines his strong combined technical, business and project management background to deliver improvements through engineering solutions and by motivating behaviour change, primarily in the energy and water treatment side for medium to larger SMEs, particularly in the food and drink sector.

See page 13 or 17 for Panelist full biography



CARE/ DIGITAL
MARK LAM
CHAIRMAN, BARNET, ENFIELD AND
HARINGEY MENTAL HEALTH NHS
TRUST

Mark Lam is Chairman of Barnet, Enfield and Haringey Mental Health NHS Trust. He is an experienced board director and digital technologist with global experience in both private and public sectors. Mark is a non-executive director on the board of Social Work England, the new national regulator for social workers.

See page 19 for Panelist full biography



SKILLS/ HOUSING/ CONSTRUCTION
MARK NOONAN
INDUSTRY RELATIONS DIRECTOR
CITB

Mark has been with CITB since January 2017 and leads on engagement with industry and federations. He joins from the property and contracting business Simons Group where he was Customer Development and Relationship Director.

See page 15 for Panelist full biography



HOUSING/ ELDERLY
NICK CHAMBERS
CEO LACE HOUSING ASSOCIATION

Nick is a member of the Chartered Institute of Management and has over 27 years' housing experience. Based in Lincoln, he leads an association specialising in housing and support services for older and vulnerable people across Greater Lincolnshire.

See page 18 for Panelist full biography



HEALTH
**PROFESSOR
RICHARD PARISH**
EXECUTIVE CHAIR NATIONAL
CENTRE FOR RURAL HEALTH

A biologist by background with a special interest in population biology, Richard has worked in public health or higher education for most of his professional life. Formerly an NHS Chief Executive, Richard has also held senior academic posts in several universities and was Principal of the first NHS multidisciplinary higher education college.

See page 19 for Panelist full biography

GRAND PANEL 2

OPPORTUNITIES FOR INDUSTRY LEADERSHIP

(TOURISM/ AGRI-FOOD)

11.15AM - 11.55AM

To drive its economic future Greater Lincolnshire needs to focus on a small number of priority sectors to deliver growth and higher value jobs.

With the visitor economy and agri-food sector being major employers across both its urban and rural areas, what happens in these sectors is important in delivering economic growth. But how can we move these sectors forward so that they support high quality, higher paid jobs at the forefront of their sector nationally?

DELEGATE TWITTER POLL QUESTION:

Have we identified the right priority sectors to drive growth in industry leadership and improve prosperity for all?



MEET THE PANEL



HOST
URSULA LIDBETTER
OBE
LEP CHAIR, CEO LINCOLNSHIRE COOPERATIVE

Ursula Lidbetter has chaired the Greater Lincolnshire LEP since it formed in 2010. She is Chief Executive of Lincolnshire Co-op, an independent co-op which is owned by its 280,000 members.

See page 5 or 13 for Panelist full biography



ENERGY/ SKILLS
DUNCAN BOTTING
MD, GLOBAL SMART TRANSFORMATION

Duncan works closely with customers, academia, industry, utilities, government and regulators to deliver innovative technical, commercial, environmentally balanced and culturally acceptable solutions to market challenges.

See page 16 for Panelist full biography



HEALTH/ SKILLS
PROF DAVID WELBOURN
DIRECTOR, EUTROPIA

David currently enjoys a portfolio career, with a diverse background in corporate, public and third sector, including managing large-scale change programmes and start-up businesses.

See page 18 for Panelist full biography



SKILLS/ AGRI-FOOD
GILL ALTON
CEO GRIMSBY INSTITUTE

Gill entered the educational sector as a lecturer in 1986 and was appointed as the CEO of the Grimsby Institute Group and returned to the Humber area where she is passionate in supporting the Humber to flourish and prosper.



AGRI-FOOD/ TECH
HALVARD GRIMSTAD
COO, SAGA ROBOTICS

Halvard Grimstad holds a MSc in Mechanical Engineering from the Norwegian University of Life Sciences. After graduating, Halvard is field testing the Thorvald platform - an autonomous and modular robot for agriculture.

See page 13 for Panelist full biography



AGRI-FOOD/ TECH
JANET BELLAMY
SENIOR LECTURER IN FOOD OPERATIONS AND SUPPLY CHAIN MANAGEMENT, NCFM/ UNIVERSITY OF LINCOLN

Janet has been working over 30 years across a number of different roles from factory manager to head of operations. She led and delivered varied projects including innovative automated and robotic solutions, new packaging formats and even new factories.

See page 13 or 15 for Panelist full biography



VISITOR ECONOMY
LYDIA RUSLING
CEO, VISIT LINCOLN

Lydia Rusling is Chief Executive of Visit Lincoln Community Interest Company, a Destination Management Organisation, which is promoting Lincoln as a place to visit, live, work and invest in.

See page 11 for Panelist full biography



AGRI-FOOD/ TECH
MARTIN COLLISON
DIRECTOR, COLLISON ASSOCIATES

Martin has combined a career as an academic, with farming, importing, and consultancy, and since 2001 has run his own specialist economic development consultancy, Collison and Associates Limited.

See page 12 or 17 for Panelist full biography



SKILLS/ POLICY
NAOMI CLAYTON
DEPUTY DIRECTOR, RESEARCH AND DEVELOPMENT/ LEARNING AND WORK INSTITUTE

Naomi has more than 14 years' experience in policy and research with specialisms in employment, skills and labour market disadvantage issues.

See page 15 for Panelist full biography

INTRODUCTION TO OUR PANELS

EXPERT PANEL 1

DEVELOPING A QUALITY, INCLUSIVE VISITOR ECONOMY

9.55AM - 10.20AM

The visitor economy is a growing and important part of Greater Lincolnshire's economy, worth £2.24bn and welcoming 34 million visitors a year.

In recent years progress has been made in reducing seasonality, adding new attractions and improving visitor accommodation. Greater Lincolnshire is, however, not alone in investing in the visitor economy and other areas are rapidly improving the visitor offer. Seasonality has also been associated with seasonal employment and often relatively low wages. This panel will explore how the Local Industrial Strategy could focus on measures which will help this important sector of the economy to grow and provide better paid, year round employment.

MEET THE PANEL



CHAIR
CHRIS BARON
DIRECTOR, BUTLINS SKEGNESS RESORT

Born in Skegness, Chris went to the local grammar school before studying Business Studies at Sheffield Polytechnic. He went on to qualify as a chartered management accountant working for Fogarty's, LinPac and British Fuels before moving to Butlins.

Chris started in the finance department prior to moving into operations and becoming Resort Director in 2000. He joined the Greater Lincolnshire LEP in 2011 as the representative for the visitor economy and the coastal strip in general. He is also the Chair of the East Lincolnshire Destination Management Organisation, chair of the Greater Lincolnshire Visitor Economy Board, a member of the board of Visit East Lincolnshire DBID, a member of East Lindsey Local Strategic Partnership, and sits on the Skegness Academy Advisory Council.

DELEGATE QUESTION:

Do you believe the visitor economy offers the adequate scope and variety to significantly grow our economy?

INDUSTRY EXPERT



JAMES BRINDLE
DIRECTOR OF DEVELOPMENT
AND PARTNERSHIPS AND
DEPUTY CHIEF EXECUTIVE,
MAGNA VITAE

James' career began in leisure as School's Liaison Officer and Community Coach at Lincolnshire Cricket Board. He went on to manage cricket development for Greater Manchester at Lancashire County Cricket Club, and from there onto the public sector for a period managing cultural and Health and wellbeing services.

In recent years James has developed significant experience in the cultural sector, undertaking Culture within the service area from 2008. James worked with East Lindsey to host the International Black/North SEAS project, a collaboration between many European countries, and in 2009 delivered the first SO Festival, which has since grown from a 3 to ten day event and generates £1m to the local economy each year. The SO Festival is now a leading cultural festival and is recognised by Arts Council England as a National Portfolio Organisation, which is a regular funder.

James also leads on the health and wellbeing services developing very bespoke intentions to improve the communities' health and has a specific focus on expanding the Trust's health and cultural programmes.



CROSS CUTTING EXPERT
JON HINDE
HEAD OF ECONOMY
AND SKILLS, INVESTSK

Jon Hinde has more than 25 years' experience gained from the economic development and regeneration sector, working at a regional, sub-regional and local level in the East and West Midlands. During that time he has supported companies and entrepreneurs to achieve their business growth ambitions and to develop the relevant employment skills in the local workforce.

A specialist in inward investment and business growth, Jon has supported the relocation of global businesses and their supply chains, assisted in land acquisitions for major overseas investors, built customised packages of support to retain existing local companies and managed start up grants and property searches for new and growing businesses.

With expertise in economy and skills, Jon has managed numerous central government and European-funded training programmes and initiatives that have supported individuals to upskill, re-skill and secure employment opportunities.

Jon has worked for training and enterprise councils, Business Link, learning and skills councils, Further Education colleges, unitary and district authorities. He is now Head of Economy and Skills at InvestSK, the economic growth and regeneration company for South Kesteven.



INDUSTRY EXPERT
LYDIA RUSLING
CEO, VISIT LINCOLN

Lydia Rusling is Chief Executive of Visit Lincoln Community Interest Company, a Destination Management Organisation, which is promoting Lincoln as a place to visit, live, work and invest in.

Lydia has 15 years' experience working across Lincolnshire's tourism industry and has played a central role in many of the county's prominent tourism projects. Since heading up the team at Visit Lincoln the partnership has grown and the team has picked up several awards. The city has attracted significant national media coverage and has had a record increase in both visitor numbers and the value to the local economy. Lincoln now welcomes over 4 million visitors each year, generating over £200m for the city.

Visit Lincoln is supported by over 190 businesses across Lincolnshire and the team are actively supporting the growth and development of the visitor economy across Greater Lincolnshire and marketing to international visitors through six multi-million pound VisitBritain projects.

Lydia currently sits on the Local Enterprise Partnership Visitor Economy Board, Lincoln Cultural Arts Partnership, Greater Lincolnshire Nature Partnership, Lincoln Business Improvement Group and England's Historic Cities Consortium.



INDUSTRY EXPERT
NICKY VAN DER DRIFT
TRUSTEE AND CEO,
INTERNATIONAL BOMBER
COMMAND CENTRE (IBCC)

Nicky has led the IBCC project from the front since 2012. With a background in sales and marketing across a variety of platforms - and a particular focus in the last twenty years on events and project management, Nicky has been responsible for raising £14.5 million of funds through grant applications and generating public and private donations, PR and marketing - organising all events from concept to delivery, and overseeing the whole of the design and construction stages.

She has also worked with the Chairman on international engagement and has been invited to present the project to like-minded organisations and institutions in Canada, Australia, New Zealand and Holland as well as across the UK. Nicky sits on the Greater Lincolnshire LEP Visitor Economy Board and is also represents the organisation with Aviation Heritage Lincolnshire and Visit Lincoln.

EXPERT PANEL 2 FUTURE-PROOFING THE FOOD AND DRINK SECTOR

10.25AM - 10.50AM

The agri-food sector is Greater Lincolnshire's largest industry but is intensely competitive.

The need to compete internationally means that to retain its industry leading role the agri-food sector has to embrace the latest technology, with our companies identifying the need for improvements in both labour productivity and resource efficiency. This panel will focus on how the industry can work with the knowledge base to drive transformational change which future proofs the industry for the long term.

DELEGATE QUESTION:

Do you agree that robotics and automation is the way forward to securing our nationally important food and drink sector?

MEET THE PANEL



CHAIR

MARTIN COLLISON
DIRECTOR, COLLISON ASSOCIATES

For the last 30 year, Martin has combined a career as an academic, with farming, importing, and consultancy, and since 2001 has run his own specialist economic development consultancy, Collison and Associates Limited.

With a focus on economic development, innovation and education, Martin has developed and launched a series of major projects in the agricultural and food sectors.

Martin works with Greater Lincolnshire LEP as agri-food lead, and helps co-ordinate the national DEFRA/LEP Food Group. He worked with government to develop the UK Strategy for Agricultural Technologies and has worked for the EU to review EIP Agri.

Whilst most of Martin's work has related to the agri-food supply chain and rural economy, he has also worked on projects in the digital, life sciences, energy, water and education sectors.



INDUSTRY EXPERT

HALVARD GRIMSTAD
COO, SAGA ROBOTICS

Norwegian born Halvard Grimstad holds a MSc in Mechanical Engineering from the Norwegian University of Life Sciences. After graduating, Halvard remained with the university, field testing the Thorvald platform- an autonomous and modular robot for agriculture.

Halvard moved to the UK as Senior Technician in Mechatronics with the Lincoln Centre of Autonomous Systems (LCAS) at the University of Lincoln where he continued to work in agricultural robotics, developing soil measurement tools for the Thorvald platform.

Since leaving the University of Lincoln, he has been a key driver in setting up Saga Robotics Ltd. Saga Robotics Ltd is involved in multiple Innovate UK projects where they are developing tools and autonomy for in-field transportation, strawberry picking, weeding and more. The aim is to tackle labour shortage whilst making agriculture more sustainable and energy efficient. The commercialisation of the technology is mainly focused on soft fruit production with the first commercial pilots starting this year on farms in both the UK and Norway, with robots performing UV treatment to suppress mildew on strawberry plants.



CROSS CUTTING EXPERT

JANET BELLAMY
SENIOR LECTURER IN FOOD
OPERATIONS AND SUPPLY
CHAIN MANAGEMENT,
NCFM / UNIVERSITY OF LINCOLN

Janet has considerable industry experience spanning over 30 years and working across a number of different roles from factory manager to head of operations. Sectors include produce, salads, dips and dressings, ready meals, soups, sauces and dairy. As a member of a busy manufacturing team she led and delivered varied projects including innovative automated and robotic solutions, new packaging formats and even new factories.

With extensive supply chain experience including planning, procurement, forecasting, supply chain management, warehousing and distribution and time as a business implant developing supermarket and category performance, this experience is reflected in both her academic teaching and her work in factory development that meets the needs of a real industry and the challenges that the future may present.



INDUSTRY EXPERT

JOHN HENRY LOONEY
PHD, MIOB, IEMA,
VISITING FELLOW (BRISTOL)

John Henry combines his strong combined technical, business and project management background to deliver improvements through engineering solutions and by motivating behaviour change, primarily in the energy and water treatment side for medium to larger SMEs, particularly in the food and drink sector. He has delivered extensive and detailed technical and project management of environmental engineering projects and environmental management consultancy in over 30 countries. This includes the role of Client Advisor / Bank's Engineer on large EPC contracts in Europe and leading the project to start the Life Cycle Carbon Balance for the Swansea Tidal Lagoon.

John Henry has extensive experience with delivering many energy and environmental projects in the built environment working in improving building performance for numerous clients. He has recently delivered energy generation projects for the Country of Alderney, and several manufacturing clients and is progressing several waste to energy projects in Cornwall and Wales.

John Henry teaches at MSc Level at the University of Bristol on Environmental Assessment, Engineering and Management.



INDUSTRY EXPERT

URSULA LIDBETTER
OBE BSC. FCIS DL
CEO, LINCOLNSHIRE
CO-OPERATIVE

Ursula Lidbetter has chaired the Greater Lincolnshire LEP since it formed in 2010. She is Chief Executive of Lincolnshire Co-op, an independent co-op which is owned by its 280,000 members. The Society's services include food stores, pharmacies, travel agencies, funeral homes and property development. It records sales of over £320m and profit of £17.7m, which is all reinvested locally, including over £4m to its customer members.

Ursula served as chair of the national Co-operative Group from 2013-15, leading it through a period of major reform.

She led the Lincolnshire Chamber of Commerce for almost 20 years, and is currently Chair of the Lincoln Business Improvement Group and a member of the University of Hull's Council.

Alongside fellow senior industry leaders, Ursula sits on both the government's Retail Sector Council and Food and Drink Sector Council.

In June this year, Ursula was awarded an OBE for services to the local economy after 15 years as CEO of the Lincolnshire Co-op and nearly 10 years at the helm of the Greater Lincolnshire LEP. She is a Deputy Lieutenant of the County and has honorary degrees from the University of Hull and Bishop Grosseteste University in Lincoln.

EXPERT PANEL 3 TRANSITIONING SKILLS INTO A CHANGING WORK ENVIRONMENT

12.05PM - 12.30PM

Greater Lincolnshire has low unemployment, but workforce qualification levels and wages both lag significantly behind the UK average.

As the whole economy is transformed by new technology which merges the digital and physical worlds, through the transition to Industry 4.0, how can Greater Lincolnshire ensure that skills do not hold back its potential to embrace these changes. If embraced successfully these changes can increase wage rates, improve job quality and deliver economic growth. This panel will look at what changes need to be made in the education system and by employers to deliver a higher skilled, higher wage economy.

MEET THE PANEL



CHAIR
DEBBIE BARNES
EXECUTIVE DIRECTOR,
LINCOLNSHIRE COUNTY
COUNCIL

Debbie Barnes is Executive Director of Children's Services and Head of Paid Service after taking up the Head of Paid Service role in December 2018. Debbie has been Director of Children's Services since 2013.

Through Debbie's leadership, Children's Services – Social Care has been judged as good with adoption rated as outstanding. Recently designated as a Partner in Practice, Debbie has chaired the improvement board at Rotherham Borough Council, resulting in Rotherham being judged as good by Ofsted with services for care leavers judged as outstanding.

Under Debbie's leadership, Lincolnshire County Council's approach to support education has moved to a sector led approach which has received national and international interest and has been shared at conferences in Switzerland, Scotland and Canada.

Debbie was awarded an OBE in the 2018 Queen's Birthday Honours List.



INDUSTRY EXPERT
CHRIS BARON
DIRECTOR,
BUTLINS SKEGNESS RESORT

Born in Skegness, Chris went to the local grammar school before studying Business Studies at Sheffield Polytechnic. He went on to qualify as a chartered management accountant working for Fogarty's, LinPac and British Fuels before moving to Butlins.

Chris started in the finance department prior to moving into operations and becoming Resort Director in 2000. He joined the Greater Lincolnshire LEP in 2011 as the representative for the visitor economy and the coastal strip in general. He is also the Chair of the East Lincolnshire Destination Management Organisation, chair of the Greater Lincolnshire Visitor Economy Board, a member of the board of Visit East Lincolnshire DBID, a member of East Lindsey Local Strategic Partnership, and sits on the Skegness Academy Advisory Council.

DELEGATE QUESTION:

Do you know what skills your workforce will require in 5 years' time?



CROSS CUTTING EXPERT
FREDDIE CHAMBERS
BUSINESS DEVELOPMENT
DIRECTOR AND EXECUTIVE
BOARD MEMBER,
LINDUM GROUP LTD

As a qualified Chartered Surveyor, Freddie started his career working for Asset Management companies in London looking after properties throughout the UK. He joined Lindum in 2012 as Business Development Manager and was appointed Group Director in December 2016, joining his father, David Chambers, and his brother Edward on the main board.

In addition to business development responsibilities Freddie also helps oversee the Group's training and development activities. Founded in 1956, Lindum continues to be primarily a construction company and currently directly employs in excess of 650 people in both skilled trade and professional roles from offices based in Lincoln, York and Peterborough.



CROSS CUTTING EXPERT
JANET BELLAMY
SENIOR LECTURER IN FOOD
OPERATIONS AND SUPPLY
CHAIN MANAGEMENT,
NCFM / UNIVERSITY OF LINCOLN

Janet has considerable industry experience spanning over 30 years and working across a number of different roles from factory manager to head of operations. Sectors include produce, salads, dips and dressings, ready meals, soups, sauces and dairy. As a member of a busy manufacturing team she led and delivered varied projects including innovative automated and robotic solutions, new packaging formats and even new factories.

With extensive supply chain experience including planning, procurement, forecasting, supply chain management, warehousing and distribution and time as a business implant developing supermarket and category performance, this experience is reflected in both her academic teaching and her work in factory development that meets the needs of a real industry and the challenges that the future may present.



CROSS CUTTING EXPERT
MARK NOONAN
INDUSTRY RELATIONS
DIRECTOR, CONSTRUCTION
INDUSTRY TRAINING BOARD
(CITB)

Mark has been with CITB since January 2017 and leads on engagement with industry and federations. He joins from the property and contracting business Simons Group where he was Customer Development and Relationship Director.

Before joining Simons, Mark worked in construction for 6 years for Wates Group in a range of project delivery roles. Prior to that, he spent many years working for the supermarket chain, Safeway, including a key role in their conversion to Morrison's.



INDUSTRY EXPERT
NAOMI CLAYTON
DEPUTY DIRECTOR,
RESEARCH AND DEVELOPMENT
- LEARNING AND WORK
INSTITUTE

Naomi has more than 14 years' experience in policy and research with specialisms in employment, skills and labour market disadvantage issues.

Prior to joining L and W, Naomi was Deputy Director at the What Works Centre for Local Economic Growth, and Policy and Research Manager at Centre for Cities where she was responsible for developing and overseeing programmes to support effective policy and practice. She has worked with partners across the UK to support them to use evidence and demonstrate impact through the implementation of skills strategies, youth employment support and in-work progression pilots, and the development of local industrial strategies.

Prior to this, Naomi was at the Work Foundation where she led a major programme on labour market disadvantage. She has also completed a Fellowship with the Winston Churchill Memorial Trust exploring US cities' approaches to improving young people's employment prospects.

EXPERT PANEL 4 RURAL ENERGY PILOTS

12.35PM - 1.00PM

Rural Lincolnshire has had restricted growth due to energy infrastructure constraints for many years, but at the same time has embraced the development of renewable energy and hosts major generation capacity in wind, solar, AD and bio-energy.

The Local Industrial Strategy identifies the need to develop rural energy pilots, using smart technologies, to match supply and demand. This has the potential to both solve power supply constraints whilst also helping develop the renewable energy sector. This panel will focus on what investments are needed in innovation and infrastructure to deliver long term change in the area's rural energy infrastructure.

MEET THE PANEL



CHAIR

DUNCAN BOTTING
MD, GLOBAL SMART TRANSFORMATION LTD

Duncan is Managing Director of Global Smart Transformation Limited. He works closely with customers, academia, industry, utilities, government and regulators to deliver innovative technical, commercial, environmentally balanced and culturally acceptable solutions to market challenges and also provides mentoring and business acceleration services to SMEs to help them achieve their strategic aims.

Duncan has over 40 years' experience covering the complete spectrum of technical and commercial roles. Some of his previous roles include: Director European Utilities Telecoms Council, Business Innovation and Growth Director at Parsons Brinckerhoff (Balfour Beatty Group), Executive Chairman of the Scottish European Green Energy Centre, MD of ITI Energy, Head of Technology and Business Development for ABB, and Departmental Head of Schneider Power Projects.

DELEGATE QUESTION:

Do we have the right mix of ambition, people, skills and support to achieve delivery of rural energy pilots?

Duncan gained his degree from the Open University in Mathematics and Physics. He is a visiting professor at the University of Strathclyde, Glasgow and previously was a visiting professor at Imperial College London.

He is an active member of the Institution of Engineering and Technology (IET), IET Energy Sector Executive, IET Energy Policy Panel and IET/ Energy Systems Catapult Future Systems Architecture Project (FPSA), and founding member of the DECC/Ofgem Smart Grid Forum as well as a work stream chair and member of the BEIS/Ofgem Smart System Forum.

Duncan was voted one of the top 40 influencers in Europe on Smart Grids in 2014 and continues to shape future thinking and deployment across the energy, telecommunications, technology and future cities sectors by challenging traditional approaches to benefit societal outcomes. He is invited on many influential panels, advisory boards and committees at a National, European and International level.



CROSS CUTTING

CHARLOTTE HOROBIN
MEMBERSHIP DIRECTOR,
MIDLANDS AND EAST
OF ENGLAND, MAKEUK:
THE MANUFACTURERS'
ORGANISATION

Charlotte is responsible for managing and developing relationships with MakeUK member companies in Midlands and East to advance manufacturing within the region. By working with partner organisations and regional media, Charlotte is able to raise the profile of MakeUK member companies locally and nationally. She's also responsible for designing and delivering a programme of regional events which enable members to network, share best practice and learn from experts. Another key part of her role is to engage with regional stakeholders ensuring manufacturers' interests are represented to LEPs, the West Midlands Combined Authority and Midlands Engine.

Charlotte gained her undergraduate degree from The University of Leeds in Biomedical Science before completing her Masters at The University of Nottingham. Before joining MakeUK (formerly EEF) in 2013, Charlotte worked in food manufacturing where she focused on business development and food safety management



INDUSTRY EXPERT

JOHN HENRY LOONEY
PHD, MIOD, IEMA,
VISITING FELLOW (BRISTOL)

John Henry combines his strong combined technical, business and project management background to deliver improvements through engineering solutions and by motivating behaviour change, primarily in the energy and water treatment side for medium to larger SMEs, particularly in the food and drink sector. He has delivered extensive and detailed technical and project management of environmental engineering projects and environmental management consultancy in over 30 countries. This includes the role of Client Advisor / Bank's Engineer on large EPC contracts in Europe and leading the project to start the Life Cycle Carbon Balance for the Swansea Tidal Lagoon.

John Henry has extensive experience with delivering many energy and environmental projects in the built environment working in improving building performance for numerous clients. He has recently delivered energy generation projects for the Country of Alderney, and several manufacturing clients and is progressing several waste to energy projects in Cornwall and Wales.

John Henry teaches at MSc Level at the University of Bristol on Environmental Assessment, Engineering and Management.



INDUSTRY EXPERT

JOHNATHAN REYNOLDS
MD, NAUTILUS

Johnathan has a wealth of expertise and experience working across the energy and clean technology sectors, supporting high growth businesses and rapid technology commercialisation. His knowledge and understanding of the sectors means not only does he successfully coach a wide range of businesses, developing growth strategies, scenario planning and designing disruptive business development and marketing plans but has been responsible for authoring a number of regional and local strategies and advising on national and European policy.

Johnathan previously led the growth of OrbisEnergy as the UK's leading innovation hub for offshore renewable energy, creating a major catalyst for innovation and investment across the East of England and beyond, creating more than 1,200 new jobs, and facilitated in excess of £7bn of regional investment in businesses, projects and infrastructure.

Johnathan is a non-executive director of New Anglia LEP, and previously a non-exec director of Adapt Commercial Ltd, part of the University of East Anglia's Adapt low carbon group; and Chaired the implementation of New Anglia LEP's Green Economy Pathfinder programme.



INDUSTRY EXPERT

MARTIN COLLISON
DIRECTOR,
COLLISON ASSOCIATES

For the last 30 year, Martin has combined a career as an academic, with farming, importing, and consultancy, and since 2001 has run his own specialist economic development consultancy, Collison and Associates Limited.

With a focus on economic development, innovation and education, Martin has developed and launched a series of major projects in the agricultural and food sectors.

EXPERT PANEL 5 RURAL HEALTH AND CARE

1.05PM - 1.30PM

Greater Lincolnshire is a large rural area in which the delivery of health care, which has become more focused on larger specialist centres, can be challenging.

The area also has an ageing population with growing care needs, many of whom live in rural and coastal communities where it is harder to deliver the full range of care services. The care sector is also facing challenges in securing its future workforce. This panel will explore how Greater Lincolnshire can take a lead in addressing the inherent challenges in rural health and care provision. For example could new technology or new ways of working help to address the challenges and, if Lincolnshire can solve these issues, how could this benefit the economy.

MEET THE PANEL



CHAIR
NICK CHAMBERS
CEO,
LACE HOUSING ASSOCIATION

Nick is a member of the Chartered Institute of Management and has over 27 years' housing experience. Based in Lincoln, he leads an association specialising in housing and support services for older and vulnerable people across Greater Lincolnshire.

Over the past 20 years, Nick has managed the Associations development programme, incorporating an innovative approach to partnership working involving the health and social care sector. A collaborative approach has won a number of awards including a Chartered Institute of Housing Midlands Award in 2016 and Nick was subsequently a finalist in the Lincolnshire Business Awards. Administered by the National Housing Federation, Nick is Chair of the Greater Lincolnshire Housing Association Partnership and is currently Chair of a large single Academy Trust having also been involved in education for over 16 years.

DELEGATE QUESTION:

We have a huge opportunity in this sector to be national step-change leaders. Do you believe we have the basis locally for bringing these complex elements together?



**INDUSTRY EXPERT /
ACADEMIC**
**PROF DAVID
WELBOURN**
DIRECTOR, EUTROPIA

David currently enjoys a portfolio career, with a diverse background in corporate, public and third sector, including managing large-scale change programmes and managing start-up businesses. He runs his own small advisory company in which he applies his physics and engineering background to matters of leadership and governance of whole systems, particularly in healthcare.

He spent his early career in materials science research and gained a part time PhD in engineering. After spells in information technology, programme management, corporate finance and strategy, David left the technology sector to become a regional performance director in London's NHS, before moving into consultancy and executive education. He spent some time as Visiting Professor at Cass Business School, where he managed executive education programmes for over 150 NHS directors and published research on public sector governance and leadership.

He is now part-time Chief Executive of BSHAA, the professional body for audiologists in private practice, a trustee of UK Council on Deafness and an elected governor of his local Foundation Trust. He is currently a Visiting Professor in the Centre for Governance, Leadership and Global Responsibility at Leeds Business School. He is both a chartered engineer and chartered physicist.



INDUSTRY EXPERT
IAN PENN
DEVELOPMENT AND NEW
BUSINESS MANAGER,
LONGHURST GROUP

Ian is a Development and New Business Manager for Longhurst Group, which is Housing Association that owns and manages 22,000 homes across the Midlands and East of England. Ian works within the Longhurst development team and was involved in the recent securing of a £71million deal with Government to develop an additional 1,685 new homes in the next few years, directly delivering around 1,000 new homes per year, many of which will be in Lincolnshire.

Ian's particular area of focus is partnership working, which includes local authorities, Homes England, other housing associations and the Greater Lincolnshire LEP. Prior to his role with Longhurst, Ian has undertaken housing related roles at a charity, local authorities and Homes England, where he helped deliver the overall affordable homes programme and acted as the Midlands lead for two funding programmes, including one focused on Care and Support housing schemes.



INDUSTRY EXPERT
MARK LAM
EXECUTIVE,
NHS TRUST BARKING

Mark Lam is Chairman of Barnet, Enfield and Haringey Mental Health NHS Trust. He is an experienced board director and digital technologist with global experience in both private and public sectors. Mark is a non-executive director on the board of Social Work England, the new national regulator for social workers. He has previously held a variety of board positions in public healthcare and was a trustee of the University of Essex.

Mark began his technology career during the dotcom boom, training at web start-ups before moving into telecommunications and IT. Mark's longest association was with BT Group, where he was a senior executive, finishing his career there as Chief Technology and Information Officer of Openreach, the national infrastructure provider. Prior to BT Group, Mark led a number of digital initiatives at major global businesses, including Carphone Warehouse and Siemens.

Mark comes from Singapore originally and lives in London. He holds a degree in English Literature from Oxford University and is a Fellow of the Royal Society of Arts.



INDUSTRY EXPERT
TIM DOWNING
EQUITY DIRECTOR,
PYGOTT AND CRONE

Tim has over 30 years' experience in the UK and East Midlands Property and Business community and is an equity director with Pygott and Crone, the East Midlands leading and award winning Property Consultancy with 13 offices across the Midlands and London, and recently voted Best UK Estate Agency by the Sunday Times.

Tim is also involved with number of other business to include Hemswell Court, Lincolnshire's premier AA 5 star Hotel and banqueting Facility (Home of the Dambusters Movie), Downing Developments Ltd, a Commercial and Residential property investment company, and is a founding member of Team Lincolnshire. He was previously Chairman of Aviation Heritage Lincolnshire and is a trustee of LIVES Charity, The Entrepreneurs charity; The Star Trust, and the City of London Rugby Foundation. A freeman of the city of London, Tim is an ambassador for Klas International, working with wealth management, sport, commercial and residential, portfolio insurance, finance, and advising business on marketing and growth strategies.



INDUSTRY EXPERT
RICHARD PARISH
CHAIR, NATIONAL CENTRE
FOR RURAL HEALTH

A biologist by background with a special interest in population biology, Richard has worked in public health or higher education for most of his professional life. Formerly an NHS Chief Executive, Richard has also held senior academic posts in several universities and was Principal of the first NHS multidisciplinary higher education college.

Until 2014, he was CEO of the Royal Society for Public Health. He has also acted as Managing Director for several commercial concerns and was been an adviser to the World Health Organisation for over 30 years, as well as a number of individual countries. He was a Board Member of Public Health England (appointed by the Secretary of State for Health) until April 2019 and Chaired the Board for the 32 nation initiative to improve primary care services for children and adolescents until the beginning of this year.

In 2017, Richard chaired the External Review of the United Nations Global Health Programme at the United Nations University. Richard is a Fellow of the Royal Biological Society and an Honorary Fellow of the Royal Society for Public Health. He was awarded Honorary Fellowship of the American Public Health Association in 2006 for his international work and Honorary Fellowship of the Royal Pharmaceutical Society in 2013. He was made a CBE in the 2014 New Year's Honours List.

MEET THE EXHIBITORS



BOSTON COLLEGE

For over 50 years, Boston College has been delivering high quality education to thousands of students. The College provides more than 400 courses - A Levels, vocational, adult courses, apprenticeships, higher education and professional training for businesses.

www.boston.ac.uk @bostoncollegeuk



BUSINESS LINCOLNSHIRE

Business Lincolnshire is set up to help support Greater Lincolnshire based businesses to start and grow. Business Lincolnshire hosts a Growth Hub – a single place to go to for business experts and mentors, support and guidance, grants and finance. The Business Lincolnshire team are passionate about helping your business to reach its full potential.

www.businesslincolnshire.com @BusinessLincs



CHEER'S NURSERIES

Cheer's Nurseries are a horticultural nursery that grow vegetable and bedding plants for local and national companies.

www.cheersnurseries.co.uk



CHATTERTONS LEGAL SERVICES LTD

Chattertons is a leading firm of solicitors and provider of wealth management services in Lincolnshire and across the East Midlands.

www.chattertons.com @ChattertonsLaw



THE EBP

The EBP are a social enterprise delivering programmes to develop the skills of young people

www.the-ebp.co.uk @EBP_UK



ELLGIA LTD

Ellgia Limited is an innovative waste management and recycling businesses that is driving remarkable growth and performance since the company was established as a start-up in 2012. Independently owned, Ellgia provides a wide range of bespoke commercial waste services, recycling and waste processing to businesses across the East of England, including Lincolnshire, Humberside and South Yorkshire through its four depots across the region.

www.ellgia.co.uk @EllgiaRecycling



FSB

As experts in business, FSB offers members a wide range of vital business services, including advice, financial expertise, support and a powerful voice in Government. Its aim is to help small businesses achieve their ambitions. Small and Medium sized businesses make up over 99% of the UK business population.

www.fsb.org.uk/regions/east-midlands @FSBLincolnshire @FSBEastMids



GRANTS4GROWTH (SOUTH HOLLAND DISTRICT COUNCIL)

The Grants4Growth programme provides capital grants to eligible businesses looking to purchase machinery, equipment and other assets to stimulate growth and create new jobs.

www.grants4growth.sholland.gov.uk



GREATER LINCOLNSHIRE LEP

The Greater Lincolnshire LEP is a public and private sector partnership delivering sustainable economic growth. We support our business sectors to increase productivity and innovation, create new employment opportunities and develops the infrastructure that supports economic growth. The LEP have brought to you today's conference.

www.greaterlincolnshirelep.co.uk @GreaterLincsLEP



HERITAGE LINCOLNSHIRE

Heritage Lincolnshire is a local charity working to conserve the rich history of the county for the benefit of people who live and work in the area.

www.heritagelincolnshire.org @heritagelincs



INSTITUTE OF DIRECTORS

The IoD is a membership organisation for the private, public or third sector. Our aim is to support, represent and set standards for business and promote responsible business practice.

www.iod.com @IoD_Eastmids



LINCOLN SCIENCE AND INNOVATION PARK

Lincoln Science and Innovation Park is home to a thriving community of science and technology businesses and university researchers in the heart of Lincoln.

www.lincolnsciencepark.co.uk @LincolnSIP



LINCOLNSHIRE CHAMBER OF COMMERCE

Lincolnshire Chamber of Commerce is the largest business network in the county, providing support through events, networking, international trade, marketing and business savings to businesses of all shapes, sizes and sectors.

www.lincs-chamber.co.uk @lincscham



LINDUM GROUP LTD

Lindum Group are a practical and innovative construction company, covering new build, refurbishment and maintenance with extensive expertise and specialists in the education, medical, food, retail and housing sectors.

www.lindumgroup.com @LindumGroupLtd

MEET THE EXHIBITORS



MAKEUK

Make UK is the sector body for manufacturing and technology businesses, providing industry insight, influence and growth to over 20,000 manufacturers.

www.MakeUK.org @MakeUK



MIDLANDS ENGINE INVESTMENT FUND

The Midlands Engine Investment Fund (MEIF), supported by the European Regional Development Fund, provides commercially focused finance through Small Business Loans, Debt Finance, Proof-of-Concept and Equity Finance funds. MEIF is a collaboration between the British Business Bank and ten Local Enterprise Partnerships (LEPs) in the East and South East and West Midlands, including Greater Lincolnshire LEP. These funds provide over £250m of investment to boost small and medium-sized business (SME) growth in the Midlands.

www.meif.co.uk @MidsEngInv



NATWEST BANK PLC

Natwest offer a wide range of specialist support to help you run your business smoothly and profitably including a network of Relationship Managers who have the right skill and expertise to help you take your business forward.

www.natwest.com @garry_wilkinson



NORTH LINCOLNSHIRE COUNCIL

North Lincolnshire's one of the fastest growing economies in the North, we aim to make it the best place to live, work, visit and invest in.

www.investinnorthlincolnshire.com @investinNLincs



PROMOTE LINCOLNSHIRE

www.promotelincolnshire.com is an online toolkit designed to allow users to create a personalised information resource that can be made in a matter of minutes and instantly shared to demonstrate what an impressive place Lincolnshire is to live, work and play.

www.promotelincolnshire.com #promotelincolnshire #shoutaboutlincolnshire



PYGOTT & CRONE

Covering all things property, Pygott & Crone are a mixed practice estate agency, with 11 offices across the country.

www.pygottandcrone.com @pygottandcrone



REFLECT RECRUITMENT GROUP

Whether you're job-seeking or a company looking for staff, RRG provide a tailor-made service meeting the needs of candidates and clients across multi business sectors.

www.rrgroup.co.uk @reflect_rect_gp



RISEHOLME COLLEGE

Riseholme College is one of the finest land-based colleges in the country offering a range of hands-on, vocational courses across a range of subject areas.

www.riseholme.ac.uk @riseholmecampus



SHOOTING STAR

Shooting Star is an award-winning, results-driven creative PR and marketing agency based in Lincoln and Newark with a UK-wide client base.

www.weareshootingstar.co.uk @shootingstarpr



SILLS & BETTERIDGE LLP

We offer the full range of legal services, to business clients and private individuals, across Lincolnshire, Nottinghamshire, South Yorkshire and Northampton.

www.sillslegal.co.uk @sillslegal



TAPKIT

TapKit is helping brands connect to their customers with the power of contactless technology embedded in physical products and objects, it is also helping charities raise digital donations with their new product, Everfund.

www.tapkit.io @tapkit.io



TEAM LINCOLNSHIRE

Being part of Team Lincolnshire can open up a wealth of opportunities for your company, as well as enhance the regions reputation as a place to work, visit, meet and invest.

www.TeamLincolnshire.com @TeamLincs



WHITE 7 LINCOLN

White 7 Lincoln provides a chauffeured BMW 7 Series limousine for corporate travel, airport transfers & hospitality transportation. Buying you time, saving stress and hassle.

www.white7lincoln.co.uk @white7lincoln

Did you know?...



PromoteLincolnshire.com

makes it easy for you to shout about Lincolnshire to potential employees, business partners and investors. You can make your own pinboard using statistics, facts, photos and videos and then share it far and wide by email or social media.



#LEPCONFERENCE2019

Greater Lincolnshire LEP
Lancaster House | 36 Orchard Street
Lincoln | LN1 1XX

T: 01522 550540

E: greaterlincslep@lincolnshire.gov.uk

TW: @GreaterLincsLEP

WWW.GREATERLINCOLNSHIRELEP.CO.UK