

## INNOVATION COUNCIL MEETING • 25<sup>TH</sup> FEBRUARY 2016

- Following on from an open discussion at a dinner the previous evening where drivers for innovation were discussed.
- Three guest attendees – Mark and the Daniels!
- Topic for discussion at the meeting – ‘What three things do we need to do to make businesses within the Greater Lincolnshire LEP area more innovative?’
- To drive a greater appetite for risk, taking businesses out of their daily comfort zone
- Create steps on an innovation trail – should the IC focus on innovation that is organic or innovation that is transformational?
- Consensus that the IC should focus on the 5 – 10% that will innovate. The likely winners.
- Clusters and networking works but clusters may be considered artificial
- Cross sector or clusters or both? Hack days combining small and larger businesses to drive new thinking.
- Differing opinion around the focus for size of business to be targeted
- Attract the attention of businesses and encourage them to engage by addressing issues of real concern to them e.g. minimum wage and the need to innovate
- Give practical assistance, take a business perspective and solve problems through innovation
- Businesses need to create time to do things differently – ‘Moreday’
- The IC to focus on 3 – 5 sectors/themes. Who and how will these sectors be chosen?
- How do we effectively challenge the LEP around sector focus to maximise impact?
- Be ruthless and be very specific around the focus of the IC
- Don’t use the same innovation themes as every other LEP area – be different.
- To design and host events and activities at a National level.
- To target companies to be part of the LEP innovation campaign that are outside the area.
- Using alumni of the University as drivers for i) contacts within companies to build research/innovation links with UoL ii) student placements iii) Student recruitment iv) to be supply chain connectors
- Use exceptional people to inspire others through their experience and knowledge of innovation. Businesses can imitate success.
- People to people drives change
- The need for external perspectives within the IC
- Showcase small companies to large companies
- Cross sector group visits to attend events, conferences and other businesses outside Lincoln, creating shared experience and meaningful connections of the group alongside new business opportunities within and without the group.
- Student idea labs presenting to companies
- Learn from the Cambridge Consultancy model - <http://www.cambridgeconsultingnetwork.com/>

### THE THREE THINGS WE NEED TO DO:

- 1) Focus on maximum 5 sectors that are Lincoln specific and unlike other LEP areas – these need to be identified alongside specific themes within them
- 2) Attract and target people and businesses – those who have commercial ideas with legs, those that can inspire others, those that can connect. Encourage involvement and innovation through addressing real world problems.
- 3) Develop exciting cross sector events, visits and conferences. Showcase innovation to larger companies.

