

INNOVATION COUNCIL MEETING • 25TH MAY 2016

- Many SME's are operating in 20th century rather than 21st and those that adapt and use technology will prosper whilst others will get left behind.
- Significant improvements in SME productivity and performance will be achieved by ensuring they have a basic understanding of the use of digital tools – training should not be 'delivered' in the traditional way but be interactive.
- Micro businesses are time poor and are trying to survive but digital skills and know how could be introduced by students and graduates.
- Businesses need to invest in their own future and not rely solely on free assistance and advice.
- We need to encourage businesses to use digital and understand its relevance across all aspects of business performance from connectivity of employees to processes, sales, marketing and innovation.
- Innovation needs to be accessible. Identification of what businesses are trying to achieve and then apply digital technology to achieve the results.
- The impact of the Living Wage means businesses must address productivity improvements – how digital and automation can help.
- Visioning is difficult but improvements in artificial intelligence are key areas of innovation.
- We need the skill base to ensure these innovations happen
- Opportunities around ageing and the use of digital are growing.
- Is the LEP doing what it needs to do to create the foundations for business to make the most of digital? Is enabling support in place?
- Our USP is Agri-food Technology
- There is a big culture gap looming between young people and employers. Businesses who appreciate the difference will perform better.
- What should the LEP and the Innovation Council do?
 - Build Capacity (through programmes like ESIF)
 - Get the message out (through the Innovation Council website)
- Demonstrate to businesses how digital enables data usage (Siemens)
- Develop the concept of 'Smart Cities' a connected networked County
- We need to raise the level of ambition for the County through the LEP and its promotional materials
- Highlight what success looks like
- We need to understand what the economy will look like in 10/20 years
- Next meeting set a Transformational Goal for three years

