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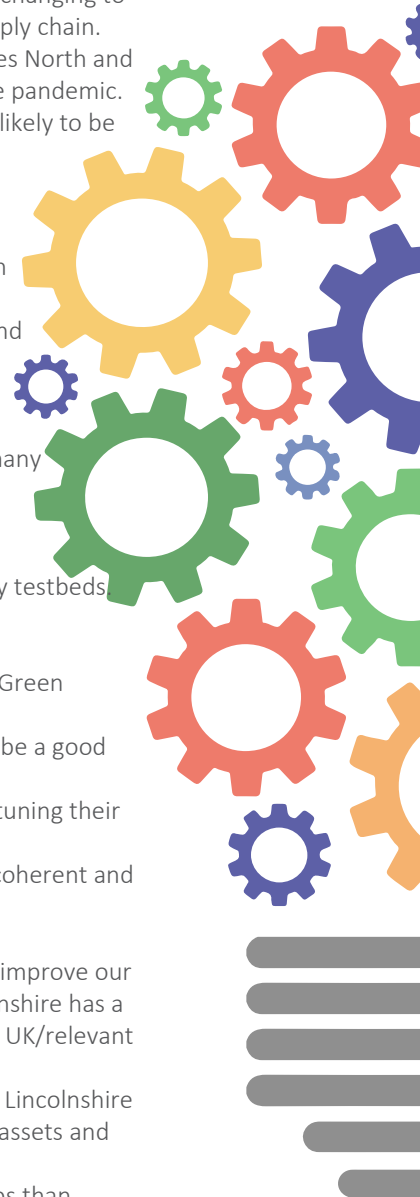
## INNOVATION COUNCIL MEETING • 29th June 2020

### Introduction:

- Mary Stuart, Chair, opening remarks. Focus on three priority sectors in the LIS. Energy, Visitor Economy and Ports. Opportunity in Tourism in Greater Lincolnshire offer consequent on the challenges created by the pandemic, some great assets and some tired offers. Logistics is ripe for being transformed through industrial digitalisation. Energy also presents huge opportunity for the region.
- Current situation in Greater Lincolnshire, Ruther Carver CEO, LEP. Not much change from previous meeting. East coast, particularly badly affected. Watching closely the impact on the changes of the furlough scheme. Anticipating further redundancies. Many businesses are adapting and changing to the new norm. Anticipating drop in investment by businesses. Increasing use of local supply chain. Final version of LIS is close to completion, incorporating refreshed geography with includes North and North East Lincolnshire, Rutland and Lincolnshire. Innovation is key in the response to the pandemic.
- Young people will be particularly hit by the impact of Covid 19. Grimsby and Scunthorpe likely to be more adversely affected.

### Energy:

- Government support for focus on energy in the Greater Lincolnshire and North and North East Lincolnshire LIS
- Maximise use of National assets – supporting expansion of offshore wind supply chains and Catapult. Developing rural innovation test bed. Signing up to do this in partnership with Government. Working in partnership with industry, transport and large scale users to support blue and green hydrogen production.
- Interconnectivity between energy and data is critical. Digital infrastructure is lacking in many areas. Digital capability is key in this sector. Have we got innovation and testbed methodology required?
- Carbon capture storage is an opportunity. Could stimulate the LEP area recovery.
- Food processing cluster, tourism cluster, agriculture/water – all ideal platforms for energy testbeds
- Demonstrate scale of savings that can be achieved through using green energy.
- Where are we most energy efficient in Lincolnshire and how can we build on this?
- Germany looking to invest £2 billion Euro in new energy projects in overseas territories. (Green hydrogen) Act quickly and express an interest.
- Any other allies/partner geographies that Lincolnshire could link up with? Teesside could be a good partner.
- Businesses who are energy efficient often have a very high cost of R & D, spent on finely tuning their processes and assessing their costs/identifying efficiencies.
- Working together across the LEP area will be key to drive the living testbed concept in a coherent and joined up way.
- 5G testbed well advanced.
- Under-playing our hand with Government reference 'oven-ready' projects. How can we improve our influence? Go directly to Government rather than through intermediaries. Greater Lincolnshire has a good pipeline of projects, this list should be regularly updated and submitted to Innovate UK/relevant Government departments.
- Lincoln is not seen by Government as being synonymous with energy whereas Teesside is. Lincolnshire is seen as a key player in Agrifood so more data/positioning is required reference energy assets and opportunities.
- Government investment in renewable energy and efficiency creates three times more jobs than investments in fossil fuels. Investments in energy efficiencies create the most jobs and therefore should be the focus for the LEP area.



- Marketing exercise – successfully created The Energy Estuary for Humber and Humber Renewables, Grimsby is the leader in supporting the energy renewables cluster. Capitalise on the energy sector opportunity and position alongside and potentially above Teesside and get this message across to Government.
- Potentially the Innovation Council may come back to the Energy Sector for further, more in-depth discussions.

#### Visitor Economy:

- How can we have an annualised rather than seasonal tourism offer?
- Increasing number of visitors and in particular higher spending visitors.
- Developing a sector skills plan and upskilling front line workers.
- Adoption of digital technologies and platforms to grow visitor numbers and improve productivity.
- Importance of the sector to our economy but the offer needs reviving.
- Reduced Transportation in winter months and migration of labour are barriers to an annualised offer.
- What should be prioritised in the short-term?
- Very significant difference between coastal based visitor economies to inland ones.
- Do we want to be an attractive location for inward migrants, particularly those on London corridors? We need to better promote the region to inward migrants.
- Up our game in how we attract higher spenders to enjoy the area and its produce/assets. Think how we promote different areas in winter time to achieve the annualised offer.
- LEP focus on promoting distinctive local place offering. Appetite to create a DMO – Destination Management Organisation to address gaps in Greater Lincolnshire area. Positioning and Communications are critical across all sectors for Lincolnshire.
- Food and drink, wildlife and antiques/ heritage sites all appeal year round and to higher spenders.
- Dual tourism industry summer/winter season dispersed in one County e.g Norfolk. Similarly, Lincolnshire East Coast in the summer and inland in the winter. Work with coastal providers and encourage second home owners to buy there and increase spend throughout the year.
- Transportation improvements are required. That said, to Lincoln itself 250,000 visitors come in a 4 day period to the Christmas market, the transportation works and if the length of the market is increased that could lead to a rise in tourism. Lincoln is in the top 5 cities in the country to visit, so communication improvements e.g. DMO are required.
- Maximise Mayflower Anniversary opportunities.

#### Ports and Logistics:

- Late addition to the LIS, reflecting new geography of the LEP.
- Grow the sector, develop land and increase number of jobs.
- Link to Government clean decarbonisation agenda and Maritime plan.
- Green recovery is the key post Covid19.
- LEP has a strong logistics sector. Covid19 has condensed 3 years of improvement activity, learning and working into 3 months consequent on the demands created by the pandemic, reference the supply chain and use of digital.
- Logistics workers were considered key workers during lockdown but we don't know the characteristics of these workers – particularly their reference health and skills.
- Low carbon, sustainable supply chain is key. Government will need to invest in parallel National supply chains to cope with periods of high stress e.g. In Pharma, Life Sciences, PPE, Agrifood.
- Shortage of HGV and LGV drivers and DVLA being closed has exacerbated the problem as back log of driving tests.
- Data flow/sharing in logistics supply chain is key to improvements in efficiencies and cost reductions. Also for provenance in Agrifood. Use of the cloud to innovate.
- Project to work up with other organisations around use of the cloud, e.g. Siemens and include logistics companies and ports.
- Connection between Boston and Newark needs to be considered.



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- Need to have the right partnerships where hubs are located.
  - ONS - On line sales (in March to June) went up more in 4 months than in the last 10 years, what is the impact on logistics and the High Street? Skills base will need to change – automation, data, supply chain management.
  - Mary's concluding remarks. Inter-connectedness of sectors is a continuing theme, if we are to see innovation we need to bring them together to drive change and new ways of working.
  - Ruth's concluding remarks. Following the submission of the LIS and action plan development, the LEP working groups will look at prioritisation and implementation.

