

WEST MIDLANDS HEALTH  
TECHNOLOGIES CLUSTER  
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EXECUTIVE CHAIR

**Innovation and Covid-19 challenges - the WM  
response and legacy**

**Presentation 30 April 2020**

# AN OLD IDEA WHOSE TIME HAS COME

**The idea of forming a Health Technologies Cluster in the West Midlands is long-standing.**

**Research has been done, and reports have been written.**

**We have buy-in from a large stakeholder group, which includes the support of three LEPS (GBS, Black Country and Coventry & Warwickshire) and WMCA**

**I have been appointed with a budget to develop a Business Plan for setting up the Cluster.**

# CLUSTER THEORY

**Businesses are in competition, so working together may seem counter-intuitive**

**Markets are global, so the idea of clustering in a geographic location may seem counter-intuitive**

**But see Michael Porter (and others) for observable benefits to participants:**

- **Strengthen supply chains**
- **Meet skills needs**
- **Mutually beneficial communications**
- **A safe place to innovate**

# FACTORS FOR SUCCESS

## **Successful Clusters are business-led**

**I am looking for anchor institutions and businesses to lead – for example, taking up membership of the Cluster Organisation's Board**

## **Successful Clusters are fuelled by Universities**

**I am looking for collaboration from all our region's Universities, all have something to contribute (there is strength in diversity)**

## **Successful Clusters are nationally recognised**

**I am looking for recognition nationally as well as in our region from politicians and organisations and decision-makers generally – we want their support (and funding where appropriate)**

# WORK IN PROGRESS

**My work so far (since March 2020) has included:**

- **Engagement with some key stakeholders (more to meet yet)**
- **Development of a formal organisation (probably a Company limited by Guarantee)**
- **Building on the past research, advancement of relevant market research**
- **Development of a website for the Cluster Organisation**
- **Draft of a communications strategy**
- **Starting to develop the business proposition and USP**

# MY ASK

**Happy to receive offers to meet any relevant stakeholders and to receive suggestions for individuals and organisations you think I should contact**

**Think about health technologies SWOT in the West Midlands and let me have your conclusions**

**Look out for opportunities to join in with my work later this year: consultees, stakeholders, members, sponsors, managers etc.**

# COVID-19

**The current emergency may not be the reason why the Cluster idea's time has come, but I believe it adds URGENCY**

**Identified needs and innovations push us in the West Midlands to position ourselves to benefit our region in the translating of ideas into products and services, markets for health technologies and jobs**

**Sometimes, being first is the critical success factor**

**A Cluster, and a Cluster Organisation, adds value in terms of visibility, promotion, and holistic solutions**

**A Cluster, and a Cluster Organisation, brings coherence.**

# CHALLENGES FOR DISCUSSION

**Some thoughts we might examine in the breakout session:**

- (1) Will practises adopted in mid-crisis survive as the “new normal” e.g. regulatory flexibility, rapid introduction of new technologies, greater use of non face-to-face consultation?**
- (2) Will new-found collaborations across sectors (think PPE, ventilators) endure?**
- (3) Will there be a more risk averse attitude to supply chains e.g. more home-grown partnerships, fewer imports?**



# MY THANKS AND MY CONTACTS

**Thank you for your attention and thank you, in anticipation, for your co-operation**

**You can reach me by email: [david.kenkid@gmail.com](mailto:david.kenkid@gmail.com)**

**You can reach me by mobile phone (calls and texts): 07966 378844**

**We will have staffing and a website shortly.**