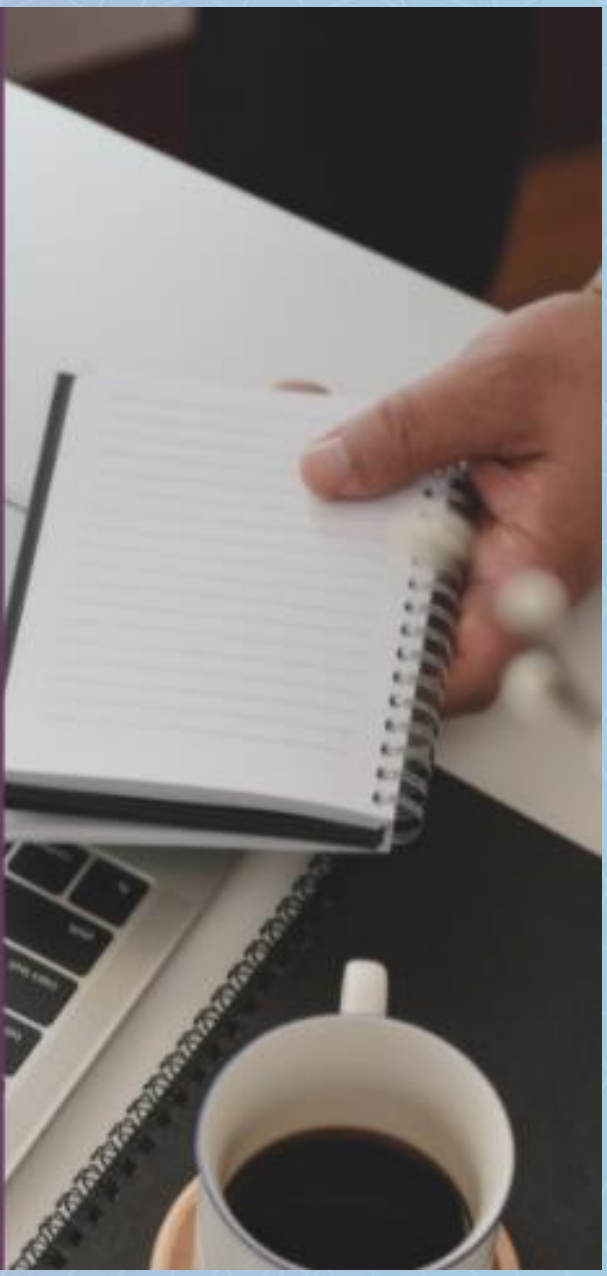
INNOVATION POLICY AND PRACTICE

PUBLIC SECTOR AS CUSTOMERS OF INNOVATIVE SERVICES & GOODS

06.07.2021 | 9.30AM - 11.00AM



Virtual Housekeeping

- Please keep yourself on mute during presentations.
- We recommend you choose the ‘speaker view’ option so you can focus on who is speaking at any one time.
- During the presentations we welcome your questions via the chat function. These will be collated by the team and we will endeavour to ask as possible, whilst still keeping to time.
- It is advisable to turn off any other webinar facilities such as Skype and MS Teams to avoid lag and strain on your data connection. It can also help if you disconnect from your VPN whilst using Zoom.

Agenda

09.30 Welcome, introduction and IAWM update (Pam Waddell, Director, IAWM).

09.40 Speaker presentations:
Chair: Oliver Kirsch, Connected Places Catapult
Kevin O'Malley, SBRI
Barbara Mills, CivTech
Steve Harding, Birmingham City Council
Katharine Fuller, Bruntwood Sci-Tech

10.20 Panel Q&A (Chaired by Oliver Kirsch)

10.55 Wrap up & next steps (Iain Mansell, Deputy Director, IAWM)

11.00 Close.

INNOVATION ALLIANCE

IAWM & WMIP Update (June 2021)

Pam Waddell – Director of IAWM

Innovation Alliance for the West Midlands

A bottom-up, independent Alliance of diverse organisations active or interested in innovation across the West Midlands.

Our two core aims:

- Build and maintain a thriving innovation ecosystem
- Stimulate and catalyse a pipeline of innovation activity

The WM Innovation Programme

INNOVATION ALLIANCE FOR THE WEST MIDLANDS

West Midlands Combined Authority

Strategy

Innovation Board

People

WMCA Programme Team

Innovation Alliance WM Executive

Virtual Innovation Team

- ✓ Creative
- ✓ Low Carbon
- ✓ Health
- ✓ Manufacturing
- ✓ Rail
- ✓ Construction
- ✓ Aerospace
- ✓ Transport

Programmes & activities

Intelligence

- ✓ MIT REAP
- ✓ LIS
- ✓ Sector Ideas
- ✓ MMO's

Talent

- ✓ Virtual Innovation Team
- ✓ Innovation Training

Networks

- ✓ Venturetest WM
- ✓ Innovation Support Forum
- ✓ Innovation Policy and Practice
- ✓ Smart City Alliance
- ✓ Innovative Low Carbon Working Group
- ✓ Innovative Health Working Group
- ✓ Innovative Manufacturing Working Group

Culture

- ✓ Innovation Tracker
- ✓ New Voices of Innovation
- ✓ 3x GH collaboration

Projects

- ✓ The Grid
- ✓ Regional Retrofit Business Case
- ✓ SCIP Innovation Pilot
- ✓ IP Enabler
- ✓ Health and Wellbeing
- ✓ Innovation Engine 3
- ✓ e4F New Start
- • DIAG COMM
- • Innovation In Procurement

Network Activity Update

- **Four thematic Working Group, open to private, public, university or 3rd sector participants interested in innovation & collaboration:**
  - Smart City Alliance (contact devon_geary@blackcountryconsortium.co.uk)
  - Innovative Low Carbon Working Group (contact alan.carr@swm.org.uk)
  - Innovative Health Working Group (contact Emma emma@wmhtc.co.uk)
  - **New** Innovative Manufacturing Working Group (contact E.McArdle@warwick.ac.uk)

- **Planning for Venturefest WM March 2020 – sponsorship and exhibitor information now live**
  - (contact pam_waddell@blackcountryconsortium.co.uk)

New & Developing WMIP Pilot Projects

- **Innovation Engine 3:** Engaging creative SMEs with Low Carbon Challenges, e.g. from Commonwealth Games
- **PIVOT (formerly CITEC):** cross-sector solutions into sustainable aerospace/ aviation supply chains
- **E4F New Start Programme:** early intervention fast-tracking business start-up phase for digital or tech based businesses
- **WM Health and Wellbeing Innovation Network:** posing challenges and supporting solutions across the health and related landscape
- **WM Diagnostics Innovation Community:** seeking 20 diagnostics companies to build a collaborative, innovation-focused community
- **Digital Innovation in Public Services:** working with Birmingham CC on new processes to facilitate local SMEs to supply with novel solutions

SPEAKER PRESENTATIONS

Oliver Kirsch

Connected Places Catapult

Innovation Policy and Practice: Public Sector as Customers of Innovative Services and Goods

Dr. Oliver Kirsch

6th July 2021

CATAPULT
Connected Places

Challenging Procurement

Objectives

To support the **growth of pioneering suppliers** by addressing **barriers to the procurement of innovation** with UK public bodies.

Impact

Unlocking new market opportunities

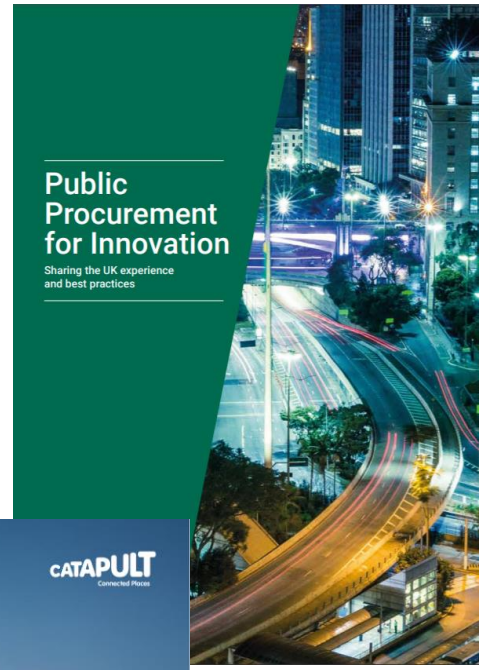
Boosting demand for innovative solutions

Driving best practices

Challenging Procurement
CATAPULT
Connected Places

Change is coming…

- ‘Transforming Public Procurement’ & Procurement Bill
- Procurement Policy Notice (PPN) providing increased flexibility for public bodies to buy locally.
- National Procurement Policy Statement (NPPS) specifying that public organisations must consider supplier diversity & innovation in their approaches.



Consortium for Research in Innovative and Strategic Public Procurement (CRISPP)

Improve understanding of the effectiveness of innovation procurement approaches.

Foundational Activities:

- Develop methodologies for analysing impact of innovation procurement
- Analysis of approaches across regional authorities
- Public procurement for sustainability challenges

CATAPULT Connected Places

UNIVERSITY OF BIRMINGHAM

MANCHESTER 1824
The University of Manchester

Challenging Procurement
CATAPULT Connected Places

Kevin O'Malley

UKRI – Innovate UK

Public Sector as Customers of Innovative Services and Goods

Barriers

- Skills & Capabilities
- Trust
- Organisational and budget structures
- Access (especially for SMEs)
- Culture and risk aversion

Potential Solutions

- Support (i.e. Innovation Alliance, KTN, Catapults and peer networks)
- Collaboration & partnerships
- Get quick early wins and promote them

Innovate UK

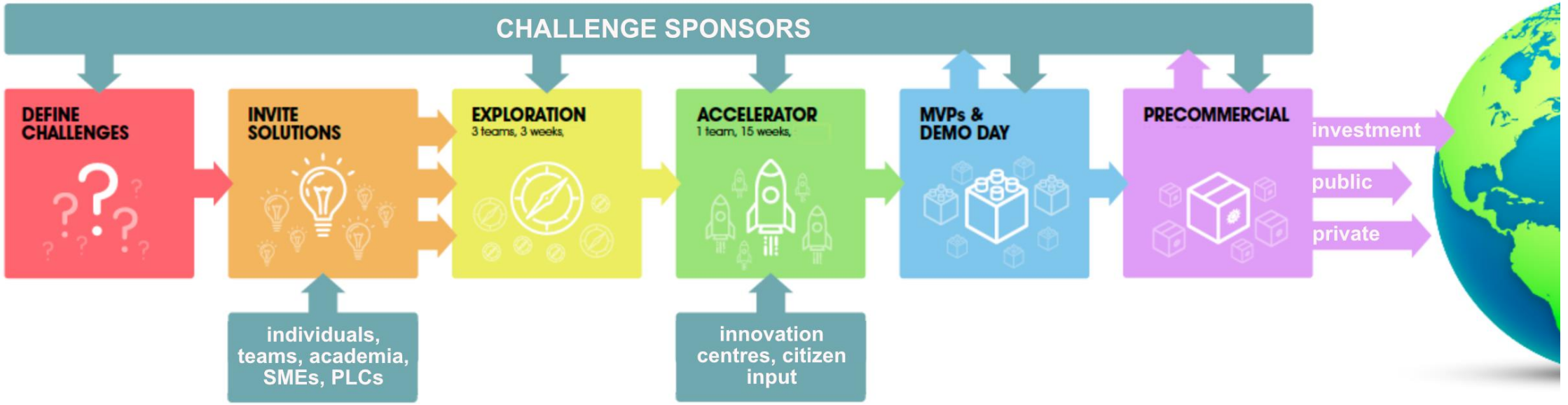
Barbara Mills

CivTech

CivTech®

How do you procure what you don't know exists?

The Challenge Based Development Model



Steve Harding

Birmingham City Council

Innovation in procurement - How businesses can access public sector opportunities

Dr Steve Harding

External Expert the BETTER project, working with Birmingham City Council

July 2021

BETTER

Stimulating regional innovation through better e-government services

BETTER
Interreg Europe

Interreg NW Europe: Aims of the project

10% increase in regional innovation activity stimulated by eGovernment initiatives by 2022

1. Increase the quality of the public administration services
2. Use intelligent tools for modernising public administration
3. ICT systems ensuring that citizens have easy access to local government information, services and decision-making processes

Interreg NW Europe: Benefits for Birmingham

Better: Stimulating Regional Innovation through Better e-Government Services

The project aims to foster a policy environment that will provide:

- Better support for **SMEs** by connecting them with innovation and digital solutions
- Better **health** for the city and region through improved use of big data to tackle city health challenges
- Better **data management** capability through platform tools
- Better **air quality/transport** in the city and region through improved infrastructure and enabling technologies.

Birmingham City Council's ICTD Strategy

https://www.birmingham.gov.uk/downloads/file/5029/birmingham_city_council_ict_and_digital_strategy_2016-2021

"Continuing with the current BCC approach to ICT is not a sustainable way forward!" pp7

Simplify – Standardise – Share

ICTD Road maps – 6 Key themes

1. Integrated 2. Digital Facilitation 3. Insight from information

4. Commissioning, excellence and VFM,

5. Governance and 6. Innovation – Digital Innovation for Public Sector (DIPS)

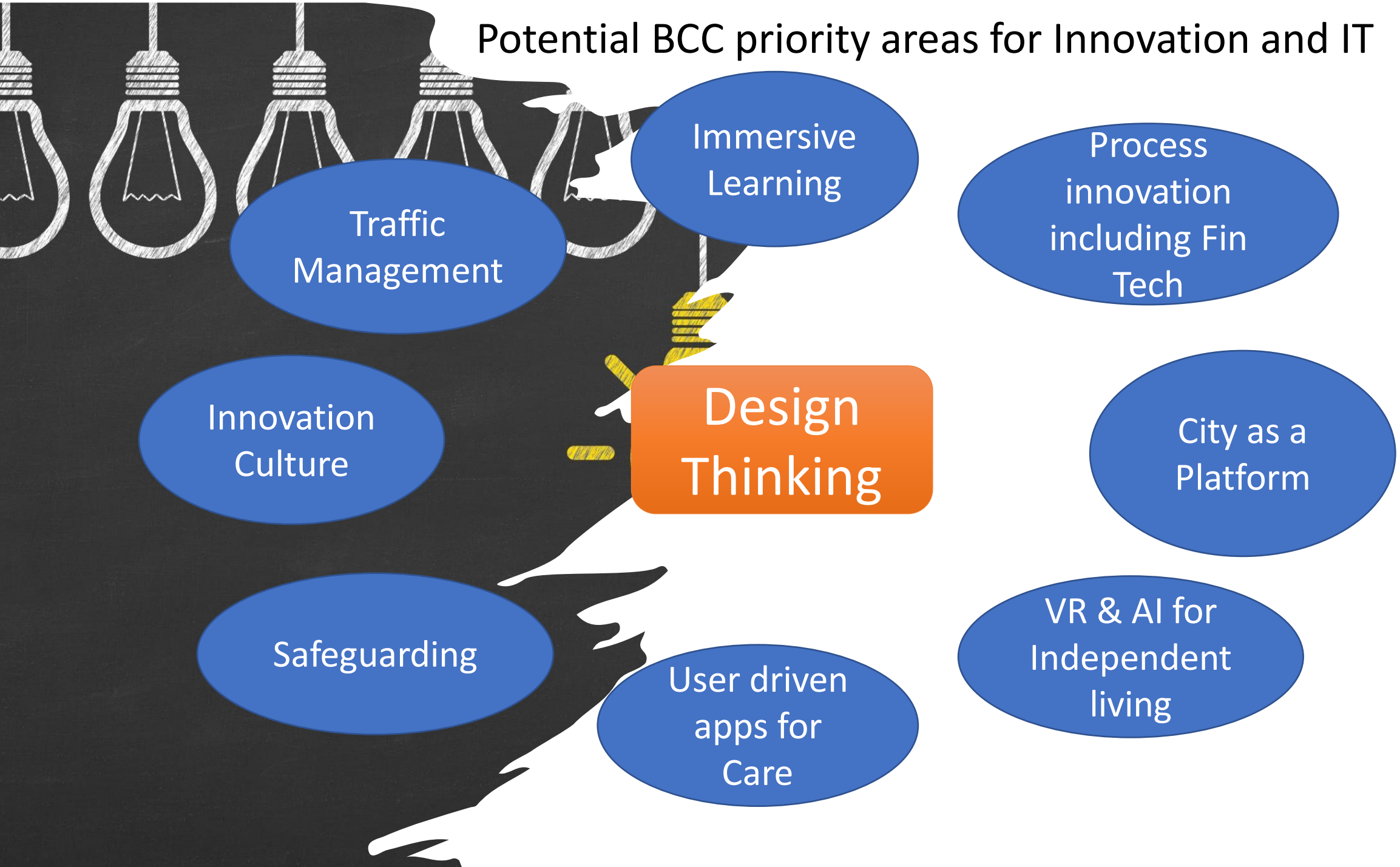
The BETTER story so far in a nutshell

Common policy approaches in the public authorities in Gavle (Sweden) Tartu (Finland) Genoa (Italy) and Nyiregyhaza (Hungary)

- **User story mapping** – focus on user needs and use cases
- Focus on **creating data within the project** rather than building on top of old data
- Building **trust**
- What **difference** will the project actually make – how will it be noticed?
- Set up local projects to **prototype and test** new ideas
- **Participatory planning** through technology
- Platforms – how easy are they for **SMEs to access** ?
- **DESIGN Thinking** as an approach

BETTER
Interreg Europe

Potential BCC priority areas for Innovation and IT



Design Thinking Advocates

- Stanford d School
- Design for Europe
- Danish Design Centre
- Amsterdam – WAAG Foundation

From **BETTER**

- E- Estonia
- Future Position X – Gavle
- Velvet.ee – Tartu

BETTER
Interreg Europe

E-Estonia
Technology is
just a tool, not the
holy grail of smart city.

A Design Thinking approach - Linking BETTER with BCC's ICT&D strategic priorities

- Empathise
- Define the problem
- Ideate – brainstorm
- Prototype
- Test

New ways of looking – West Midlands & Birmingham experiences

- **Cross Innovation**

A process by which creative industries share information, collaborate and work with other sectors to generate new thinking

- **STEAMhouse labs**

Where the analytical aspects of science combines with Creative thinking in the arts

Powered by
BIRMINGHAM CITY University

Design Thinking – What might an approach look like?

Key elements in supporting Digital Innovation for Public Sector (DIPS)

- Stakeholder Group to work out the topic
- SMEs, Citizens, 3rd Sector
- Facilitators
- Champions
- Brainstorming activities
- Grouping the key challenges
- Prioritising – agreeing which ones to take forward
- **Prototyping** and testing ideas
- Feedback with stakeholder group
- Roll out

Katharine Fuller

Bruntwood Sci-Tech

BW Sci-tech is mission-driven: Creating Thriving Cities

INNOVATE

BUILD

CONNECT

We work to provide environments and ecosystems that help entrepreneurs create companies in the science and technology sector that achieve inclusive growth, and make a sustainable positive impact within the cities they are located.

Challenge Scoping (DIPS Pilot with BCC)

A scoping study, funded through WMCA and IAWM, showed that innovative businesses in the West Midlands cite procurement into the public sector as being one of the largest hurdles they encounter

National Audit Office as part of the 2019 spending review, Government funding for local authorities has fallen by an estimated 49.1% in real terms from 2010-11 to 2017-18. This equates to a 28.6% real-terms reduction in 'spending power'.

Post pandemic growth – Build a consortium of partners to develop practical support enabling interaction between the public and private sectors that accelerates recovery for both parties.

Digital Innovation in Public Services

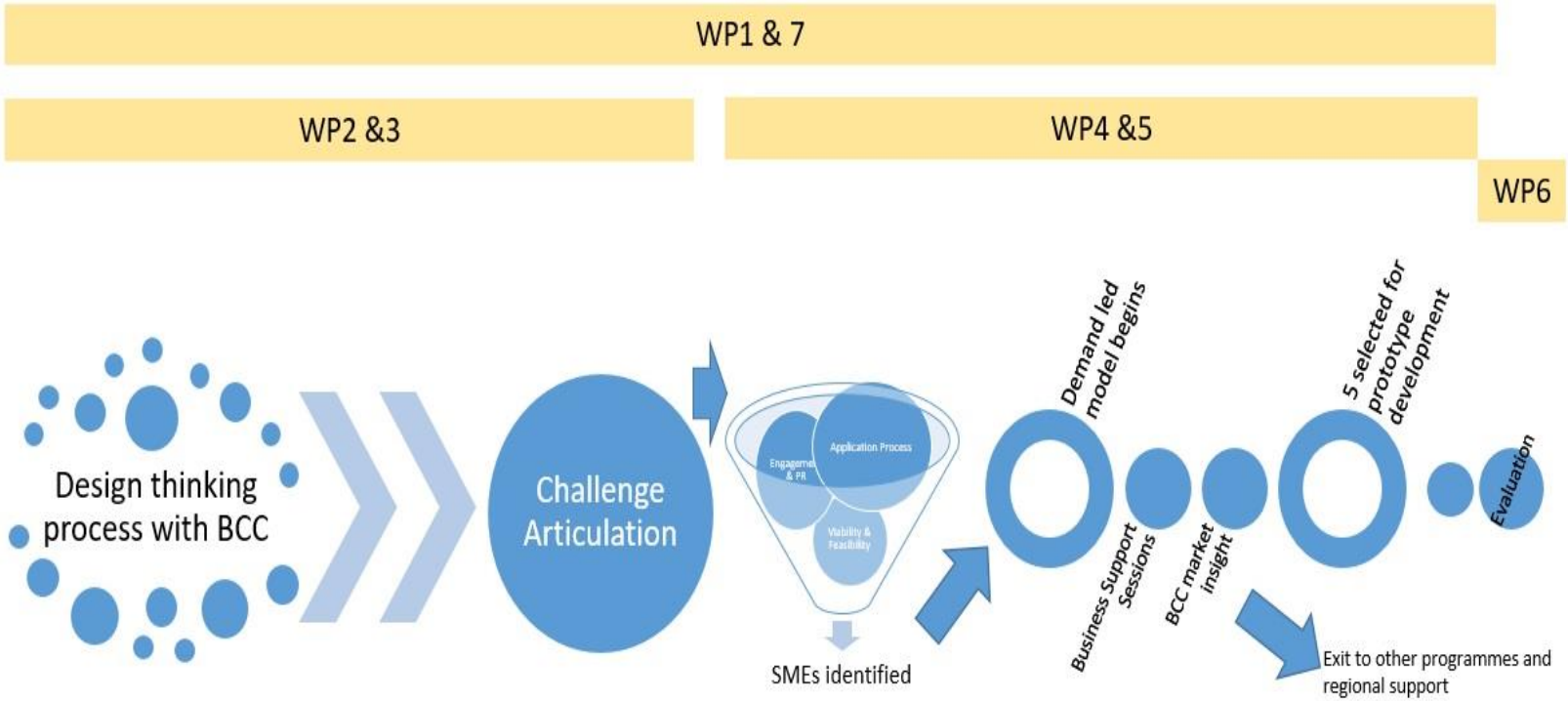
Outcomes

- Challenge articulation through design thinking
- Brokering innovation opportunities for 15 SMEs selected for their optimal solutions to Public Sector challenges.
- 5 solutions prototyped and tested.

Enables LA's

- to make better informed decisions on how they understand and articulate their challenges and needs without stifling innovation
- to allow better, more cost effective, more impactful solutions to come forward.
- to reduce barriers to entry for a regional business base

DIPS model


WP1 & 7
WP2 &3
WP4 &5
WP6
Design thinking process with BCC
Challenge Articulation
Application Process
Engagement & PR
Viability & Feasibility
SMEs identified
Demand led model begins
Business Support Sessions
BCC market insight
5 selected for prototype development
Evaluation
Exit to other programmes and regional support

Our Challenge-led Serendip Model

The programme has a proven track record for success. A recent cohort benefitted from £1m total funding, 90 growth activities, 80 commercial activities, 8 commercial trials and £216k commercial contracts.

OUR INNOVATION SERVICES STRATEGY

Creating Thriving Innovation Districts by bringing together the city's ecosystem* Inspire **creative thinking**, develop new **skills** and **capabilities**, establish new **partnerships**, accelerate **investment**, and **commercialise innovation**, driving **economic, cultural and social benefits** for customers, partners and the wider community.

CUSTOMERS

Supporting Customers

Supporting our customers, ensuring their continued sustainability, access to services, and connectivity to the wider community

INNOVATIVE BUSINESSES

Accelerating Growth

Driving the growth of innovative businesses across the region, engaging them with the ecosystem, and accelerating their expansion and success

INVESTORS & SHAREHOLDERS

Cultivating Investment

Developing a network that drives investment across the region, creating new opportunities for customers, shareholders and partners

TECHNOLOGY & IDEAS

Leading Innovation

Leading innovation activities that drive the knowledge economy, create new partnershups, and develop local communities of excellence

PEOPLE

Engaging the Community

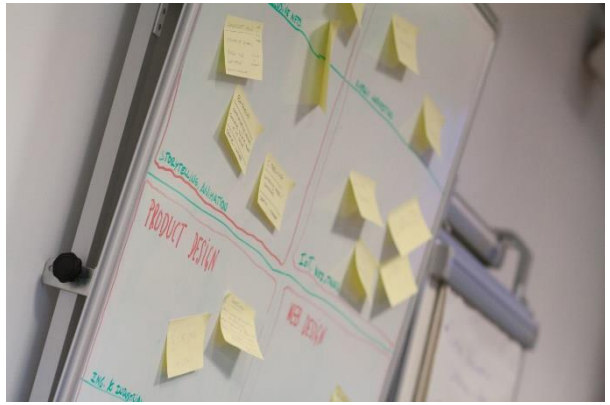
Supporting the collaboration, growth and success of people across the wider community,including residents, students, and customer employees

BUILDINGS & PLACES

Creating Thriving Cities

Establishing a hub of innovation through a combination of physical experiences and activites, from our campuses and across the city

*high-growth businesses, established corporates, clinical networks, academic insitutions, investors, public sector bodies, and the wider local community



By supporting innovators, connecting them with academia, city decision makers, private sector partners and investors. We can create together a thriving tomorrow.

Use Cases

Challenge		Solution	
Eagle Labs	"How can we add more value to our clients' businesses?"	brightLET	"A white label solution for Barclays' landlord clients saving them £400 per property"
NHS	"Our staff get sick and we are under pressure to deliver more with less"	Kaido	"Our wellness platform can help save you £829 per employee"
TfWM	"We have to get more cars off the road and more people on public transport"	whim	"Using our app, your customers pay a flat fee for *all you can eat* transport"
LABS By London Midland	"Our trains get delayed by flat wheels caused by leaves on the line. Our customers are furious"	BRACI	"Our app literally listens for mechanical failures & alerts you when things don't sound right"

PANEL DISCUSSIONS

Call to Action

We're looking to identify examples where both innovative procurement models and procurement for innovation have been successfully deployed, for shared learning with stakeholders.

We would love to hear any examples of similar projects you have worked on

- Case studies
- Evidence of impact
- Wider outputs identified

Post Event Survey

Help us shape future events!

1. Event feedback

2. Preference for future event delivery
   - In person
   - Virtual
   - Hybrid

3. Start times
   - 8am breakfast event
   - 9:30am event

4. Suggested themes

THANK YOU

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