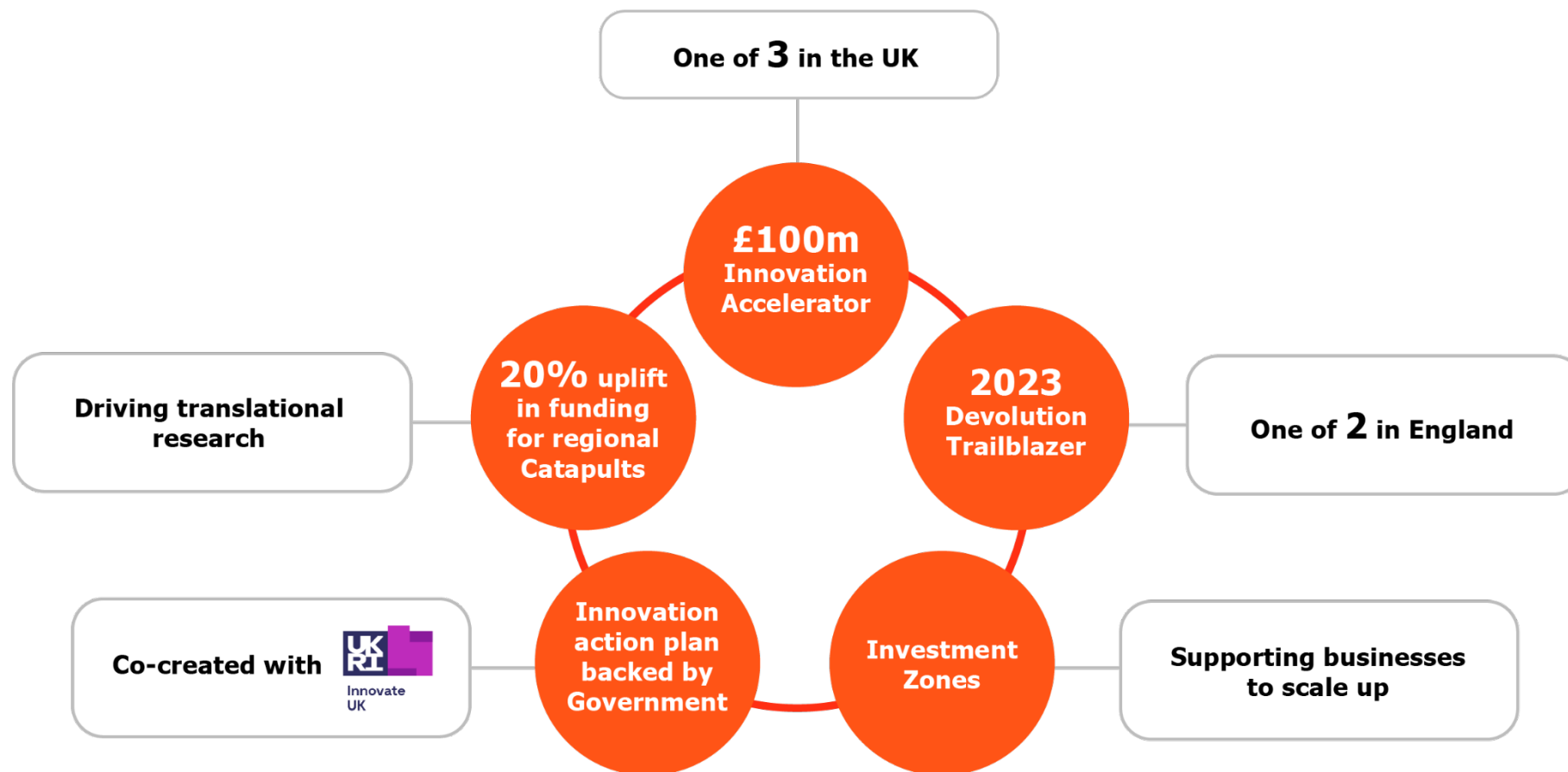




Innovate UK
West Midlands

WM-Innovate
UK Action Plan

Backing from Government

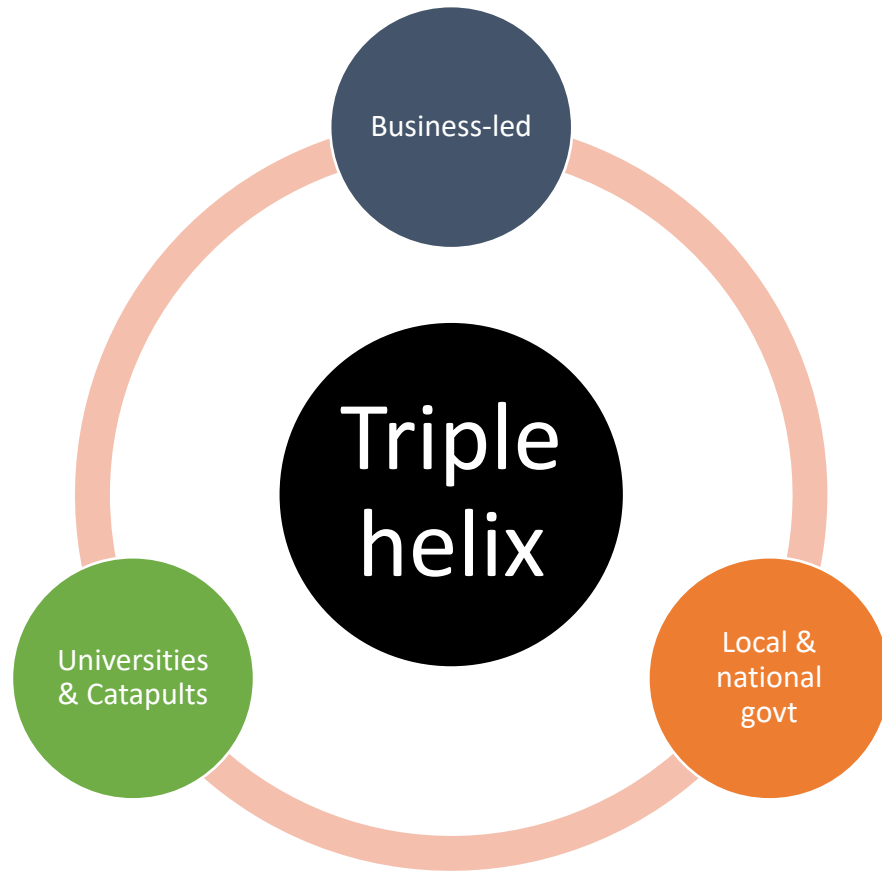


Why did we develop this plan?

- Innovate UK commitment to place as an axis of its delivery plan
- Place enables co-design – harnessing knowledge, networks, resources between Innovate UK and WMCA around some shared aims
- Move fleet of foot for the benefit of businesses – being clear of locality priorities enables Innovate UK to tailor and target opportunities



How we developed this plan



Strategic priorities

1. Maximise regional and national impacts from the Innovation Accelerator fund
2. Address gaps and seize opportunities to develop the local innovation ecosystem
3. Develop the regions reputation for innovation nationally and globally as a go-to place to set up a business and invest
4. Build partnerships with related innovation clusters
5. Ensure the region is at the vanguard of government policy making for R&D and Innovation

West Midlands Innovation Board



Mike Wright –
independent chair



Sarah Windrum –
deputy chair; mobility



Charlie Blakemore –
deputy chair; digital



Martin Levermore;
health innovation



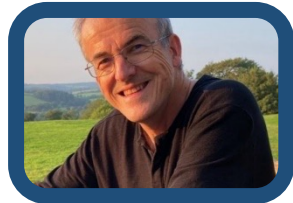
Matthew Rhodes; net
zero



Martin Dudley;
advanced manufacturing



Fraser Barnes; net zero



David Hardman; science
parks



Deborah Leary;
Birmingham Chamber of
Commerce



Catherine Cochrane;
University of
Birmingham



Prashant Pillai;
University of
Wolverhampton



Jo Dobson; University of
Coventry



David Plumb; University
of Warwick



Mike Caine; Aston
University



Julian Beer; Birmingham
City University



Graham Hoare; MTC



Jonathan Skinner;
WMCA

Blue = business member
Green = university member
Orange = local government member

Plus observers from WMCA, WM Growth Company, WM Innovation Networks, Innovate UK, DSIT, DLUHC

Innovate UK and WMCA Local Action Plan



West Midlands Local Action Plan
launched in July 2023
by Andy Street and Indro Mukerjee

The Action plan was co-created
with the West Midlands Combined
Authority

[Innovate-UK West-Midlands-
Action-Plan PW AW2-Digital.pdf
\(ktn-uk.org\)](#)

Principles and Core Areas

Inspire: inspiring more businesses to undertake all forms of innovation and to generate commercially valuable intellectual property (IP)

Involve: working together across the West Midlands ecosystem to have a greater impact than we can separately

Invest: aligning our existing resources and investments to ensure that we build on the insights, assets, and capabilities from across West Midlands

We will work with WMCA and wider partners to deliver our strategic priorities through three core areas:

Strategic Partnerships with open and transparent discussions, based on mutual trust and co-creating and delivering this plan.

Innovation Support that meets the needs of local businesses and entrepreneurs, is targeted at identified priority clusters, and is informed by the expertise and data shared between our organisations.

Communication and engagement to ensure we're reaching, engaging, and inspiring more entrepreneurs and business leaders to innovate.

Impact of Innovate UK in the West Midlands

- West Midlands is one of the “top three regions for receiving Innovate UK funding”
- Innovate UK-WM Innovation Accelerator Pilot £33m – the Government’s flagship “Levelling Up through R&D” initiative
- Investment in WM assets e.g. UK Battery Industrialisation Centre, Catapult centres, Knowledge Transfer Partnerships

West Midlands clusters



Priority actions for next 12 months

- 1. Connecting National programmes to local regions** - products and services, including Innovate UK EDGE and Innovate UK KTN
- 2. Leveraging existing infrastructure investments** - Catapult centres and universities
- 3. Equality, Diversity and Inclusion** - Ensure our activities and programmes are promoted and accessible to under-represented communities across the region

Progress to Date

- £2.5m WM Further Education Innovation Fund announced – October 2023
- Up to £7.5m Creative-Tech Launchpad announced – October 2023
- Workshop with all business growth advisors, Innovate UK Edge, and Knowledge Transfer Network to inform closer ways of working - today
- Strategic dialogue between Mayor, WM Innovation Board Chair, and Innovate UK Catapult CEOs to shape new regional-catapult priorities – December 2023
- Innovate UK Local event in early 2024 in Black Country

Our objectives in this Launchpad

- To support the Government's goals in the Levelling Up White Paper
- To contribute to Coventry and Warwickshire's ambition to build and grow the creative and immersive cluster (referred to as 'Silicon Spa') in priority markets
- To drive the innovation-led growth opportunity for the cluster
- To contribute to Equality, Diversity and Inclusivity in the cluster