

Towards an Innovation Alliance for the West Midlands

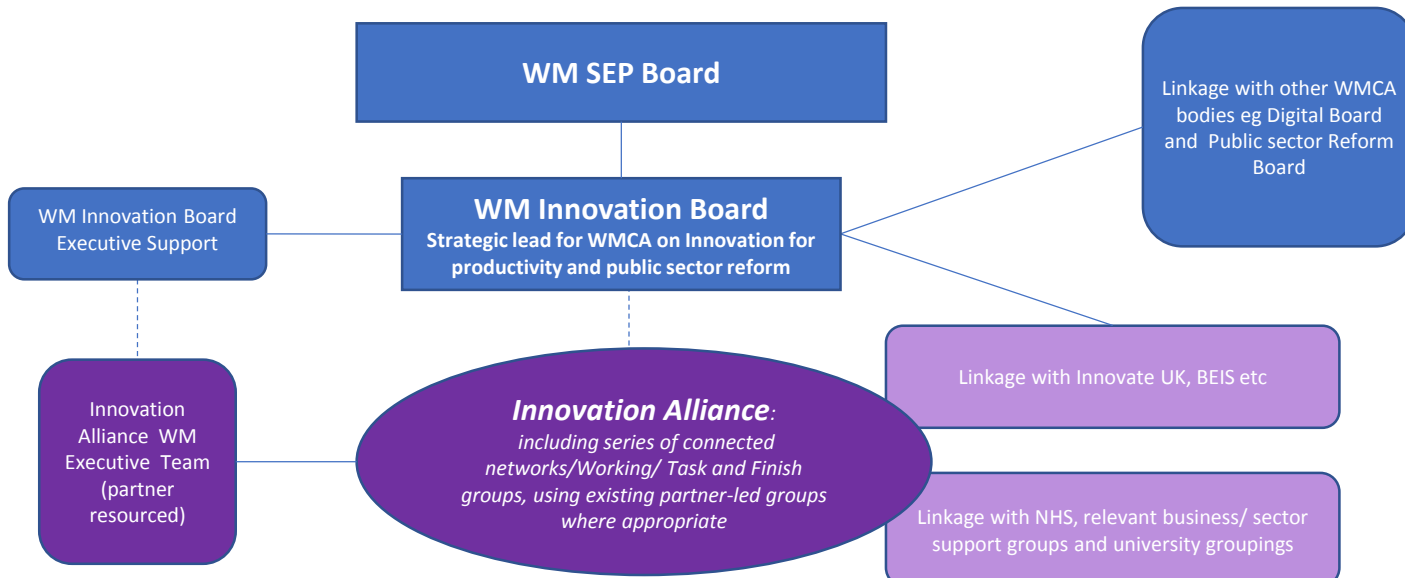
Building on the legacy of Birmingham Science City

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The current WM Innovation policy context

A raised profile for innovation in West Midlands that opens new opportunities for enhancing prosperity and quality of life in the Region. This includes:

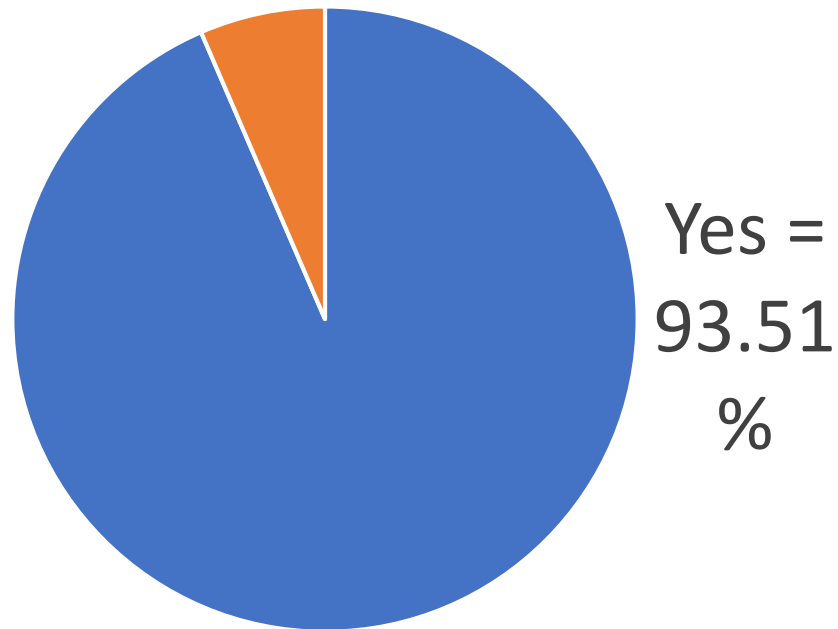
- The new UK Industrial Strategy with a strong focus of place and innovation, grand challenges, and additional/ new funding streams
- A growing national recognition of the need to focus on scale-up as well as start-up with new Innovate UK funding models to support this
- The Midlands Engine Vision for Growth with Innovation as one of five priorities, seeking investment in a series of four technology accelerators
- The formation of the West Midlands Combined Authority (WMCA), election of a Mayor intent on the WM leading the 'Fourth (Digital) Industrial Revolution' and emerging governance structures including a WMCA Innovation Board
- The Government pledge to create a UK Shared Prosperity Fund to replace the money local areas currently receive from the EU
- Growing local focus and good practice on demand-led innovation
- A widely agreed framework and recommendations from the WM Science and Innovation Audit, with an opportunity to galvanise action from across the innovation ecosystem in response



WMCA Board and Innovation Alliance : proposed structure

Analysis of Responses
Regarding the
Innovation Alliance for
the West Midlands

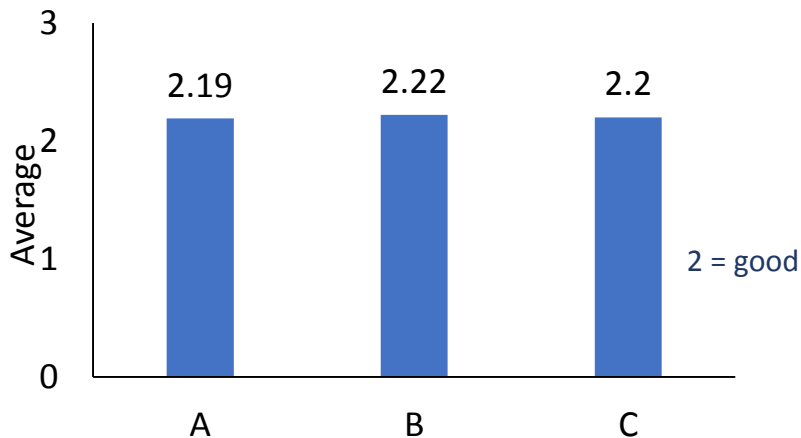
Would you like to be involved in a new West Midlands Innovation Alliance?



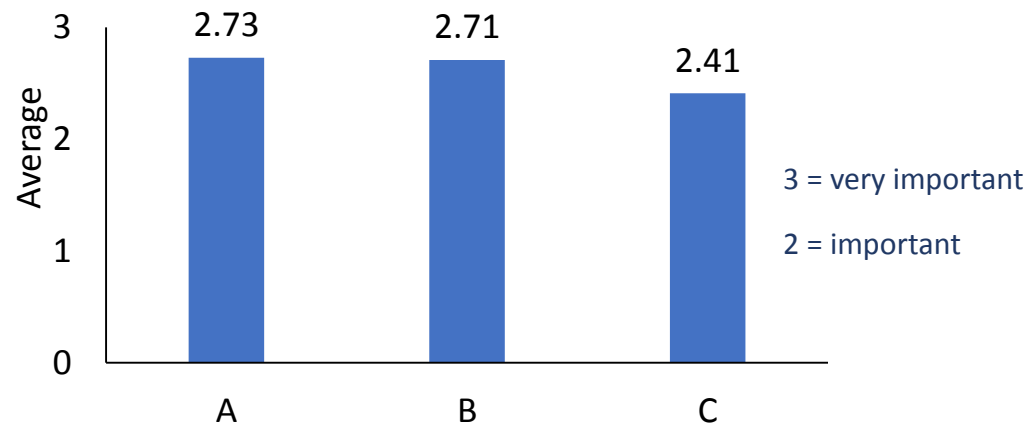
Core objectives

- A. Building and maintaining a thriving local innovation ecosystem
- B. Catalysing collaborative activity that drives and demonstrates science and technology based innovation
- C. Acting as a collective, independent voice for innovation

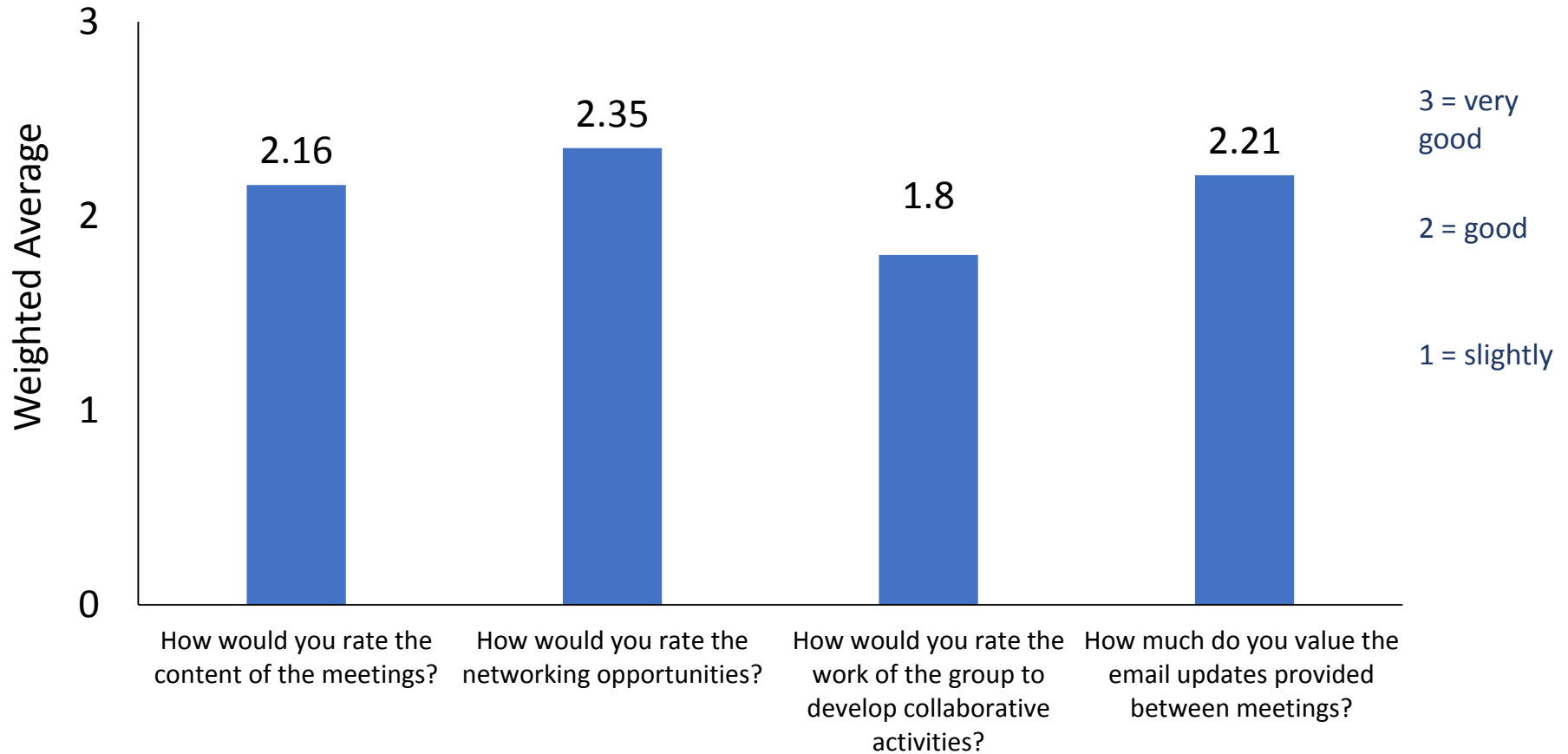
Please rate Birmingham Science City's achievements against each of its core objectives below.



Please rate how important/ relevant each of these objectives is for the West Midlands Innovation Alliance moving forward.

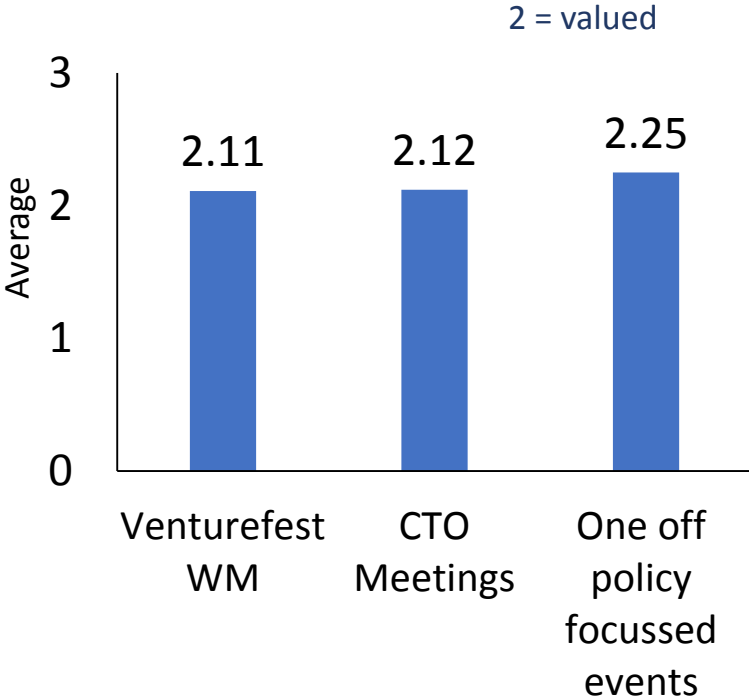


Working Groups

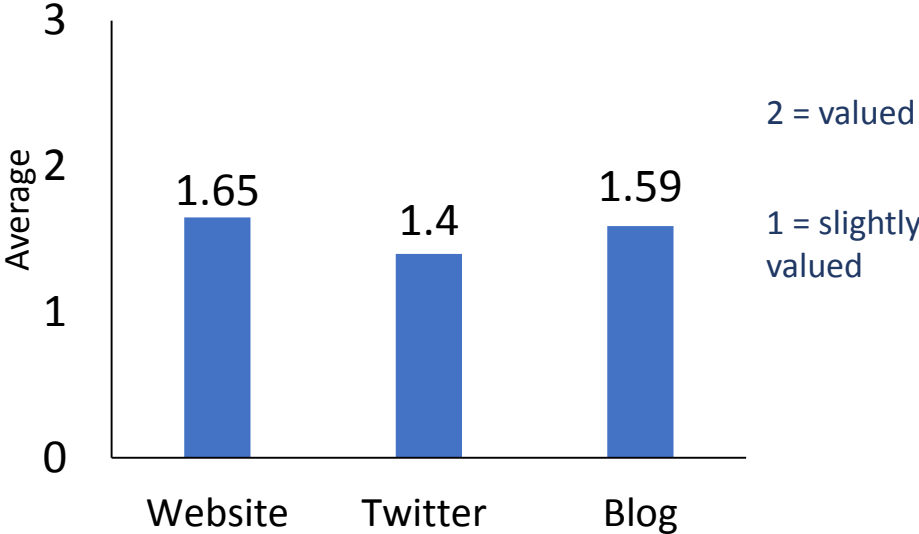


Social Media and Communications

How much do you value the following events that have been led by Birmingham Science City?



How much do you value Birmingham Science City's online and social media communication channels?



Science City with partners such as SWM - have been vital in putting the region on the global low carbon map.

Use members successes as a catalyst to future work.

The publicity side of the business should be exploited.

Ensure Innovation is at the forefront of WMCA thinking.

BSC should run more, different working groups.

Need to have regional rollout

Should not lose the momentum, expertise and networks of the existing Science City Alliance.

The role of BSC has been key in so many of the innovation activities I have been involved in.

Ensuring alignment between WMCA area and the wider west midlands.

Stakeholders find the activities of BSC useful, - email updates, gaining knowledge of opportunities, collaborating with other partners.

Further Questions

How many times a year do you think the working group should meet?

- 12
- 6
- 4
- less

Should the meetings always take place in the same location?

- Yes
- No

Preferred location:

Should each meetings have a single focus or a mix of themes?

- Single focus
- Mixed focus

How could the working group meetings be improved to meet your objectives?

Please share any anecdotes on where membership of a working group has catalysed a partnership or project you have been involved in by emailing:
sarah.newton@marketingbirmingham.com