

Good Practice #15 – Innovation Alliance for the West Midlands

Organisation in charge of the good practice	
Is your organisation the main institution in charge of this good practice?	No

Location of the organisation in charge:	Country	UK
	Region	West Midlands
	City	Birmingham
Main institution in charge:	West Midlands Combined Authority	

Good practice general information		
Geographical scope of the practice:	Regional	
Location of the practice	Country	UK
	Region	West Midlands
	City	Birmingham

Practice image:	
Title of practice:	[41/100 characters] Innovation Alliance for the West Midlands

Good practice detailed information	
Short summary of the practice:	[118/160 characters] A bottom-up, independent alliance of diverse organisations active or interested in innovation across the West Midlands

<p>Detailed information on the practice:</p>	<p><i>[1006/1000-1500 characters]</i></p> <p>Two core aims: (1) Build and maintain a thriving innovation ecosystem & (2) Stimulate and catalyse a pipeline of innovation activity</p> <p>The Smart City Alliance (SCA) is a cross-sector network whose membership includes practitioners from universities, local authorities, businesses, voluntary organisations and SMEs, seeking to share and shape how they make the best use of technologies for the future of towns, cities, and rural communities. It is convened by the Innovation Alliance for the West Midlands (IAWM), a part of the West Midlands Innovation Programme (WMIP). The group meets bi-monthly and provides visiting speakers a platform to share their smart initiatives and the opportunity to forge relationships with Alliance partners. Thematic workshops also look to drive collaborative activity in response to current opportunities. Engagement in the SCA is voluntary and constitutes an informal agreement both to share best practices and challenges with others and to collaborate on innovation projects.</p>
<p>Resources needed:</p>	<p><i>[295/200-300 characters]</i></p> <p>Resourcing partners are Black Country LEP, Greater Birmingham and Solihull LEP, Innovation Birmingham Ltd, Sustainability West Midlands, West Midlands Academic Health Sciences Network and West Midlands Combined Authority, and the Private sector Chairs of the working groups and other activities.</p>
<p>Timescale (start/end date):</p>	<p>2018-ongoing</p>
<p>Evidence of success (results achieved):</p>	<p><i>[400/300-500 characters]</i></p> <p>2020: 22 Events with a total of 637 attendees; 14 Working Group meetings; 5 Innovation Policy and Practice events; A new network, the Innovation Support Forum, focusing on support providers with 3 meetings in 2020; X Venturefest WM online because of COVID-19 (with 355 attendees); 50% increase in peak engagement on Twitter; 77% increase in mail-out readership; 67% increase in peak monthly web views</p>
<p>Challenges encountered:</p>	<p><i>[300 characters]</i></p>
<p>Potential for learning or transfer:</p>	<p><i>[983/500-1000 characters]</i></p> <p>IAWM launched the West Midlands Innovation Programme (WMIP) in 2019 to deliver the innovation framework that sits within the West Midlands Local Industrial Strategy. With a focus on demand-led (or market-pull) business innovation, WMIP has been driving up levels of innovation across all areas of the region by delivering a stronger, more integrated innovation support offer to businesses and providing targeted support to access more national innovation funding.</p> <ul style="list-style-type: none"> - Free and open to businesses, universities, local authorities, voluntary organisations - Meetings 4-6 times per year plus regular e-mail updates to connect and inform - Private-sector Chair, supported by members of the IAWM or Virtual Innovation Team - Led by members (flexibility in operation and consistently high satisfaction) - Focus on sharing ideas, best practices, challenges and building collaborative innovation - NOT governance bodies, but aggregated voices may be used to inform strategy and shape challenges
<p>Further information:</p>	<p><i>Link to where further information on the good practice can be found</i> https://innovationwm.co.uk/</p>
<p>Keywords:</p>	<p><i>Select from existing keywords</i></p>