



Innovate
UK

Welcome

Innovate Local East Midlands



@InnovateUK



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@weareinnovateuk

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Agenda



Welcome



James Silverward
Regional Manager – East Midlands
Innovate UK



Agenda

Now - 10:00 The Power of Innovation
10:00 - 11:00 Demystifying Innovation
11:00 - 11:30 Break
11:30 - 12:15 My Business Innovation Journey
12:15 - 13:00 Navigating Net Zero
13:00 - 14:00 Lunch and Networking
14:00 - 14:45 Parallel Sessions: Financing Your Business Innovation Journey, The NHS Radar, Creative Growth
14:45 - 15:00 Turnover
15:00 - 15:45 Parallel Sessions: Innovation in Action, Manufacturing Made Simple, Build Success With Knowledge Transfer Partnerships



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The Power of Innovation



Claire Ward,
Mayor,
East Midlands Combined County Authority



The Power of Innovation



Dean Cook,
Executive Director – Place and Global,
Innovate UK



Demystifying Innovation



Ashreen Seethal
Senior Innovation & Growth Specialist,
Innovate UK Business Growth



Innovate UK Business Growth

Support to help businesses grow and scale



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Presenter introduction

Ashreen Seethal
Senior Innovation and Growth Specialist
Innovate UK Business Growth



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UK Research and Innovation

We work with the government to invest over £7 billion a year in research and innovation by partnering with academia and industry to make the impossible, possible. Through the UK's nine leading academic and industrial funding councils, we create **knowledge with impact**.



**UK Research
and Innovation**



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Innovate UK

We are the **UK's Innovation Agency.**

Our Mission

To help companies to grow through their development and commercialisation of new products, processes and services, supported by an outstanding innovation ecosystem that is agile, inclusive and easy to navigate.

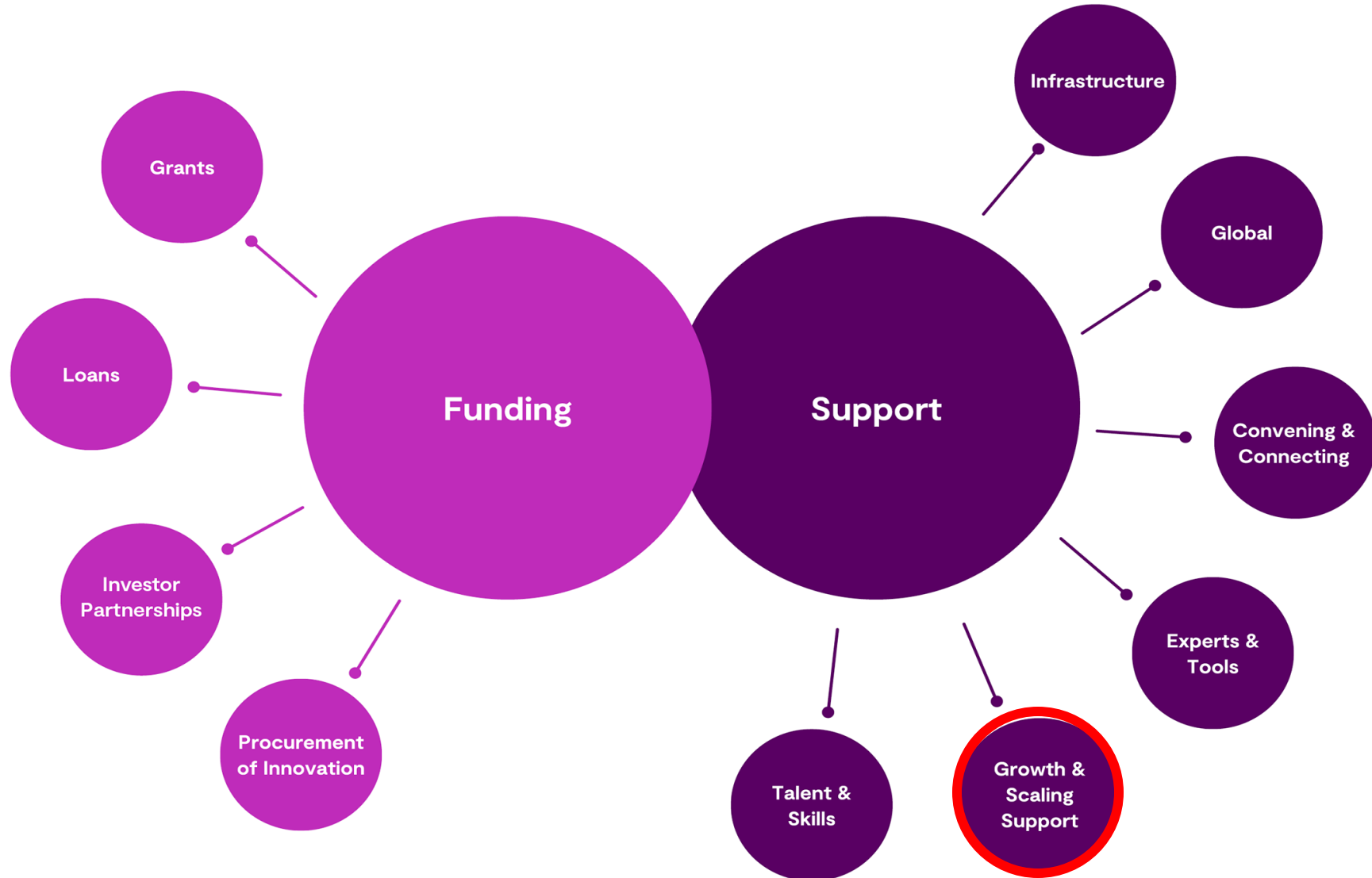


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Growth



The Innovate UK system: summary





Innovate UK Business Growth

Tailored support that accelerates the growth of ambitious innovation-focused businesses

Over 400 innovation and growth specialists nationwide, supporting clients to make the best strategic choices and access the right resources to grow and scale.

We focus with you on the following priorities:

Honing
your
growth
strategy

Innovation strategy inc. IP & access to infrastructure

Funding & finance strategy inc. investment readiness

International markets & partnerships strategy inc. via EEN

Innovation Strategy

Strategic support to:

- **Manage innovation effectively**
- **Commercialise and scale more rapidly**
- **Access the right resources at the right time within the innovation ecosystem**

Support initiatives:

- Funded IP support and advice
- Participation in Peer Networks
- Funded [access to RTOs and Catapults](#)
- The Design for Growth scheme
- The BSI Standards for Growth scheme
- Funded NPSA security reviews



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“I recommend Innovate UK Business Growth to any innovation-driven growth business. Our dedicated specialist has made a decisive contribution to our success.” **Neciah Dorh, FluoretiQ**

Funding & Finance Strategy

Strategic support to identify your business objectives and determine which of the grant funding options and / or capital options will get you there.

Support initiatives:

If assessed to require equity financing, access **Invest-Ability**, our comprehensive investment readiness support including: Invest-Ability Intensive Training and Invest-Ability Pitch Panel.

Also benefit from our connections with other Innovate UK products and services plus partners such as London Stock Exchange, that give access to knowledge and opportunities to attract investment.



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“We’re thriving in a disruptive sector with Innovate UK Business Growth support. Its strategic input has been invaluable to help grow our business.” **Mark Hewitt, ICAX**

International Markets & Partnerships Strategy

Strategic support to:

- Explore and enter global markets
- Pursue international collaborations
- Accelerate global growth and scaling

Support initiatives:

- [Enterprise Europe Network](#) access: the world's largest business collaboration network
- Support to develop global innovation partnerships via Innovate UK initiatives e.g. [Global Business Innovation Programme](#)
- Access to focused brokerage activities
- Support accessing **Eureka** and **Horizon Europe** via Innovate UK's [Horizon Europe Pump Priming Initiative](#)



“Innovate UK Business Growth helped me grow my innovation-led business so we can create a new era of AI-enabled healthcare.” **Peter Mountney, Odin Vision**



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Scaleup Programme

Scaling companies have **opportunities and challenges on multiple fronts** as they prepare for **serious fundraising and international expansion** to become the next **champions for British innovation** on the global stage.

Innovate UK's Scaleup Programme is for **clients with the highest growth potential**, offering enhanced coaching from an **expert Scaleup Board** and its **extended connections**.



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“Innovate UK Business Growth has brought my R&D-intensive business huge benefits. We have doubled in size this year and its scaling support has been critical.” **Paul Holt, Photocentric**

Who do we work with?

- Innovation-focused businesses with new-to-market offerings nationwide, whether grant funded by Innovate UK or not
- Established and UK registered with up to 250 employees
- Targeted at later stage startups onwards with 20%+ compound average growth rate or potential, through to scaling businesses with a 50%+ CAGR
- Management committed to business growth



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How do we work with you?

- Bespoke 1:1 advisory support tailored to an individual business' needs that assists with setting a strategic direction and supporting clients to develop their own long-term innovation and growth plans
- Facilitating access to valuable resources and opportunities that are part of the Innovate UK system and beyond, from regional to international
- Working closely alongside you as a trusted partner at critical junctures as you grow



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Contact Us

**Client enquiries, call us on:
0300 123 3066**

**or visit our website:
www.iukbg.ukri.org**



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Contact Business Growth

The preferred way to get in touch with us is via email using the form below – we aim to reply within 2 working days. However, we will also be available by telephone during working hours (9am-5pm) and an answerphone will be available at all other times or when our lines are engaged (we will return your call as soon as possible). Please note that you cannot access our colleagues at Innovate UK through these channels.

If you're not from the UK, please [contact your local EEN branch](#).

You can also refer to [our FAQs page](#) to find answers to frequently asked questions about our services.

Telephone | 0300 123 3066

Name

Email

Telephone

Company name

Registered company name or intended trading name

Demystifying Innovation



Prof Tom Rodden CBE

Chair – East Midlands CCA Innovation Advisory Board;
Pro Vice-Chancellor for Research & Knowledge Exchange,
University of Nottingham





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Working with Nottingham

Innovate UK Innovate Local: East
Midlands






About University of Nottingham

- We are a key part of the innovation system in East Midlands; we have the largest portfolio of R&D of any research organisation in the East Midlands and are one of the leading UK research universities.
- We are proud of how we translate this research into impact and our industry partnerships. We are consistently recognised as a leader in this area and regularly included in the Top 10 UK universities for working with industry.
- Innovate UK funding is a crucial part of this work. We have delivered hundreds of Collaborative R&D and Knowledge Transfer Projects designed to meet the needs of our industry partners and help them improve their performance.
- Long track record of working with industry through partnership allowing access to talent, knowledge or facilities.



Access to Knowledge

- Broad set of knowledge and expertise to solve problems
- Collaborative research is a key part of our work with dozens of projects underway at any one time.
- SMT Technology, a leading provider of powertrain design solutions based in Wilford, to develop new tools to support the design of electric motors.



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keyword(s) 🔍

University of Nottingham > Working with business > Case studies > Case study

Working with business

Access funded partnerships

Develop your workforce

Working with business

Access our expertise

Degree Apprenticeships

Recruit our students


Help us to make a difference

Spaces and facilities

A-Z of services

Case studies

Contact us



Driving innovation: Expanding software solutions for electrified powertrain systems

Smart Manufacturing Technology Ltd

The challenge

Smart Manufacturing Technology (SMT) is a global leader in mechanical transmission engineering services and software development. With over 20 years' experience of delivering expert technical services for the automotive, industrial, aerospace, energy, and marine sectors, the Nottingham-based firm also provides next-generation software for the design, analysis and optimisation of transmissions.

To support SMT's ambition to become market leaders in transmission, electric machine and electrified powertrain innovation, the company was looking for support to expand its software portfolio by developing new functionality for the design and analysis of electric machines. Aiming for a complete solution for the design and analysis of electrified powertrains, with no such tool available on the open market, and with limited in-house knowledge of electric machines, SMT turned to the University of Nottingham's Power Electronics, Machines and Control (PEMC) Research Group.



Access to Talent

- Datagum a data management and analysis specialists, have recently moved into our new UNIP offices on Jubilee Campus.
- Taking advantage of a range of opportunities to develop and hire talent for their growing business
 - Degree Apprenticeships Data Science programme
 - Summer internships programmes
 - Postgraduate-focused initiatives

Datagum's post



The team enjoyed an exciting couple of days at our brand-new Nottingham office, located in the heart of [University of Nottingham Innovation Park \(UNIP\)](#)! Our new office is a blank canvas, and we're thrilled to be putting our stamp on it as we build an environment that reflects our values and vision. It was fantastic to come together, share ideas, and brainstorm the exciting future ahead. A major highlight was welcoming our newest team member, [Simon Brain](#), for brainstorming sessions as we shape the next phase of our journey. We also had a productive session with [Invest in Nottingham](#), exploring potential collaboration events to grow our presence in the region. Being in the heart of UNIP places us in an incredible hub for innovation and collaboration. We're already working with [University of Nottingham](#) and [Nottingham Trent University](#), and we're now focused on expanding these partnerships to increase our graduate intake and shape the future market data pipeline. The office transformation is just the beginning, and we're committed to having a positive impact on the local community and economy as we continue to expand. The opportunities for collaboration, innovation, and growth are limitless. There's a lot going on at Datagum, so stay tuned for more updates on our exciting journey – and if you're based in Nottingham or the East Midlands, we'd love to hear from you!

[#Nottingham](#) [#InnovationHub](#) [#InvestInNottingham](#) [#STEMCareers](#)
[#OfficeTransformation](#) [#UniversityOfNottingham](#) [#NottinghamTrentUniversity](#)
[#UNIP](#) [#MarketData](#) [#FinTech](#)



74 · 4 comments



Access to Facilities

- Hundreds of firms access our R&D facilities every year undertaking projects from testing the latest electric motor to using mass spectroscopy to help develop hair care products.
- Partnership with Chilwell based brewing consultancy Murphy and Sons to provide access to our research brewery on Sutton Bonnington Campus.



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Home

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Filming Enquiries

Meet the team

Videos

Blog



New partnership launched to drive innovation for brewing industry

Tuesday, 28 January 2025

Technical resources for the brewing sector have been given a boost by the combining of two of the UK's leading resources of brewing education and support.

The University of Nottingham has launched an expanded partnership with [Murphy and Son](#) that will drive forward enhanced research and development, with the Murphy and Son laboratory and R&D team relocating to the International Centre for Brewing Science.

This new partnership is the progression of a successful collaboration that has been built over several years. Over this period, the partnership has facilitated numerous graduates through apprenticeships, fellowships, post graduate placements, and a Knowledge Transfer Partnership co-funded by UKRI through Innovate UK. Murphy and Son's own team has also expanded with University of Nottingham alumni and these talented individuals have become integral members of their lab and technical teams.

Demystifying Innovation



Prof. Lynn Oxborrow

Professor of Sustainable Small Business Growth,
Nottingham Business School





Create Growth N2

Develop, innovate and grow

The Growth Programme

For Creative & Digital Businesses in Nottinghamshire



<https://creategrowthn2.co.uk>



Department for
Digital, Culture
Media & Sport



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Business School
Nottingham Trent University



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Nottingham
City Council



Nottinghamshire
County Council

INVEST IN NOTTINGHAM



Scale up your creative or digital business and get investment ready

The [Create Growth Programme](#) is led by the Department for Culture, Media & Sport in partnership with Innovate UK, to support the development of creative industries with high-growth potential across England.

Part of the expansion of the scheme in 2023, Create Growth Nottingham & Nottinghamshire (CGN2) recognises the how the booming sector is shaping the growth and prosperity of the city and county.

Explore Immersive Technology with University of Nottingham

Discover the powerful potential of harnessing immersive technologies in your business.

CGN2 Business Growth Programme from Nottingham Business School, NTU
CGN2 Growth is for CreaTech businesses ready to scale through investment.

Participant businesses must have high growth potential & ambition to scale

- Revenue generation in the last 2 years
- Employment of a minimum of 2 people (includes freelancers)
- Business must be trading in Nottingham or Nottinghamshire

Support for Creative Regions outside London

“ This programme accelerates the ambitions of creative businesses across the regions, enabling them to unlock their high-growth potential.”

Director of AI & Data Economy, Innovate UK

Create Growth Regions

- Greater Manchester
- East Anglia
- North East
- South West
- South East
- East Midlands

Six additional regions added in 2023

- Nottingham & Nottinghamshire
- Hull & East Yorkshire
- West Midlands
- West Yorkshire
- Devon
- Hertfordshire

Create Growth N2 Local Partnership





Extended to 31st March 2026!

Impact to date:

- 98 businesses engaged through the project
- 31 businesses have received dedicated 1-2-1 support
- 7 business enrolled on our first Hot House investment readiness programme
- 9 clients supported to access Creative Catalyst grants
- Over £530k Creative Catalyst & Create Growth grants won
- Over £170k Arts Council grants secured
- Shades Dancewear and Tri Dosha awarded £75k Women in Innovation investment each.

A further £425k DCMS funding awarded to continue to deliver CGN2 for 2025/26



"It was through the CGN2 programme that we gained a deeper understanding of the business landscape, learned how to secure investment in the immersive technology industry, and built valuable business relationships."

Roma Patel, Makers of Imaginary Worlds



Some of our successes!

Chanodyl (Seamless Source) Chathura was invited to pitch at a Create Growth national event and at Big Creative UK Summit



Makers of Imaginary Worlds.

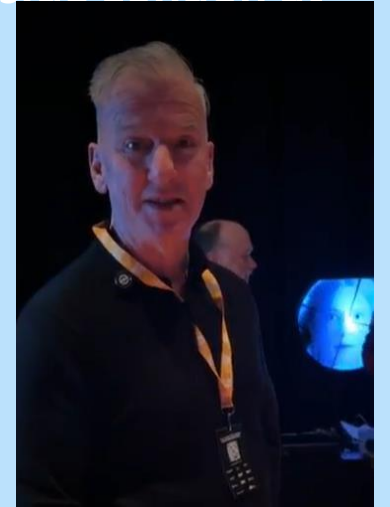
Roma and Rachel were able to showcase at the Big Creative UK Summit and have won Arts Council funding



Support for Creative Regions outside London at Big Creative UK

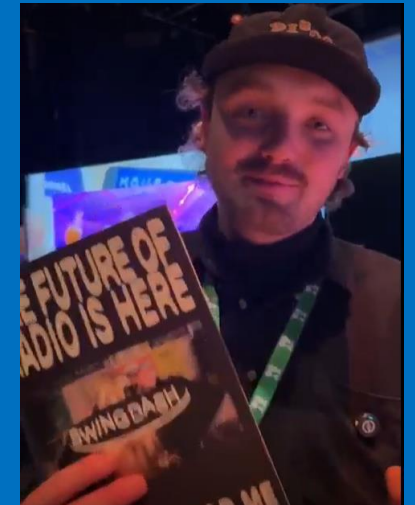
'This programme has given me possibilities I never thought I'd be able to access'

Paul Murphy, Limelight Orchestra



'From bootstrapping & organic growth to successfully securing Innovate UK Funding in 2024.'

Sunita Passi, Tri Doshia



'Showing you the future of radio, today'

Felix Coulton, Swing Dash

CGN2 Growth Programmes

We have designed multiple entry points to enable us to accommodate an element of tailored support based on the growth stages of different businesses and or sub sectors that might experience specific challenges that would be difficult to address in a mixed cohort.

Emerging Growth Cohort

Early growth stage businesses', with a minimum of 2 employees (can include freelancers).

Growth Cohort

Established businesses', looking to pivot, innovate or launch new products and services.

Masters Cohort

Businesses in this cohort may have already scaled to a significant size or be in receipt of equity investment.

Agency Springboard Cohort

Facilitated guided strategy sessions for leaders (owner, founder, directors) of Nottinghamshire's many creative agencies, including; web design, SEO, social media, digital marketing, animation and video production and PR or Communications.



CGN2 Immersive Tech Programme

Introduction to Immersive Technology

Explore the fundamentals of immersive technology, including experience design and practical sessions with Unity and Unreal Engine. Gain essential skills to drive innovation and business growth.

Deep Dive – Immersive Sound & AI

Immerse yourself in sound and AI technology. Learn about immersive sound through a practical workshop and discover AI's creative potential with interactive sessions.

Deep Dive – Immersive Performance Capture & Asset Creation

Engage in hands-on sessions with motion capture, volumetric capture, and asset creation. Develop skills to enhance your business projects with advanced performance capture techniques.

Immersive Pitch Deck Creation

Create and film immersive pitch decks. Focus on finalizing content and filming on Day 5 and refine and complete your pitch on Day 6. Leave with a polished deck ready for presentation.



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"Personally, CGN2 helped us to push our immersive environments forward, refine our investor-facing materials – like pitch deck videos – and grow through business development opportunities."
Dave Smith, DS Performance

Hot House Support - Access to Investment

A key aim of the Create Growth Programme is to support creative businesses to explore and secure ***commercial investment opportunities***.

If you are an ambitious growing business looking to access finance in the next 12 months, we can provide tailored expertise to help you secure funding.

The format of support awarded may include:

- Small group support
- 1:1 support from expert advisers and sector specialists developing business plans to back up loan applications
- Development and review of Innovate UK or Arts Council grant applications.
- Selected businesses will also receive introduction to investor networks and opportunities to pitch.





Growth Programme Support Benefits



Revise your value proposition and develop a more scalable and profitable business model



Develop your leadership and management skills



Learn how to leverage immersive technologies to introduce new revenue streams and drive innovation



Grow your professional network, meet, learn and potentially collaborate on projects with likeminded business founders



Benefit from learning from sector experts from across the UK



Access to a network of investors & Innovate UK funding



"I'd recommend the programme for its unique blend of creative skills and tech insights. It's ideal for entrepreneurs looking to innovate and make a strong visual impact."




Sunita Passi, Tri-Dosha



Get in the mix and find out more:



Follow us:

 www.linkedin.com/company/create-growth-n2
 <https://www.instagram.com/creategrowthn2>
 www.creategrowthn2.co.uk

 Develop, innovate and grow



Demystifying Innovation



Dr Becky Bolton

Knowledge Transfer Manager – Advanced Manufacturing,
Innovate UK Business Connect

#InnovateLocal



Innovate UK Business Connect

Dr Becky Bolton

<https://iuk-business-connect.org.uk/>



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Our Purpose & Vision

We are part of Innovate UK, the UK's innovation agency.

We create diverse connections to drive positive change.

To establish a network of innovators so powerful its ideas will change the world.



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Our Values



Open

We value diversity of opinions, ideas, skills and perspectives.



Creative

We embrace ideas with curious minds and use our insight to uncover opportunity.



Collaborative

We are one team, working together across sectors, people and geographies to drive positive change.



Determined

We are determined to meet challenges with solutions and enable innovators to think and act beyond expectations.



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Our Strategy

Positive Change

We create diverse connections to drive positive change

Deep Expertise

We have wide-ranging expertise and convene the expertise of others

Powerful Connections

We drive powerful connections with business at the heart of what we do

Future Shaping

We shape the innovation communities of the future

Our People

We provide an exceptional place of work for our exceptional people



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Our Network



46,229
Unique
Organisations



72%
Small

15%
Medium

13%
Large



335,478
innovators



**Every university
in the UK**



**Innovate
UK**

**Business
Connect**

IUK Business Connect Outputs

66%

introduced by
IUK Business
Connect go on
to **collaborate**

42%

reach
outcomes
faster
(1-2 years)

60%

increased
investment in
R&D direct
result from IUK
Business
Connect
engagement

£100m

per year
increased
investment in
R&D



Innovate
UK

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Connect

**We
connect**

Diverse communities | Innovate UK Innovation Networks

Regional, national and global | Innovate UK Global Alliance

Research and business | Innovate UK Knowledge Transfer Partnerships

Innovators, funders & collaborators | Innovate UK Innovation Exchange

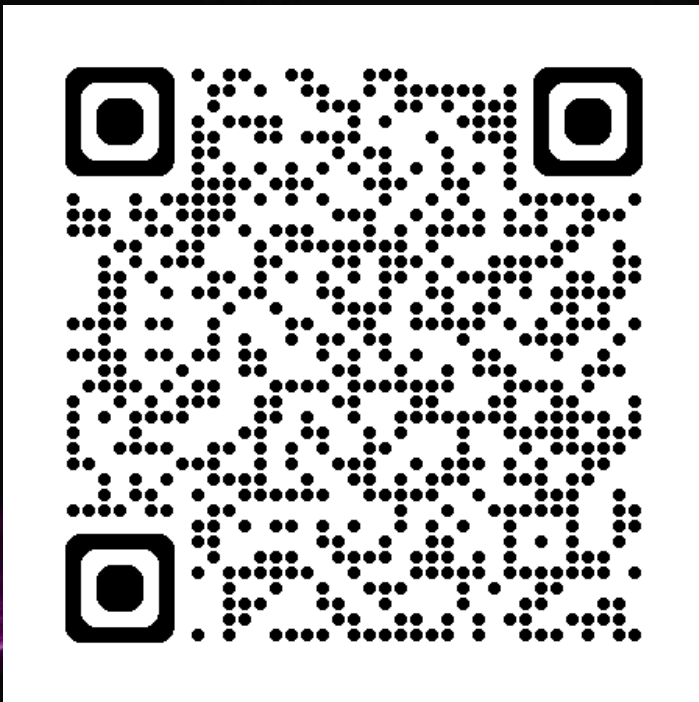
...for positive change



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Find out more



<https://iuk-business-connect.org.uk/>



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Demystifying Innovation



Katie Greenhalgh
Head of Green Growth and Inclusion,
East Midlands Freeport



**E→ST
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FREEPORT**

DRIVING INVESTMENT, INNOVATION AND →GREEN GROWTH

A world-leading, low carbon advanced manufacturing and logistics hub located in the heart of England, with unrivalled connectivity by rail, road and air.

WHAT IS EAST MIDLANDS FREEPORT?

GROWTH AT SCALE

➔ East Midlands Freeport is the **biggest growth opportunity in the region**. Set to create 28,000 jobs, £9bn increase in GVA, £1bn reinvested in skills, innovation and infrastructure.

VIA THREE MAJOR SITES

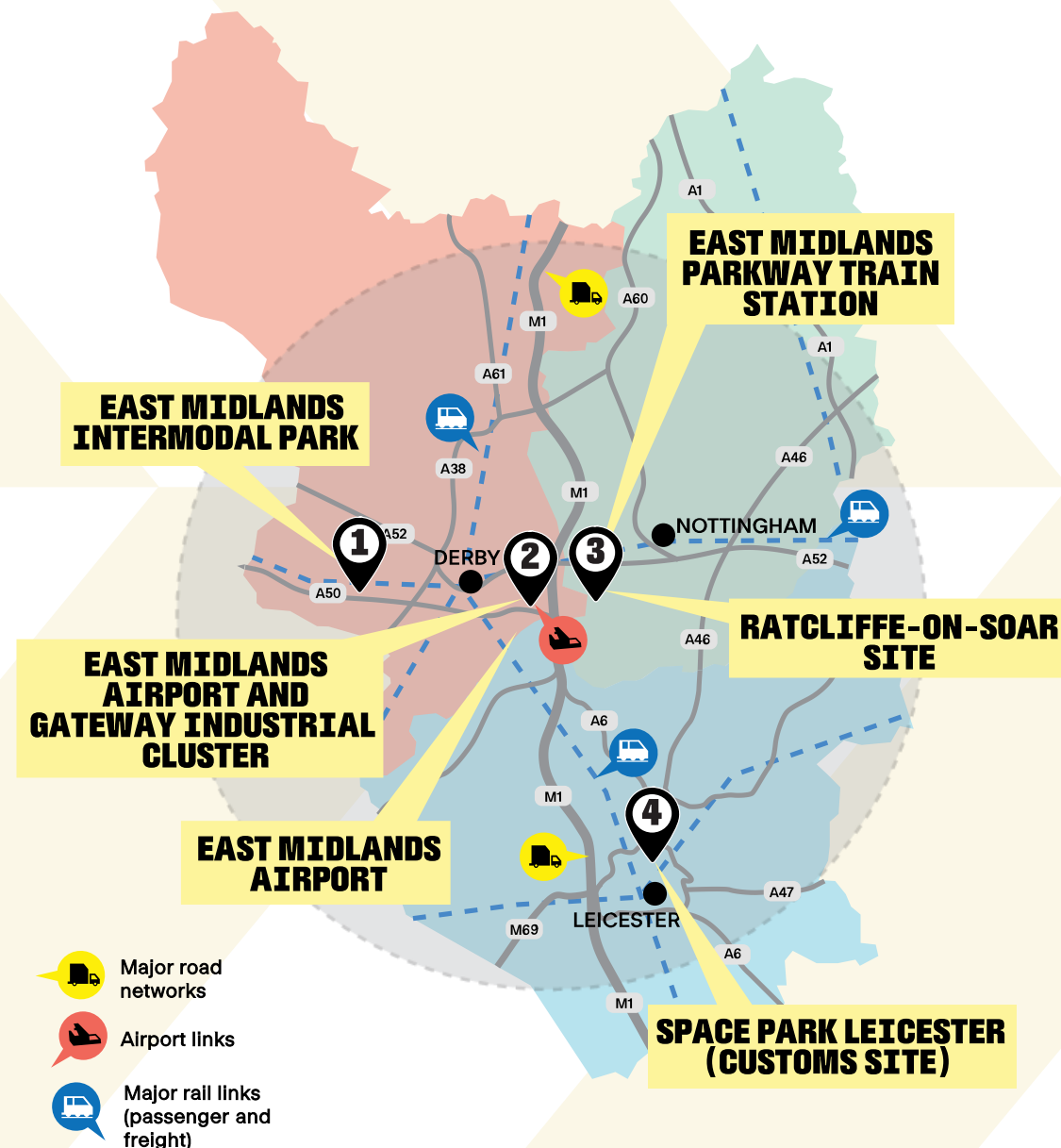
➔ It will deliver through three major development sites: East Midlands Airport and Gateway Industrial Cluster, Ratcliffe-on-Soar Power Station site and East Midlands Intermodal Park.

ALIGNED TO INDUSTRY

➔ These sites support concentrations of strategic industry vital to the UK's future – clean energy, aerospace, automotive and advanced logistics.

AND ALIGNED TO NATIONAL POLICY

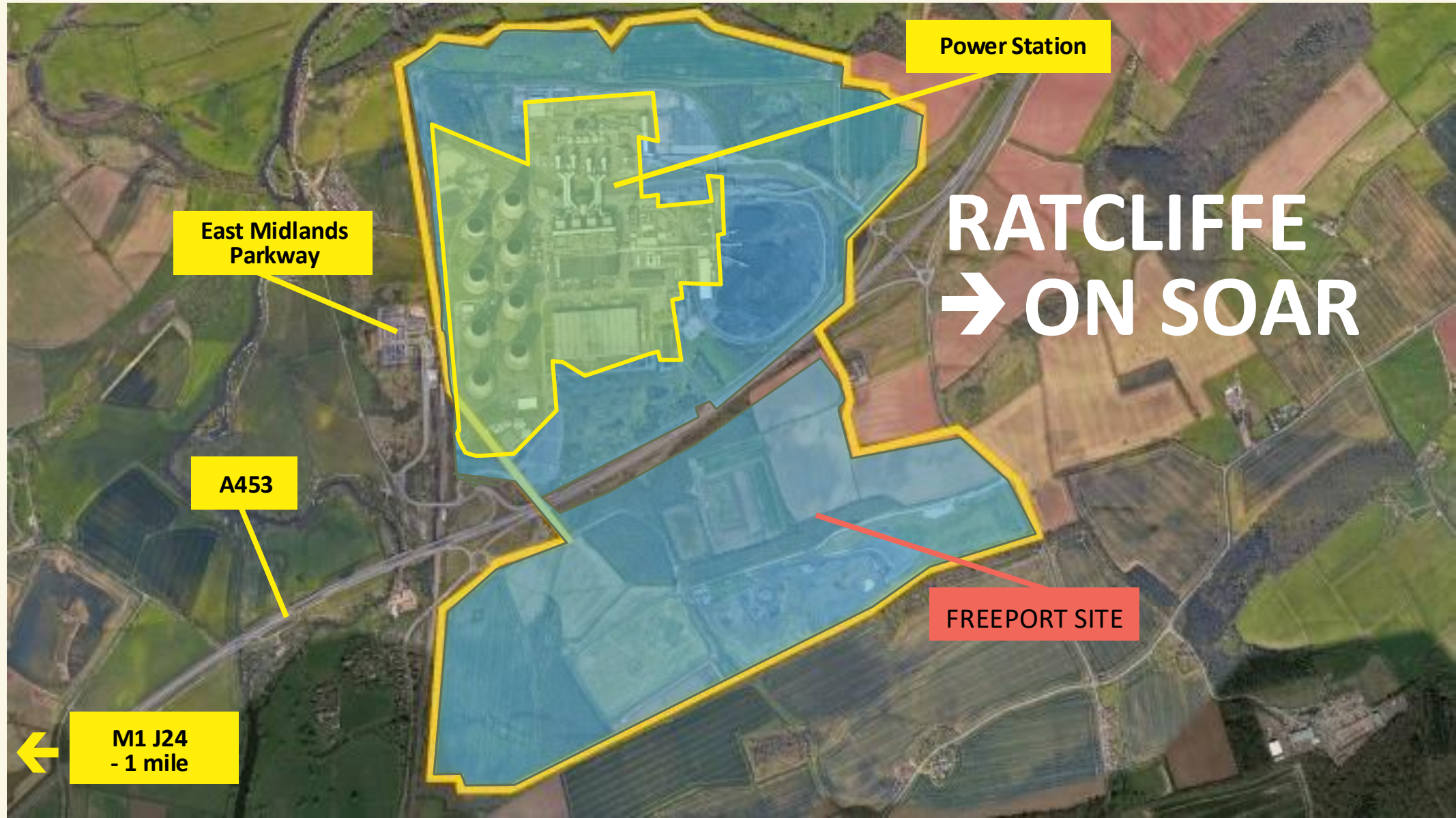
➔ Our priorities are your priorities – helping the UK to become the fastest-growing economy in the G7 through investment, skills, decarbonisation.





EAST MIDLANDS AIRPORT GATEWAY INDUSTRIAL CLUSTER





WHY WE INVEST IN INNOVATION



Innovation led growth



Drive economic growth – new industries and jobs



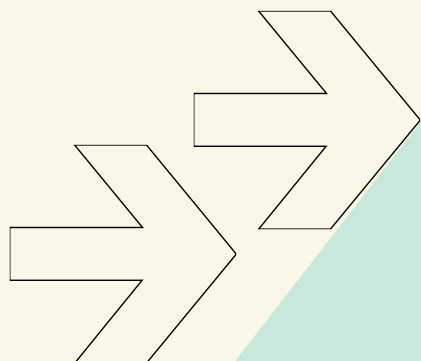
Boost global competitiveness



Leaders of the green economy



Collaboration with leading universities



**E→ST
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FREEPORT**

PATHWAY FROM INNOVATION TO MARKET

- £5 million investment in cutting-edge innovation
- Supporting 200+ businesses
- Seamless scaling at Freeport sites
- Access to global markets



BE PART OF THE FUTURE

www.emfreeport.com

info@emfreeport.com



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Demystifying Innovation



Tom Goshawk

Head of Investment Strategy and Programmes,
East Midlands Combined County Authority



EMCCA Innovation

EMCCA Innovation

Innovation Advisory Board established to bring together a partnership approach to Innovation across the region. Memberships include:

- EMCCA Universities
- Local Innovative Businesses (SME and OEM)
- British Business Bank
- Innovate UK
- Sector Development Institutions
- Venture Capital and Investment Firms

East Midlands Investment Zone

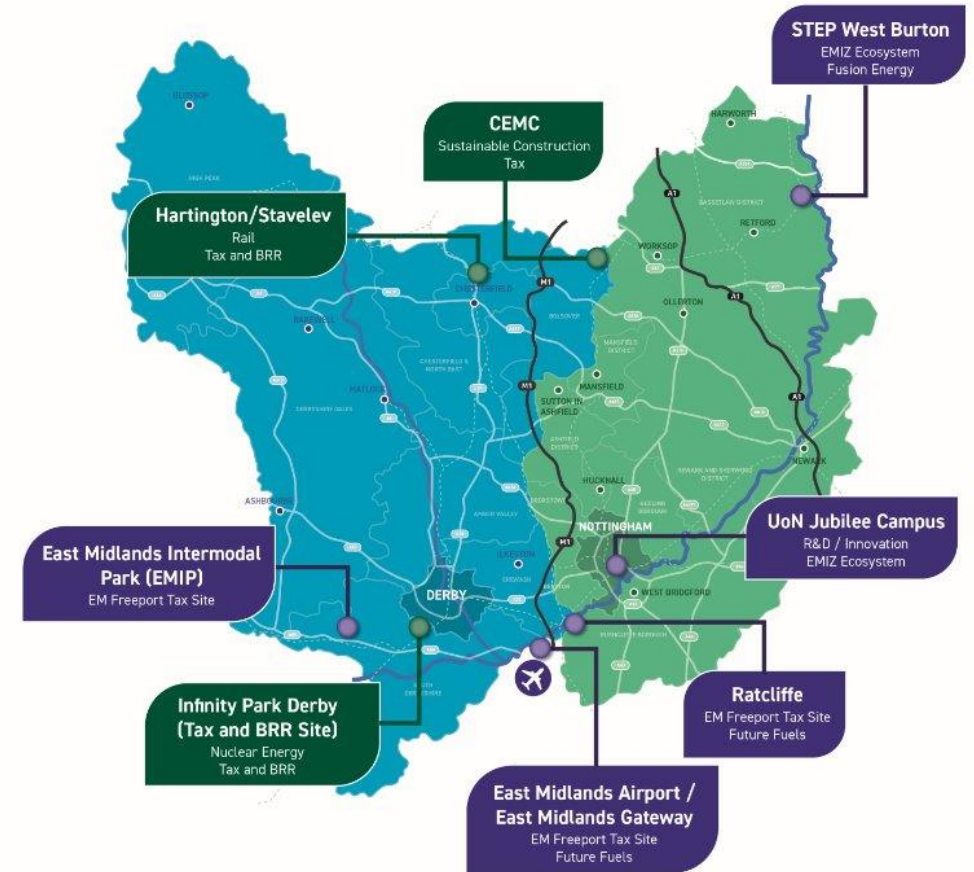
Programme for delivery across the region to deliver sectoral and economic growth

10-year delivery programme with a total funding package of £160m announced October 2024

Key Sectors of Green Industries and Advanced Manufacturing to drive growth

Three tax and business rate sites:

- Explore Park, Worksop
- Hartington/Staveley
- Infinity Park, Derby



Demystifying Innovation Q&A



Ashreen Seethal, Senior Innovation & Growth Specialist,
Innovate UK Business Growth



Tom Rodden, Chair – East Midlands CCA Innovation Advisory Board; Pro Vice-Chancellor for Research and Knowledge Exchange, University of Nottingham



Dr Becky Bolton, Knowledge Transfer Manager – Advanced Manufacturing,
Innovate UK Business Connect



Katie Greenhalgh, Head of Green Growth and Inclusion,
East Midlands Freeport



Tom Goshawk, Head of Investment Strategy and Programmes,
East Midlands Combined County Authority



Prof. Lynn Oxborrow, Professor of Sustainable, Small Business Growth,
Nottingham Business School

Agenda

11:00 - 11:30 Break

11:30 - 12:15 My Business Innovation Journey

12:15 - 13:00 Navigating Net Zero

13:00 - 14:00 Lunch and Networking

14:00 - 14:45 Parallel Sessions: Financing Your Business Innovation Journey, The NHS Radar, Creative Growth

14:45 - 15:00 Turnover

15:00 - 15:45 Parallel Sessions: Innovation in Action, Manufacturing Made Simple, Build Success With Knowledge Transfer Partnerships



My Business Innovation Journey

Host



Paul Humphreys
Partner Manager
Innovate UK Business
Growth
East Midlands



**Chathura
Sudharshan**
Founder,
Seamless Source



Chris Gibson
Operations Director
Collabaro



Stacey Green
Co-founder,
Shades Dancewear



**Dr Mohammad
Mesgarpour**
Head of Data
Sciences,
Microlise

Navigating Net Zero

Host



Chris Hill
KTM – Innovation
Adoption
Innovate UK Business
Connect



Michael Gallagher
Director of Climate
Resilience and Green
Growth,
East Midlands
Combined County
Authority



Dr Sandra Lee
Sustainability Lead,
University of Leicester



Adrian Cox
Managing Director,
G4 Master



**Dr Amanda
Baxendale**
Senior Development
Manager,
Energy Research
Accelerator

Navigating Net Zero

Exploring your net zero journey, learning from others and accessing support

13th May 2025



What to expect

Overview

This session will explore where you are on your net zero journey, discover the support that's available to help you move forward, and hear insights from local organisations.

What we'll cover in the next 45 minutes

- Welcome and session framing
- An introduction to the Net Zero Innovation Adoption User Journey Framework
- Hear insights from local organisation speakers
- Interactive questions (Mentimeter)
- Bringing it together – wrap-up and reflections



Join at menti.com | use code 6139 1721



What word or phrase comes to mind when you think of your organisations net zero journey?

Your connection seems to be unstable. Some features may not work as expected.



leader bold transpiration
creative
fast
inspiration focus



Menti

Navigating Net Zero - In...



Choose a slide to present

What word or phrase comes to mind when you think of your organisations net zero journey?

Which framework stage best reflects where your organisation is now?



What kind of support would help you take your next steps?

What's one action you'll take in the next month to move your net zero journey forward?

Net Zero Adopt & Accelerate

Overview

Accelerating the adoption and diffusion of net zero innovations in sectors and regions across the UK

Innovation themes

- **Place:** Supporting local and regional innovation ecosystems
- **Sector:** Helping sectors overcome innovation adoption challenges
- **Technology:** Showcasing proven solutions and best practice

Net Zero Adopt & Accelerate

Approach

- **Innovation Adoption User Journey Framework**
 - An 8-step process guiding organisations from awareness to adoption
 - Helps assess readiness, barriers, and supports needs at different stages
 - Used to map innovation pathway across IUK ecosystem
- **Key activities**
 - Facilitating connections
 - Knowledge transfer
 - Innovation adoption measure
 - Sector and regional engagement

Innovation Adoption User Journey Framework

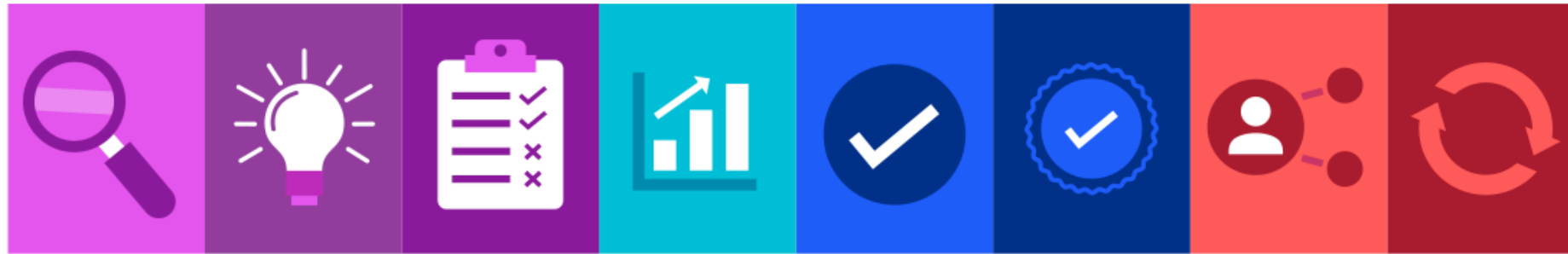




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The net zero journey

The Net Zero Innovation Adoption User Journey



- What stage are you at in your net zero journey?
- What are the challenges and barriers to progressing?
- Have you currently adopted a net zero innovation and would like to share your experience?

Voices from the region



Michael Gallagher

Director of Climate Resilience and Green Growth,
East Midlands Combined County Authority



Dr Sandra Lee

Sustainability Lead,
University of Leicester

Climate Resilience and Green Growth

Michael Gallagher

Director Climate Resilience and Green Growth

The Team

The East Midlands Combined County Authority, was formed in March 2024.

The Climate Resilience and Green Growth Division sits within the Place Directorate and is currently in the process of being set up, with the team so far being:

- Director of Climate Resilience and Green Growth
 - Michael Gallagher
- Nature and Biodiversity Programme Lead
 - Carl Lynch
- Green Growth Programme Lead
 - Jacob Vivian

A team structure has been proposed, and the business case is in development.

- Initial focus will be on developing a relatively small but agile and experienced team that can support the needs of the region.



The Past

- EMCCA is a region with a rich history and heritage.
- We were the powerhouse of England, mining the coal needed to generate energy to power the British economy
- The decline of the coal industry in the 1990s and early 2000s led to 40,300 job losses in Nottinghamshire and 13,700 in Derbyshire. By 2004, fewer than half of these jobs had been replaced.
- The EMCCA region has significantly contributed to the decarbonisation of the energy system with close to 20% (7.2GW) of all UK energy retirement since 2010 has taken place in the EMCCA area.
- Ratcliffe-on-Soar in Rushcliffe, was the last bastion of the industrial era as the UK's last coal-fired power station which closed its doors for the final time on 30th September 2024 ending over 140 years of coal-fired generation in the UK.



The Present



EVALUATION

Assessment
or research
into potential
net zero
innovation
solutions to
meet need

- The UK has a Net Zero 2050 ambition
 - EMCCA has *not yet* set an alternative ambition in the way LAs in the region have
- No single technology provides a “silver bullet”. A long-term vision and a plan that takes a whole energy system approach is required
 - ad hoc activity will ultimately be more costly and inefficient
- The EMCCA region is in a strong position to draw on its heritage and industrial assets to develop a strong and prosperous green economy.
- If the ambition is realised, the carbon intensive jobs lost over time could be rapidly replaced and exceeded with there being the potential that the Low Carbon and Environmental Sector could generate up to **125,327 additional jobs between now and 2050.**



Green Growth Pillars

Infrastructure

- Large scale Generation
- Hydrogen
- Carbon Capture & Storage
- AI / Co-location
- Heat Networks

Strategic

- Local Area Energy Planning
- Strategic Energy Partnerships
- Investment
- Green Finance
- Skills

Project Delivery

- Retrofit
- Community Energy
- Mayoral Renewable Fund



AWARENESS

INTEREST

EVALUATION

TRIAL

ADOPTION

INTEGRATION

DIFFUSION

CONT
IMPROVEMENT

The Doing

The workstreams already being delivered include:



Local Area Energy Planning (including digital twin)

- Funded by EMCCA, led by Midlands Net Zero Hub / Nottingham City Council
- This will deliver a place-based plan that enables whole energy systems coordination and should include the chosen pathway with sequenced interventions that set out the area's proposed route to Net Zero.
- Largest of its kind in England



Devolved Retrofit

- The programme has overdelivered, from an original target of 600 PAS2035 compliant measures and 85 whole house retrofits, 837 compliant measures and 221 whole house retrofits were installed over the last twelve months.
- Delivery across every single District, Borough and Unitary within EMCCA.

CONT
IMPROVEMENT



Nature and Biodiversity Taskforce

- established to support and promote nature recovery and protect and restore biodiversity across the region.
 - this work will not feed into this group

INTEREST

EMCCA Green Growth Action & Advisory Group

This group provides an opportunity to:

- Support an organisation in it's infancy and help realise its potential and that of the region
- Provide advice and guidance to EMCCA's direction of travel in relation to its Green Growth strategy
- Provide strategic cross-sector influence that brings added value to green growth
- Join the dots across the significant amount of activity in the region
- Explore opportunities for joint working , collaboration and knowledge sharing
- Convene partners to develop, oversee and evaluate the Green Growth pipeline and programme of projects
- Explore opportunities for leveraging funding and investment into the region
- Enable strong communication between EMCCA partners on the green growth agenda

“Harness the Heft” of the EMCCA region and be a force for positive change



Thank you

Helping Leicestershire SMEs to innovate for their greener future

Funded by Innovate UK



About us

GreenerFuture Leicestershire is a fully-funded advisory service offering effective support on sustainability to Leicestershire businesses

Leicestershire
GreenerFuture



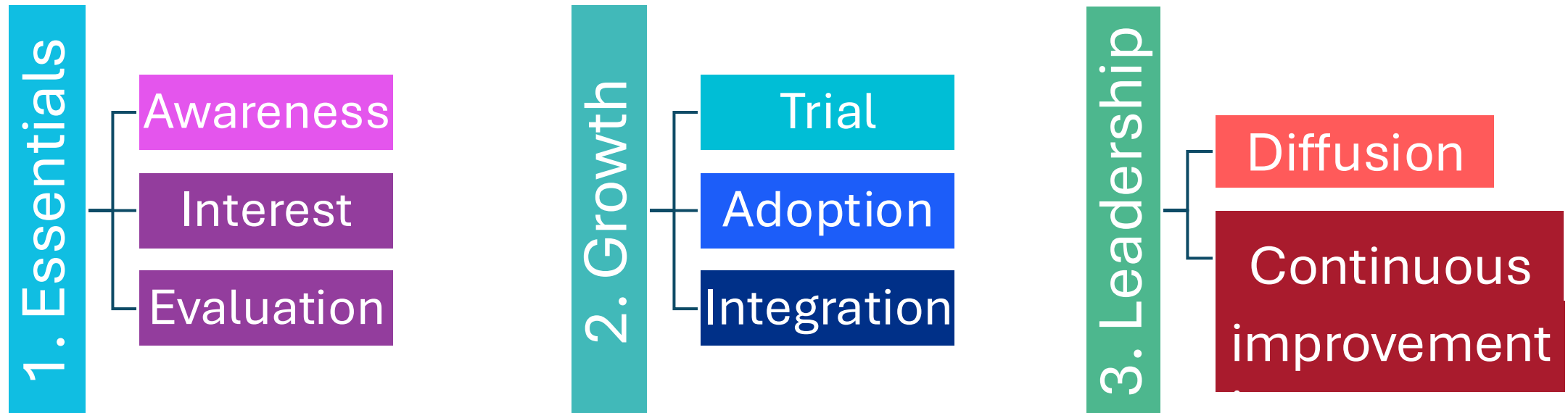
www.greenerfutureleicestershire.co.uk



5 gaps identified in sustainability support to businesses

- **Fragmentation** of support on offer creating confusion amongst businesses
- **The 1% club** - only 1% of SMEs in England has accessed one of the available net zero services
- **One-size fits all** - Lack of sector specific resources
- **No data on effectiveness** – Need for data on the not-so-successful stories
- **Short-termism and lack of funding** affecting businesses and providers

Advisory service and Net Zero Innovation Adoption



Case Studies

Green Tomato

- Created a Carbon Reduction Action Plan in 2021
- Carbon footprint and actions have been used to communicate their business journey to customers and build their brand
- Accredited as Carbon Literate and finalist in the Green Growth Awards

Herd Energy

- Carbon Reduction Plan in 2025
- For government contracts to help achieve more points
- Since signed up for the SME Hub Commitment



herd



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[Modern Slavery Policy](#)
[Carbon Reduction Plan](#)

[Leicestershire](#) [Nottinghamshire](#) [Derbyshire](#) [Rutland](#) [Warwickshire](#) [Northamptonshire](#)

For more support

Scan the QR code below to learn where you are in your sustainability journey and the top 3 things you can do to improve or head to our website for more resources and support. **You have until 1st November 2025 to access these resources for free!**



Leicester shire
GreenerFuture

<https://greenerfutureleicestershire.co.uk/diagnostic-tool>

Follow our social media for updates





Join at mentimeter.com | use code 6139 1721

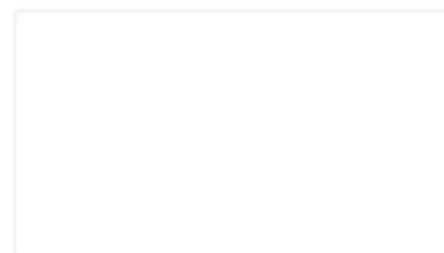
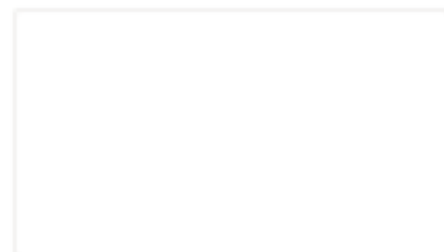


Menti

Navigating Net Z...



Choose a slide to present



0

Awareness

0

Interest

0

Evaluation

0

Trial

0

Adoption

0

Integration

0

Diffusion

0

Continuous
Improvement



0/29

Voices from the region



Adrian Cox
Managing Director,
G4 Master



Dr Amanda Baxendale
Senior Development Manager,
Energy Research Accelerator

GREEN 4 MASTER



A PRESENTATION TO INNOVATE LOCAL EAST MIDLANDS

May
2025



INTRODUCTION



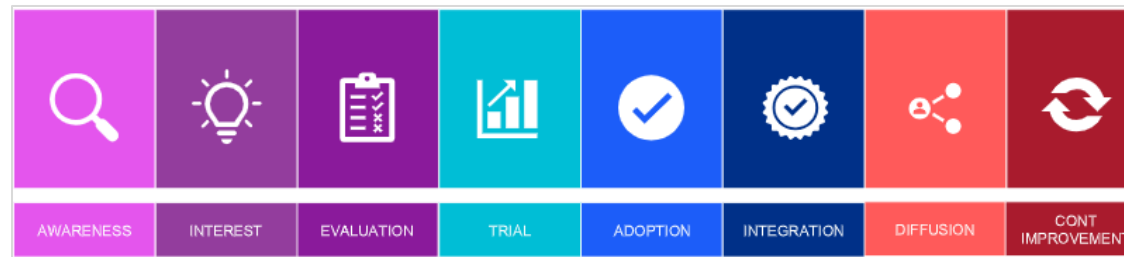
Net Zero Part of Wider Dysfunction



Innovation Adoption In UK Housing



Central and Local Government
Social Landlords
Commercial Sector



Major Housebuilders
Mortgage Companies
Insurers
Homebuyers

Some Have Tried To Disrupt



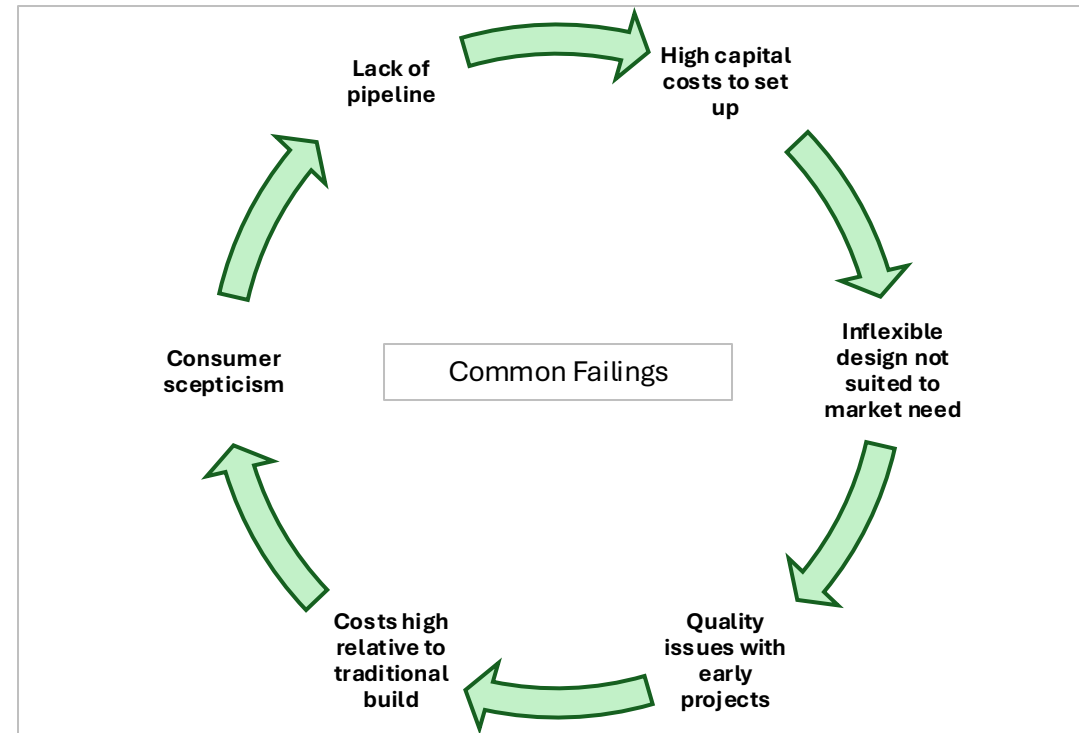
Legal & General halts new production at modular homes factory near Leeds

Group tells staff it will let most of them go, as it considers options for loss-making factory

TopHat run at a loss for last four years, reveals new report

January 21, 2023

Ilke Homes sinks into administration with most of firm's 1,100 staff set to lose their jobs



Our Product IP

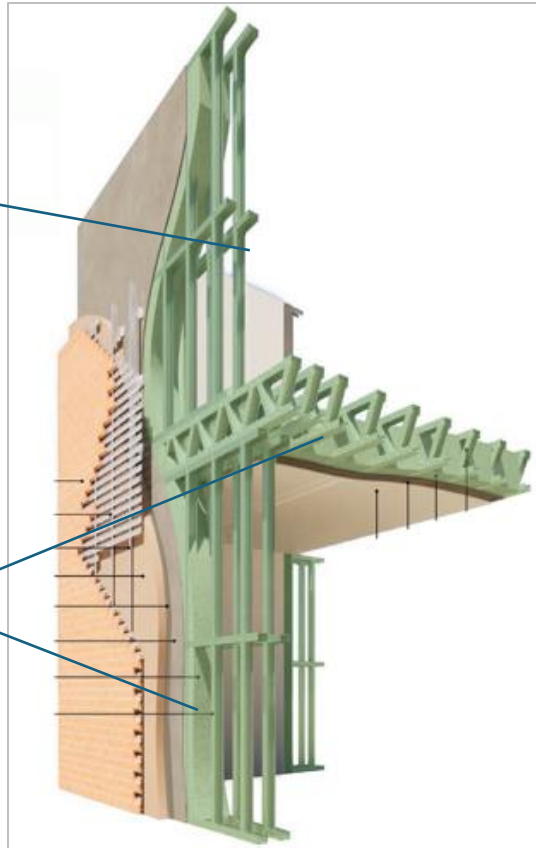


Patented Light-gauge Steel Frame

- global leader behind core manufacturing plant
- flexible across all typologies

Patented Thermineral Insulation

- partnership between leading commercial engineers and global aggregates supplier



Testing and Regulatory Approvals

- 10+ compulsory and commercially critical accreditations
- full suite of industry warranties imminent
- Min 18-24mth barrier to competitive entry

Supply Chain Control and Integration

- preferred supplier agreements and product development partnerships enhance competitive advantage

Commercial Objectives and Outcomes



		Targeted	Achieved
	Sustainability	Industry leading	Net Zero Ready
	Build Quality	Industry leading on Fire, Damp, Air Quality and Resilience	Full suite of regulatory approvals. SCI/NHBC/BRE certified/tested ISO 9001 and EN BS1090 CE accredited Material overperformance to thresholds
	Construction Cost	Margin against traditional	25% + saving to traditional
	Construction Speed	Material advantage over traditional	35% + time saving to traditional
	Operating Cost	Low or zero energy bills, low maintenance	SAP 100 rating – zero energy costs EPC A rating

Benefits Beyond Net Zero



Engaging the ‘Lost Generation’ : training, new skills and (well paid) jobs in the Green economy – we are in conversations to establish a G4M training academy with Derby Technical College.



Addressing fuel poverty : zero energy cost homes protecting vulnerable people and freeing up government support for other areas



Globally scalable : the wider world is looking for solutions – we are already in discussion on international licensing in several countries



Transferable to Other Markets : technology and approach applies equally to other buildings in the public and private sector – already have an order book building and projects due to start in Europe and Canada



Carbon Credits : potential for G4M to become the first housing system generate carbon credits at scale

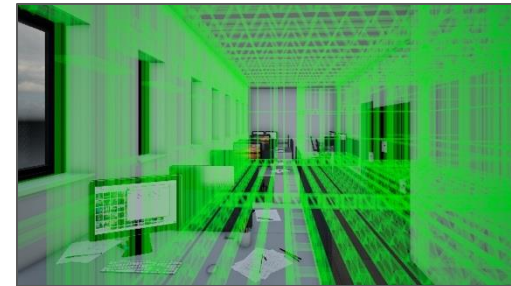
Innovation to creation



Manufactured in the East Midlands



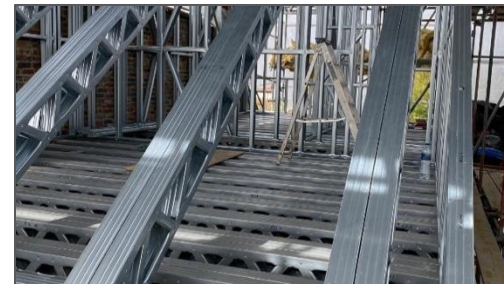
On site assembly



Security Centre for global client



Innovation to precision



Retro fit in Epson



104 homes across East Midlands
planned with Homes England

Partners





Accelerating real-world energy innovation



How ERA can work with you

Amanda Baxendale, Senior Business Development Manager

www.era.ac.uk



Accelerating real-world energy innovation

Funding, investment and facilities

23 directly funded ERA facilities

Including
£110m
industry investment

Attracting
£180m
funding total



Funding and creation of
UKBIC, Factory in a Box
and **HyDEX** facilities

Supported
2 RPIF bids
with a value of
£37m
and established the
£5m HyDEX
programme

HyDEX



ERA's **£2m** investment
in a biomass to energy demonstrator at
Tyseley Energy Park (TEP)
was the catalyst
for over
£51m
of additional investment

Including

- ✓ The **UK's largest hydrogen refueller**
- ✓ Ammogen, groundbreaking **ammonia to hydrogen** generator
- ✓ The **National Centre for Decarbonising Heat**
- ✓ The University of Birmingham's **Energy Innovation Centre**

6 HyDEX
demonstrators
created to advance
hydrogen innovation

Accelerating real-world energy innovation

Skills, training and knowledge exchange



ERA's Skills Team **secured £4m** from Research England for **C-DICE** programme the national postdoctoral training centre

including

£1.2m awarded in grants, fellowships, sandpit prizes and secondments

and

£6,000 in grants for doctoral researchers to develop net-zero events

Supported the creation of

7 Centres for doctoral training

attracting over **£40m** of funding



Supported over

185 

doctoral researchers

through workshops, training and events



Provided knowledge exchange to over **600 businesses** through the **Midlands Green Innovation Network** and **Hydrogen Off Road Network**



779 

researchers supported and **£1.4m** funding secured from industry and universities for postdoctoral training



Over **2,000**

hours of training to postdoctoral researchers since 2021



Developing the hydrogen Economy in the Midlands



Commercialisation and Innovation

Supporting industry to enter and innovate in the hydrogen sector



Demonstration

Development of hydrogen facilities at our university partner sites



Policy

Inputting to policy development and working with policymakers

Skills and Training

Developing training programmes
Knowledge exchange through our events



International

Developing relationships internationally to encourage knowledge exchange and investment



UK and international collaborators in HE and key sectors

INTERNATIONAL ACADEMIC PARTNERS



TRANSPORT



MANUFACTURING



HEATING



ERA UNIVERSITY PARTNERS



REGIONAL POLICY & SKILLS



PRODUCTION



- **Energy and the Built Environment:** Heating and cooling; Thermal efficiency; Local Area Energy Planning; Net-Zero buildings
- **Decarbonisation of Industry:** Hydrogen for industry; Energy efficiency and storage; Low-cost energy; Next generation manufacturing
- **Data and AI:** Using data and AI technologies in energy planning and systems
- **Energy Generation and Systems:** Energy Generation, Storage, Materials, Smart Energy, Energy Markets
- **Transport and Mobility:** Batteries & Hydrogen, Electric & hydrogen flight, Space, E-mobility, Trucks and Trains
- **Sustainability and People:** Circular economy, critical materials, habitable earth, climate justice, sustainable fuels, nature inspired materials

Use of facilities

ERA has numerous facilities which researchers and businesses can potentially access: <https://www.era.ac.uk/facilities-database/>

Examples include:

- Biomass Processing and Materials Characterisation
- Battery Energy Storage System and Testing
- Cell Manufacturing (Cylindrical & Pouch)
- Community Energy Demonstrator Platform (Electrical Energy Centre, Integrated Energy System)
- Environmental Chambers (Heating and Cooling, Thermal Energy)
- Geo-Energy Test Bed (GTB)
- Geotechnical and Geophysical Properties and High Pressure X-ray Phototelectron Spectroscopy Hydro-Thermal Carbonisation
- HyPER Pilot Plant
- Large Solar Simulator



Battery Energy Storage System



Ultracapacitor Energy Storage System



New Cell Chemistries, Electrolytes and Material



Photovoltaic Emulator

How we can support businesses

We work in partnership with businesses and universities providing support for:

- **Technology Development**
 - Knowledge Transfer Partnerships
 - Consultancy
 - SME support programmes
 - Grants and funding

- **Skills Development**
 - Reskilling your workforce
 - Placement, secondment and internship opportunities
 - Centres for Doctoral Training

- **Demonstration and Testing**
 - Large scale demonstrations
 - Access to university facilities
 - Identification of funding

- **Engagement and Networking**
 - Hydrogen Off Road Network
Conferences, workshops and other events
 - Introduction to international



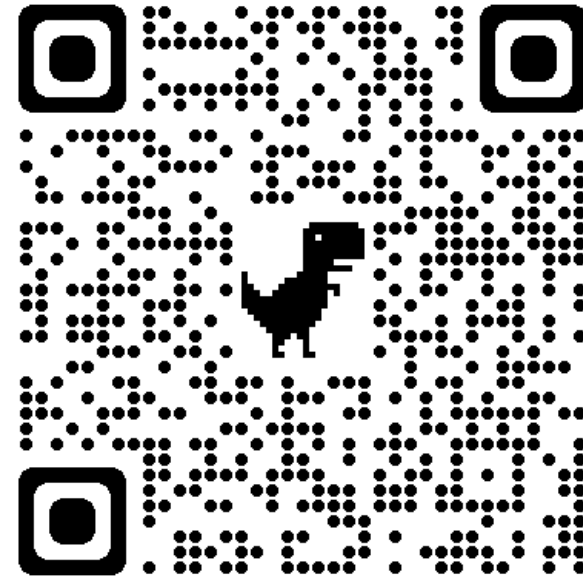
ANY QUESTIONS?

@EnergyRA

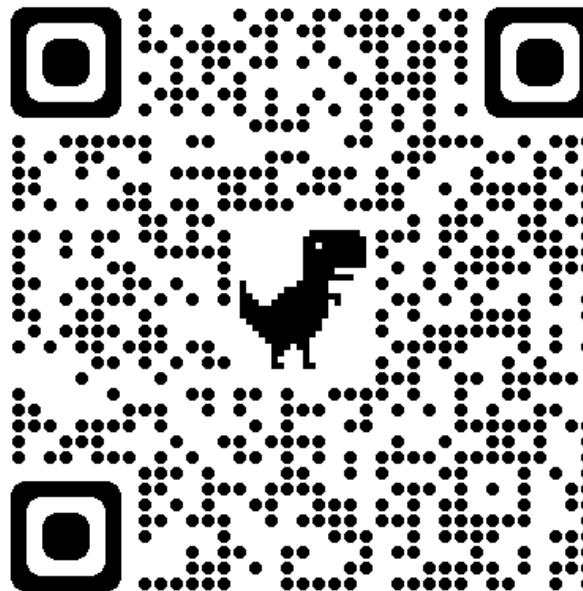
Linkedin: energyresearchaccelerator

@HydexMidlands

Linkedin: HyDEX



WWW.ERA.AC.UK



WWW.HYDEX

Wrap-up and key takeaways

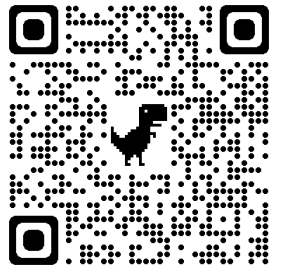
Wrap-up

- East midlands has strong foundations, and regional momentum is building
- SMEs can access practical support through programmes like Greener Futures
- UK housing sector facing complex challenges but there are already innovative approaches emerging
- Regional research strengths, like the ERA are driving scalable solutions

Key takeaways

- Understand where you are on your net zero journey
- Use others' experiences to shape your next steps
- Access support and connect with other in the region
- Every net zero journey is unique and progress looks different for all

ERA



Greener Future resources





A&A resources

A range of guidance and resources available through the [Adopt & Accelerate](#) programme

- Navigating net zero for [local authorities](#)
- Supporting the [creative industries](#) to reach net zero
- [Agri-food](#) sustainable innovation adoption journey
- Navigating [hydrogen adoption](#) for net zero
- Net Zero [innovation adoption case studies](#)

Contact the A&A team to learn more or explore potential collaborations with featured organisations!

Chris Hill – chris.hill@iukbc.org.uk

Agenda

14:00 - 14:45 Parallel Sessions:

- Financing Your Business Innovation Journey (Main Room)
- The NHS Radar (K4)
- Creative Growth (K5)

14:45 - 15:00 Turnover

15:00 - 15:45 Parallel Sessions:

- Innovation in Action (Main Room)
- Build Success With Knowledge Transfer Partnerships (K4)
- Manufacturing Made Simple (K5)





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UK

Lunch & Networking



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Agenda



My Business Innovation Journey

Host



Hemaxi Bhatt
Investment Specialist
Innovate UK



Andrew Hubbard
Investment Readiness
Specialist
Innovate UK Business
Growth



John Cooke
Founder
Midlands Investment
Forum



Sandy Reid
Fund Principal
Mercia Ventures



Tom Goshawk
Head of Investment
Strategy and
Programmes
East Midlands
Combined County
Authority



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UK

Innovation in Action

Innovate Local East Midlands



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Innovation in Action

Host



Paul Humphreys
Partner Manager
Innovate UK Business
Growth
East Midlands



Lenny Reynolds
Managing Director
Blind Screen Ltd



Lee Marshall
Managing Director
Viridis Building
Services Ltd



Dr. Shehan Lowe
Technical Director
Ivy Tech Ltd



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Thank you



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Agenda

