

Innovation Strategy

Shaping a smarter, more sustainable Guildford



Innovation : Key to the future:

- **Innovation fosters new products/services, staff morale, teamwork and competitive advantage**
- **Guildford already a place of innovation – LSH Economic Vitality Index, Digital Hub, Surrey University**
- **Organisations will need to respond to rapid technological change**
- **There is help out there!**
- **GBC has risen to the challenge - Future Guildford, Innovation Strategy Board and this Innovation Strategy**



The Innovation challenge:

“We are currently preparing students for jobs that don't yet exist, using technologies that have not been invented, in order to solve problems we don't even know are problems yet.”

Karl Fisch – US High School Administrator (2006)

<https://shifthappens.wikispaces.com/>



The Business view:

“Through skills development and training we need our employees to be able to adapt to jobs that don't yet exist, using technologies that have not been invented, in order to solve problems we don't even know are problems yet.”



Business–Council–University: Innovation through Collaboration



Innovation Strategy

Core Objectives:

- **Facilitating smart places infrastructure across Guildford**
- **Guildford as the Innovators' location of choice**
- **Future Guildford – working to improve value for money and efficiency in Council services**

Innovation Strategy

Action Plan Objective 1:

Facilitating smart places infrastructure across Guildford through:

- **Digital infrastructure**
- **Transport infrastructure**
- **Smart Sustainable Living**

Innovation Strategy

Action Plan Objective 2:

Guildford as the Innovators' location of choice through:

- **Promoting Clusters**
- **A Collaborative Community**
- **Communicating our Strengths**
- **Business support**

Innovation Strategy

Action Plan Objective 3:

Future Guildford – working to improve value for money and efficiency in Council services through:

- **Community building**
- **Strategic Partnership**
- **Health and wellbeing (*personal and corporate*)**

Innovation Strategy

Climate Change Task Group:

Implementation of Council resolution to *“lead by example in the fight against climate change for the sake of everyone in the borough both now and in the future”*:

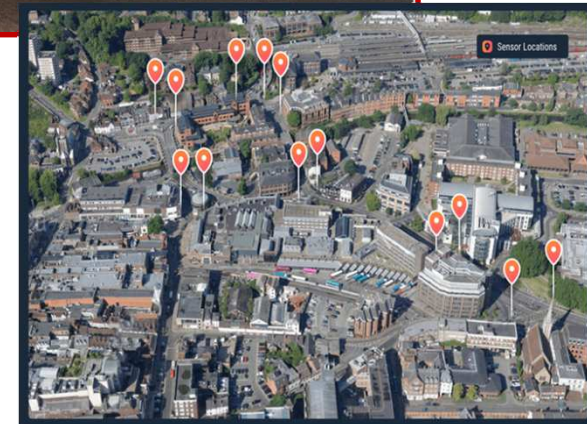
- **All-party Task Group met for first time 25 January 2019**
- **External advice from Guildford Environmental Forum**
- **Reports to Overview and Scrutiny Committee and asked to make recommendations as appropriate to Executive and Full Council**

Business-Council-University collaboration:

Project Alloyed:

Guildford-based Epitomical secured Government Intelligent Mobility funding to pilot Connected and Autonomous Vehicles (CAVs):

- **Seamless CAV network access**
- **In-car and external sensors measuring e.g. Air Quality**
- **Data-gathering and sharing**



Guildford Sensor Network:
Vivacity Labs

Business-Council collaboration:



1 Gbps Fibre Broadband . . .

B4SH
Broadband for the Surrey Hills

. . . download and upload



Before . . .

and

. . . After:



Business-Council collaboration:

Guildford Glide Electric Buses . . . and other sustainable transport



- Collaboration between Stagecoach and Alexander Dennis
- Potential LEP funding
- Integral to development of Sustainable Movement Corridor

- Electric or Hydrogen Power?
- EV-friendly Taxi network and car clubs
- Possible upgrade of bike scheme to provide electric bikes (dependent on State Aid rules)
- SCC EV Charging policy adopted – future investment model needs to be identified through private sector engagement and planning policies incl. on-street charging



Council-University collaboration:



Centre for Management Learning

2019 Final Year Student Project (Digital Marketing Module)

GBC Heritage Services project brief:

Present Guildford's heritage offer to new audiences through innovation:

- Identify key assets to promote
- Work with local Games Sector
- Use Augmented/Virtual Reality

Council-University collaboration:



Richard Bowden - Professor of
Computer Vision and Machine
Learning



Paul Krause - Professor
in Complex Systems



Prof. Richard Murphy -
Director, Centre for
Environment and
Sustainability



Dr Christine Rivers –
Co-Director, Centre for
Management Learning

School of
Veterinary
Medicine

Also:

Prof. Rahim Tafazolli - Director and Founder, 5GIC

Prof. Lampros Stergioulas – Professor in Business Analytics

Dr. Claire Thorne - Director, Innovation Strategy

Stuart Fenton - Senior Partnerships Manager

Caroline Fleming - Head of Incubation, SETsquared

Ross Kelway - Public Engagement Manager

Adrian Shanks - Business Development Officer, SBS

School of
Health and
Social Care

5G Innovation
Centre

School of Hospitality and
Tourism Management

CoDE: Centre
of Digital
Economy

NEW Business-Council-University collaboration:



Digital Community Hub



How does it work?



A digital marketplace for community groups and businesses

- Retail Trading
- Services Trading
- Community involvement



Neighbourhood alerts



Parking information



Encourage visits to the High Street



Embedded payment portal

Meanwhile, in our twin town . . . the Circular Economy:



Guildford 'Hollywood of Games'

You wouldn't think so to look at the place but tucked behind the anonymous facades of its industrial parks lurk some of the most talented artists and developers in the world. Guildford, you see, is the beating heart of the British video game industry



Innovation Strategy Timetable:

- **CMT Draft Report – 19 March**
- **Executive Liaison meeting – 3 April**
- **Final Report to Committee Manager – 11 April**
- **Executive Meeting – 23 April**

“What we do now and in the next few years will profoundly affect the next few thousand years.”

Sir David Attenborough, speaking at the World Economic Forum, 2019