



# Innovate Space Festival

Event Report  
15 & 16 March 2022

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# Introduction

## Space Hub Yorkshire presents the Innovate Space Festival

Space is more than rockets and astronauts. Space applications impact our everyday life and by 2030 space will become an integral part of every business across the world<sup>1</sup>.

Space-enabled technology and services will underpin £600bn of growth in UK GDP by 2030, delivering jobs that are 2.6x more productive than the UK average. Much of this is through supporting wider industries that aren't purely space-related – satellite services support wider industrial activities across the UK equivalent to 16.9% of UK GDP<sup>2</sup>.

In Yorkshire and the Humber, Space Hub Yorkshire's mapping identified 143 Space-relevant businesses and 358 that are space-adjacent, and the region can expect Space-enabled technology and services to underpin £50BN of regional GDP growth by 2030.

There are many more businesses who could be exploiting space to innovate, grow and drive revenues and profit, but aren't currently – **is yours one of them?**

In light of this, Space Hub Yorkshire, University of Leeds Business School and Leeds City Council put on the **Innovate Space Festival**. This two-day event featured talks, workshops, panel discussions and networking opportunities to encourage and support early-stage innovation in the Space sector, for businesses and academics to *Spin In, Spark New, Scale Up*.

This event provided information on how the space sector is relevant to businesses, and how space technology can help innovate businesses. It outlined the available support from local and national organisations, the funding streams and how to access them.

This event was delivered virtually and in person at the Nexus building, University of Leeds, on 15<sup>th</sup> and 16<sup>th</sup> March.



Figure 1: Event Banner

<sup>1</sup> KMPG report, [\[Link\]](#)

<sup>2</sup> UK Space Agency Size and Health Report, pg 23, [\[Link\]](#)

We particularly encouraged attendance from:

- Entrepreneurs who don't yet work in the Space sector but may have skills and interests applicable to the Space sector and would like to find out more about how to apply them
- Groups that are under-represented in the Space sector

Sessions were led by [Satellite Applications Catapult](#), [UK Space Agency](#), European Space Agency business ambassadors, local entrepreneurs, investors, [West Yorkshire Innovation Network](#) and [Space Hub Yorkshire](#).

The event was split across two days. The theme of Day 1 was *Spin In, Spark New* - giving SMEs toolkits and coaching on what investors look for, how to write pitches and win funding. Day 2 was themed around *Scale Up* – growing the business, accessing skills and networking opportunities with larger companies.

### Organising Partners

The festival was funded by Leeds City Council through Innovation@Leeds and UK Space Agency, and was organised by Space Hub Yorkshire and Leeds University Business School.



Funded by Leeds City Council through  
**Innovation@Leeds**  
Aiming to **stimulate innovation** and  
support entrepreneurs in the region



Funded by UK Space Agency  
to **accelerate the growth**  
of a Space industry cluster in Yorkshire



Organised in **partnership** with  
Leeds University Business School,  
collaborating resources and tapping expertise.



# Schedule



	<h2>Innovate Space Festival</h2> 		
	Tue 15 <sup>th</sup> March – Spark new, Spin in	Wed 16 <sup>th</sup> March – Scale up	
9:00 – 9:30 am	Arrival and coffee		
9:30 – 10:00 am	<b>Welcome and introduction to Space Hub Yorkshire</b> <i>Ruth Amey (Space Hub Yorkshire)</i>	<b>Why innovation is important to our region</b> <i>Mayor Tracy Brabin</i>	
10:00 – 10:30 am	<b>Opening Remarks</b> <i>Cllr Pryor (Leeds City Council)</i>	<b>Meet the Innovators</b> <i>Niven Payne (Fujitsu)</i> <i>Andy Butt (Reliance)</i>	
10:30 – 11:00 am	<b>How you should be using Space to help your business to innovate</b> <i>Gemma Wilson (Satellite Applications Catapult)</i>		
11:00 – 11:30 am	Coffee		
11:30 – 12:00 am	<b>Digital Innovation and Space... It's Not Rocket Science</b> <i>Alan Cross and Paul Bhatia</i> <i>(European Space Agency Regional Ambassadors)</i>	<b>Panel discussion: why diversity is important for your business</b> <i>Chair: Siddeequah Azmi</i>	
12:00 – 12:30 am		<b>Launch of Women in Space WECAN network</b> <i>Leeds Beckett University</i> <i>Rachel McElory (Cloud Gateway)</i>	
12:30 – 1:00 pm	Lunch		
1:00 – 1:30 pm	Including Digital Twin VR experience, displays and exhibits		
1:30 – 2:00 pm	<b>Financing and Venture Funder Perspectives</b> <i>Will Schaffer (Mercia)</i>	<b>Innovative strategies for growth in the Space sector</b> <i>Steve Crow (Clarion Solicitors)</i>	
2:00 – 2:30 pm	<b>Working with academia</b> <i>Ann Swift (SPRINT)</i>		
2:30 – 3:00 pm	<b>Ensuring your IP is fit for investment</b> <i>Andy Camenisch (HGF)</i>	<b>Keynote: Accessing Skills</b> <i>Kathie Bowden (UK Space Agency)</i>	
3:00 – 3:30 pm	Coffee		
3.30 – 4:00 pm	<b>Maxar and the future of Satellite Imagery</b> <i>Dan Nord (Maxar)</i>	<b>Six Thinking Hats Technique for Innovation Development</b> <i>Tony Morgan (University of Leeds)</i>	
4.00 – 4:30 pm			<b>Panel discussion on themes from this festival</b> <i>Chair: Steve Crow (Clarion Solicitors)</i>
4.30pm – 6.30pm	<b>Networking in atrium</b> <i>Including 'Science Fiction for Survival' reading - Liesl King (Terra Two, York St John University)</i>		
<b>Room key:</b>	<b>Lecture Theatre</b>	<b>Seminar Room</b>	<b>Breaks in the atrium (and Space Enterprise Lab)</b>

Figure 2: Programme Schedule

# Promotion

The event was promoted heavily on social media and through direct email campaigns to reach the desired target audience – primarily groups that are under-represented in the Space sector and entrepreneurs that may have skills and interests applicable to the Space sector, yet do not currently work in it or access Space funding.

Graphics were designed to visualise the scope and context of the event, such as the one page infographic in Figure 3.



Figure 3a: Infographic (top half)

Tuesday 15 &  
Wednesday 16  
March 2022

**FREE  
TWO DAY  
HYBRID  
EVENT**



**Spin In, Spark New, Scale Up**

Day 1: giving SMEs toolkits and coaching on what investors look for, how to write pitches and win funding.

Day 2: scaling up, accessing skills, and networking opportunities with larger companies.

Business focussed event aimed at encouraging and supporting SMEs, early-stage entrepreneurs, and innovators in the space sector, **or those who may wish to move into the space sector.**

Talks | Workshops | Networking | Exhibitions

**Sessions Include:**

- *Innovation in West Yorkshire* - opening remarks by the **West Yorkshire elected Mayor, Tracy Brabin**;
- *How you should be using Space to help your business to innovate* – Joel Freedman, **Satellite Applications Catapult**;
- *Digital Innovation and Space... It's Not Rocket Science* - Alan Cross and Paul Bhatia, **European Space Agency**;
- *Accessing Skills* - Kathie Bowden, **UK Space Agency**;

**BOOK YOUR  
FREE TICKET:**



Visit: [www.spacehubbyorkshire.org/innovate-space-festival-2022/](http://www.spacehubbyorkshire.org/innovate-space-festival-2022/)

Further details on the website, including the event timetable.



A Space Hub Yorkshire event, delivered in collaboration with Leeds University Business School and funded by Leeds City Council's Innovation@Leeds programme



**Leeds**  
CITY COUNCIL



Figure 3b: Infographic (lower half)

# Programme

## Day 1 Talks - Spin in, Spark new



Welcome and introduction to Space Hub Yorkshire

**Ruth Amey**

Space Hub Yorkshire



Opening Remarks

**Councillor Jonathan Pryor**

Leeds City Council



How you should be using Space to help your business to innovate

**Gemma Wilson**

Satellite Applications Catapult



Digital Innovation and Space  
... It's not Rocket Science

**Paul Bhatia and Alan Cross**

European Space Agency



Financing and Venture Funder Perspectives

**Will Schaffer**

Mercia



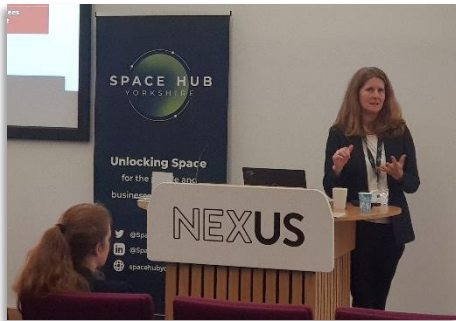


Innovative Strategies for growth  
in the Space Sector

**Steve Crow**

Clarion Solicitors

**Clarion**



Working with Academia

**Ann Swift**

Sprint

**SPRINT**

Ensuring your IP is fit for investment

**Andy Camenisch**

HGF



Maxar and the future of satellite imagery

**Dan Nord**

Maxar

**MAXAR**

Six Thinking Hats Technique for  
Innovation Development

**Tony Morgan**

Leeds University Business School



**UNIVERSITY OF LEEDS**



## Day 1 - Creative Writing

### Ghazal for Mars

Loan us night's coat while you bathe us maroon,  
we're struck.  
Flash us the swag from under your belt,  
we're struck.

We reached for the hem of your frail sky  
nicking out slivers with silver like we owned you.  
*Were we dumbstruck?*

Alienated, but I'm still chasing  
– a mariner to Hellas Basin –  
all that sulphur is just waiting for a match:  
struck.

Dreams of your face light my blackest hour  
– and with the might of a galaxy ghosted,  
I'm starstruck.

On earth we saw you from the beds in our room  
but were too-soon jilted for the sun.  
And fancied luck-struck.

- Nicky Kippax, 'Terra Two: An Ark for Off World Survival'

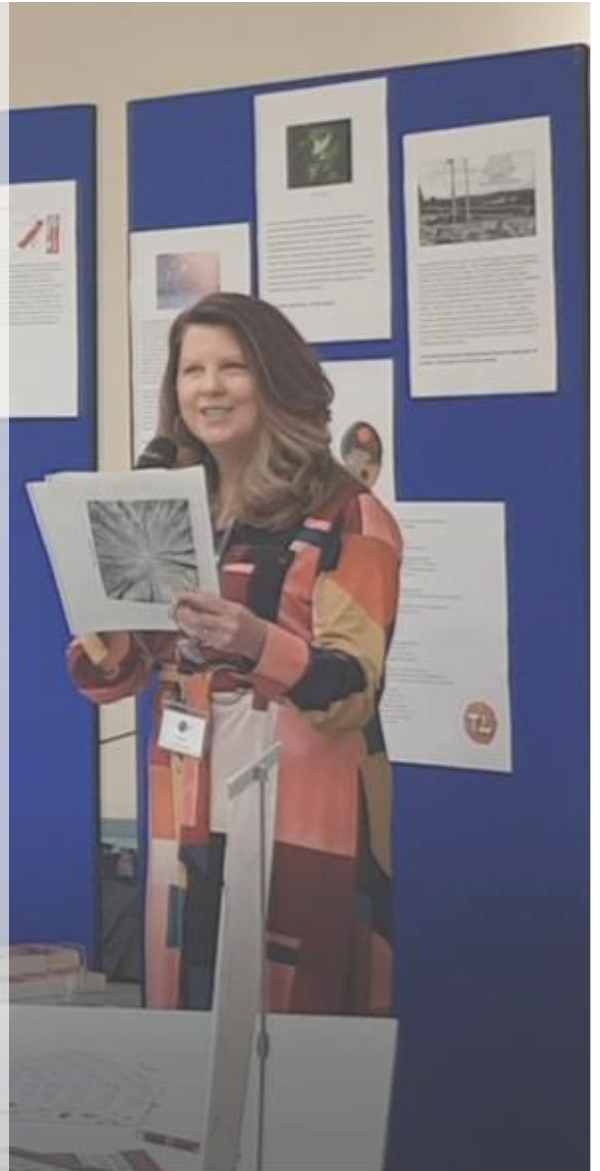


Figure 4: Liesl King reads an excerpt from 'An Ark for Off-World Survival'

Networking in the atrium, at the end of Day 1 included reading from 'Science Fiction for Survival', by Liesl King and Robert O'Connor - showcasing the prevalence of Space in creative writing. The Terra Two project is based at York St John University.



Figure 5: A largely STEM audience enjoying readings from the Terra Two project

## Day 2 - The Mayor's speech

Opening remarks were delivered on Day 2 by the West Yorkshire elected Mayor, Tracy Brabin, addressing the importance of innovation in the region.



“ Space Hub Yorkshire is leading the way in championing the space agenda across Yorkshire and the Humber and I want to take this opportunity right away to thank the dedicated Space Hub team for the efforts they have put in so far to deliver on this opportunity for our region.

Later today, when you all leave this conference and go home, ask yourself, ask your colleagues, and ask your networks, what can we do to help realise the ambitions for innovation in West Yorkshire.

If we look to these priorities, take them forward together, and build a thriving inclusive innovation ecosystem, we will be onto a winner.”

– Mayor Tracy Brabin

Figure 6: Excerpts from the Mayor's speech



Figure 7: Tracy Brabin enjoys a tour of the Innovate Space Festival

## Day 2 Talks - Scale Up



### Meet the Innovators

**Niven Payne & Peter Ridgway**, Fujitsu

**Andy Butt**, Reliance Precision



### Panel discussion: Why diversity is important for your business

Chair: **Siddeequah Azmi**, Space Hub Yorkshire  
Panellists: **Manar Matusiak**, Living Autism  
**Saeed A. Khan**, Aerospace Engineering student  
**Ellen Devereux**, Fujitsu  
**Emily Dowd**, University of Leeds



### Launch of Women in Space network

**Rachel McElroy**, Cloud Gateway

**Sallyann Halliday & Chian Gatewood**,  
Leeds Beckett University



#WECAN

### Keynote: Accessing Skills

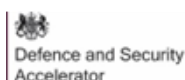
**Kathie Bowden**  
UK Space Agency



### Panel discussion on themes from this conference

Chair: **Steve Crow**, Clarion

Panellists: **Anna Taylor**, DASA | **Andy Butt**, Reliance Precision  
**Tim Rogers**, Future Transformations |  
**Georgia Halston**, Halston Group



## Young entrepreneur - Ava Garside



It was a pleasure to welcome Ava Garside to the festival.

Ava is a Leeds-based student who has won the UK Space Agency [SatelLife competition](#) as well as the [Galileo Masters competition 2021](#), a well-deserved, prestigious award.

Ava designed 'Perfect Sense AQ', a pin badge that monitors air pollution. By using pollution sensors combined with GPS, it will help the wearer choose routes with better air quality.

Ava was the youngest entrepreneur at the Innovate Space Festival and is definitely one to watch for the future.

## Exhibition Stands

The atrium and the Space Enterprise Lab was populated by a variety of stands, celebrating the breadth of the Space industry across Arts; Space Law; Skills and Education; Equality, Diversity and Inclusion; Data Science; Engineering; Defence; Earth Observation; Creative Writing; and Manufacturing.

### **Leaving Earth Behind: Images of the Home Planet in New Space and Popular Culture**

Research by Dr Katherine Harrison on how new Space companies are using the image of the planet Earth in their promotional materials and what this may tell us about possibly shifting perceptions/meanings of this image in the future, from 'home planet' in the mid-20th century to 'place of origin' in the future

### **Appleyard Lees**

Leading team of experienced attorneys specialising in all aspects of intellectual property law and patent law

### **WRIPA**

*White Rose Industrial Physics Academy*, whose mission is to bring students and businesses together to foster innovation and retain talent within Yorkshire, Humberside and the East Midlands

### **WECAN - Leeds Beckett**

#WECAN (Women Empowered through Coaching and Networking) project aims to enhance the resilience and growth of small and medium-sized enterprises (SMEs) by building the leadership skills, capabilities and opportunities of women in the Leeds City Region, led by Leeds Beckett University

### **Slingshot Simulations**

Slingshot Simulations is on a mission to democratise advanced data science through analytic process automation

### **LURA (Leeds Rocketry Association)**

A student-led, collaborative, multi-discipline engineering team capable of designing, building and flying sub-orbital rockets.

### **DASA**

The *Defence and Security Accelerator (DASA)* finds and funds exploitable innovation for a safer future

### **Made Smarter**

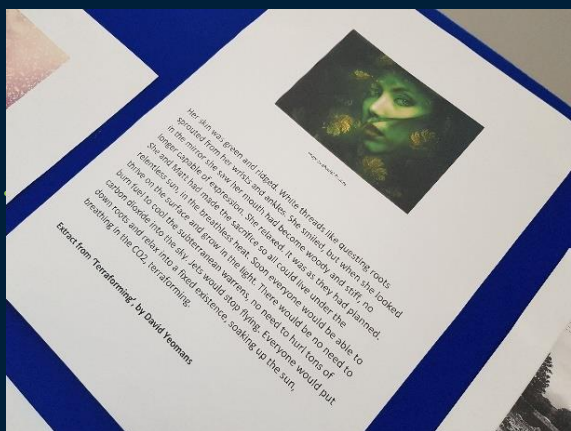
Striving to unite established and emerging UK technology innovators with the manufacturing community to deliver cutting-edge solutions to the industry's biggest operational challenges

### **SatSense**

*SatSense's* algorithms convert satellite data from Sentinel-1 and other satellites into datasets that provide accurate data on ground movements

### **Terra Two: Science Fiction for Survival**

Sharing space-themed creative writing submitted to the *Terra Two: An Ark for Off-World Survival* online magazine



# Impact

## Attendees

**166 people** attended over the two-day festival

Attendees were from **55 distinct organisations**

For **9 out of 10 people** it was their **first time attending a space sector event**<sup>3</sup>

9 out of 10 people made **new connections** at this event<sup>3</sup>

107 new people **joined the SHY mailing list** (an **increase of 145%**)

**125 new** LinkedIn followers<sup>4</sup>

**42 new** Twitter followers<sup>4</sup>

**1 rocket**

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<sup>3</sup> Of 10 people who filled in feedback form

<sup>4</sup> During March 2022





Figure 8: 55 Unique organisations attended the Innovate Space Festival

## Feedback

Did you make new connections at this event?

Yes. It was **really great to make new connections** at this in-person event. I've missed this aspect of conferences during the pandemic.

Lots! It was great to have representatives not just from industry, but from partner organisations from the region

Yes - the resources made a **positive contribution** towards expanding and understanding the scope of the "space" network(s)

Which were the most useful sessions, and what did you find most useful about this event overall?

**Networking and exhibitors** are where I made most useful contacts

Hearing the perspectives of **different companies** in the sector was excellent

Has this event stimulated any ideas of what Space Hub Yorkshire can do in the future to help you?

Yes, we **can't wait to network more** within the group!

The conference had a **great vibe**

General comments:

It was great to be part of such a **wonderful event**. A really **inspiring day** - *Sallyann Halliday, Leeds Beckett University*

Big thanks to everyone involved in organising the event. It was an excellent 2 days, and very productive for me as an exhibitor, I made lots of contacts, and it **really made an impact on me on what a great network it is to be involved with**. The Mayor's speech was excellent.

Thank you for such a warm welcome and knowing even before I came along to the event who would be useful to talk to and connect with. I learnt more in a day than I could have imagined, technically and on the business side of things. It was amazing!

I enjoyed the event and got **good value from the networking** it brought and have identified a potential area for collaboration with one of the other attendees!  
- *Andy Butt, Reliance Precision*

Very **valuable community**  
- *Bruce Blackburn, Merlin Burrows*

A really well run event with **relevant and interesting speakers and exhibitors**  
- *Georgia Halston, Halston Group*

'Thank you for an excellent event. Really did enjoy it and found it **very valuable**.' - *Luke Vanstone, STFC*

A very well organised event. Well done. Please **keep up the momentum**.  
- *Chris Worral, Arrow*

# Summary

This was the first major event that Space Hub Yorkshire has run since it was formed in October 2018, due to the covid pandemic. This event has been instrumental in kick-starting SHY's network, demonstrating the opportunities for businesses in the region and in creating awareness and excitement about the huge amount of space-related activity in the region.

Space Hub Yorkshire would like to wish a huge thank you to Leeds City Council and UK Space Agency for funding this event, and we look forward to similar ones in the future.

**'Be a space entrepreneur!  
Just make sure that you stay in Yorkshire,  
and we'll be stronger together'**

- Georgia Halston, Halston Group



# Appendix

## The Mayor's Speech in full

Good morning, everyone,

I'm thrilled to be here with you all today on the concluding day of the Innovate Space Festival and hope that you enjoyed the discussions yesterday on day one.

Space Hub Yorkshire is leading the way in championing the space agenda across Yorkshire and the Humber and I want to take this opportunity right away to thank the dedicated Space Hub team for the efforts they have put in so far to deliver on this opportunity for our region.

Innovation is crucial to the future successes of West Yorkshire. And to make it a success, I believe that we need to ensure that innovation is available everywhere, and available to everyone.

If we take a look at innovation in West Yorkshire, we have a lot to shout about.

Almost three quarters of our businesses are engaged in some form of innovation.

We have a rich and growing innovation ecosystem to help our businesses, from schemes such as Connecting Innovation or the recently launched Innovation Voucher Scheme in Kirklees, to facilities support at cutting-edge places like the 3M Buckley Innovation Centre in Huddersfield as well as the support and facilities provided by Nexus where we find ourselves today.

But at the same time, we also face many challenges on the innovation front.

Our level of research and development spend within businesses is too low.

And while we do have many support schemes available, too little businesses take-up them up – missing out on opportunities that could help improve their business productivity.

We also have many businesses in the region who are flying under the radar and could get more support from the ecosystem. This includes claiming R&D tax credits and other benefits which again, are too low in our region.

It's time that we start to think about how we build on the assets we have and how we tackle the challenges we face.

Our regional Innovation Framework sets out our priorities for building an inclusive innovation culture and ecosystem across the region.

And I'd like to spend my time today talking about some of these priorities and ambitions.

And where better to start than discussing the interstellar opportunities we have to build a strong space sector for the future.

Space Hub Yorkshire is our launchpad for getting more investment in space-enabled and space-related technology in Yorkshire.

The Government has outlined ambitious plans for the UK space sector. They expect that by 2030 the sector will grow to around £40 billion. And if levelling-up is all about giving places equal opportunities across the country, then we have an opportunity to play a part in this growth and get our fair share.

It's also an opportunity to build on the strengths we already host in the region. Geospatial engineering and earth information systems are being developed by leading companies located in Yorkshire and the Humber such as SatSense.

The University of Leeds is spearheading research on climate science and earth observation. Precision engineering is being pioneered at the University of Huddersfield and the AMRC in Sheffield.

We know as well that our young people are excited by space. Just last year, the Space Hub Yorkshire team introduced an internship programme for 16 students over the summer.

And do you know how many applied? Over 350 young people.

And I'm thrilled that we have an interstellar genius here with us today. In the audience here with us is Ava Garside.

Ava is passionate about space and satellites. And her passion and interests are backed up by her successes.

In 2020, Ava, at just 14, won the SatelLife Competition which encouraged young people to think about how satellites can enhance our everyday lives. Ava came up with "Perfect Sense AQ". A graphene-made pin badge that monitors air pollution and gives users a better understanding of their surroundings and how to take action to improve their health – this is all supported by GPS data and pollution sensors.

And then just last year, Ava was announced as the winner of the UK Galileo Masters Competition – a global innovation competition looking for cutting-edge solutions using satellite navigation.

It is inspiring to see a young woman reaching her potential and innovating at such an early age and I'm sure you'll all join me in congratulating her on her successes.

Ava isn't done yet. As part of the competition, she will now be given the opportunity to further develop her idea into a commercial venture. Ava, we wish you all the luck in the world.

Over the next eight years, the UK space sector needs over 30,000 skilled people to support the sector's growth ambitions. That is an astronomical task.

And with such a strong cluster of universities in this region, supported by leading colleges and further education provision, we can certainly play our part in reaching that number. Ava is one of many young people in West Yorkshire who can help fulfil these demands.

We also face challenges to increase innovation diffusion in the region and also increase the amount of research and development we do.

If we are to contribute to the national targets to hit 2.4% of our national GDP being spent on research and development, then we need to accelerate the levels of research and development in the region. This isn't going to be easy – we suffer from some of the lowest levels of public and private R&D spend.

So, to increase this, we need further availability of innovation finance to enable our business base to take part in research and development. Innovation Vouchers and angel investment are just some of the ways we can look to do this.

On innovation diffusion, our focus must be centred on targeting our SME and micro business base and showcase the ways space-enabled technology can help their businesses expand and thrive.

We should also see more of our businesses investing in, and training in, digital transformation.

We know that if they do this, they can boost their business productivity, reduce wastage, and thrive.

We also need to take forward the learning and experiences from programmes such as our regional Yorkshire and Humber Made Smarter pilot.

This pilot is providing businesses in the region with digital leadership development, digital interns, digital transformation roadmaps and match-funded grants for hardware and software.

We need to ensure support programmes like this are replicated and expanded upon in the future. This should sit parallel with a combined effort to demystify the concept of space tech.

Our Innovation Framework sets out our ambitions for innovation across our region to not only be available everywhere and for everyone, but to also have a purpose. And that is one of my other priorities that we need to gravitate towards. Missions.

To elaborate on my point, I want to reflect on a mission from my childhood and many of yours that couldn't be more appropriate for today. The space programme.

Many of us will recall watching the moon landing and seeing a vast achievement take place before our eyes. The mission for the Apollo programme of the 1960s was simple – land on the moon and return safely back down to the earth by the end of the decade.

The space programme was still in its infancy. And reaching the moon was a dare that was never guaranteed to be a success.

Now we cannot negate the fact that there were hundreds of problems in dealing with this challenge. What's it like to walk on the moon? How do we eat and drink in enclosed air-tight conditions? How do we keep the crew safe in space without medical and safety support available at hand? What do we need to do to withstand extreme temperatures on lift-off and falling back down to earth?

All these questions brought with them new ideas and creativity. New innovations from manufacturers of food products, computing, textiles, and safety systems were needed for this endeavour.

And what did it take? It took collaborative cross-sector, cross business, innovation, pioneered in partnership by academia, business and government.

This wasn't a siloed endeavour. Everyone had a role to play.

The spill over from the innovation to support the space programme is still embedded into our daily lives today.

The phones we use today to take photos, message and call one another, go way back to the roots of the space programme. Solar panelling, water purification systems and medical imaging all date back to this mission.

The point I want to get at here, is that we need this type of mission-led innovation in West Yorkshire.

We need to take forward the work of leading innovation economist Mariana Mazucatto and apply it to our region. And make no mistake, that is what we will set out to do.

Taking this approach will mark the start of resolving some of the most pressing and complex challenges we face. And there is one staring us right in the face. Climate change.

The IPCC's report last week concluded in sharp tone that "any further delay in concerted anticipatory global action on adaptation and mitigation will miss a brief and rapidly closing window of opportunity to secure a liveable and sustainable future for all".

This is why I want to go further and faster than national targets in tackling the climate emergency.

So, if we are to be a net-zero carbon economy by 2038, we need a mission-led approach to innovation.

Innovating to make the fuels of tomorrow, making things like electric vehicle batteries more efficient, cutting harmful emissions from factories and the road, using space technologies to improve how we reduce flood risk, and bringing new ideas to the table on shifting towards circular economy principles.

And it's not just climate change we can apply this to.

We can use this mission led approach to innovation for health tech, fin-tech, advancing our manufacturing sector and finding new and creative ways to support policing and crime. This is all about innovation everywhere, and for everyone.

I firmly believe that innovation is one of the most powerful tools to change the world around you.

And we need to use it to address the burning injustices and inequalities that are so prevalent in our society. We can do this in three ways, to name a few.

Firstly, we can do this by making innovation accessible to everyone – because the current state of play does not work for everyone, and we need to broaden participation to ensure the solutions are designed by those impacted most by them.

Many of our SMEs, start-ups and entrepreneurs in particular find it hard to get work with big corporations and manufacturers to bring about the innovations of tomorrow.

But really, they should have just as much opportunity to innovate as the big players.

So, we need to create an environment that enables them to flourish, to compete with the established tech and innovative firms.

Secondly, we can do this by encouraging more innovation to be shaped by and for the public, end-users and businesses.

We shouldn't assume our ideas that we think of within our own organisations will solve the problems of others; we need to work together to address them from inception to end-product.

Great examples of this exist across the country. We need look no further than Nesta's work on their Inclusive Technology Prize, where participants co-designed products with those living with disabilities.

What was the result? The first open-source assistive communication software helped to support those with communication difficulties.

The winners designed it after discussing the needs and wants of the end-users before they even got to work.

Last but not least, we can do this by embedding diversity and inclusion as a golden thread throughout innovation.

West Yorkshire is proudly a diverse region – rich with people from different communities, backgrounds, livelihoods and experiences. Our innovation ecosystem can benefit from this just as much as any other area of our economy.

If we want to break barriers, then we need to look at the diversity of those engaging and benefitting from innovation.

I want to see more women, more members of our BAME communities, more members of our increasingly disadvantaged neighbourhoods, involved in, and given equal chance and opportunities to access and benefit from innovation.

With new ideas, new experiences and diverse thinking, our innovation story can be the most diverse in the country. Something we should proudly rally behind.

This is one big step for innovation, one giant leap for equality.

## **[CONCLUSION]**

You'll be over the moon that I'm on my concluding remarks now. But my rallying cry to you all today is to go away and think about these priorities.

Later today, when you all leave this conference and go home, ask yourself, ask your colleagues, and ask your networks, what can we do to help realise the ambitions for innovation in West Yorkshire.

Because while we may have a fantastic vision, and a deep determination to make innovation available everywhere and for everyone, we all know that we cannot do this alone.

This has to be a proper partnership spanning the public and private sector, and it must also foster creativity and collaboration across different sectors of industry.

If we look to these priorities, take them forward together, and build a thriving inclusive innovation ecosystem, we will be onto a winner.

What's left to say other than watch this space? Thank you.



**SPACE HUB**  
YORKSHIRE