

Warrington Town Deal – Digital Group Minutes 14 July 2020

Introduction from Stephen Fitzsimons

Welcome and introductions from Bill Carr

- Gary Jenkins, No Brainer
- Lynn Radcliffe, Warrington Borough Council
- Steve Allcock, Johnnie Johnson Housing
- Saul Peake, Carpe Diem
- Tom Jennings, Warrington Borough Council
- Harriet Roberts, Business Improvement District
- Andy Maher, U2R
- Marcus Exall, U2R
- Jazz Hanley, Tech Nation

Workshop facilitated by Saul Peake

- Highlighted national and international examples of creative spaces (eg Baltic Triangle)
- Question – what is missing in Warrington?
- Somewhere for creative people to congregate and collaborate
- BBC used to have a shop where creative staff met and shared ideas
- Who is it for?
- Community, young people, business?
- Voting system pointed towards entrepreneurs & start-ups as the key target market
- What does success look like?
- Health & wellbeing link, sustainability to be considered
- Need to be commercially minded
- Objective to grow a talent pipeline
- Need metrics to measure against the objectives – footfall, start-ups, inward investment, etc
- This should be sector specific
- Need a bold vision that resonates nationally
- Want Bridge Street to be an exemplar for others to admire
- Voted on what was needed in the space
- Less on food & drink, more on “learn, experiment & work”
- Bridge Street was historically a places where people arrived with ideas
- Need to avoid duplicating what is already being delivered elsewhere in the town
- Must choose specialisms – eg stage of entrepreneur to go for
- Specialisms – do we want the world to come to us or do we take companies to the world?
- Logistics as a specialism?
- Nuclear already strong at Birchwood, Logistics College in St Helens
- Do the other regional offer (eg Baltic) have success stories?
- Music/recording expertise may be lost from Padgate campus
- Eg of how a drinks innovation is supported by several other services within Warrington – end to end
- Food & drink offer has moved forward because of the new market

- Want to avoid situations where digital kit is not being utilised
- Cost – to fit the vision or the budget?
- Don't need to achieve everything in year 1 – establishing the ecosystem is the aim
- Connections with a few key companies early on helps to attract talent – virtuous circle

Close – Bill Carr