

ADEPT £23 million Live Labs Programme Review

Peter Sumpton – Marketing Consultant (Host)

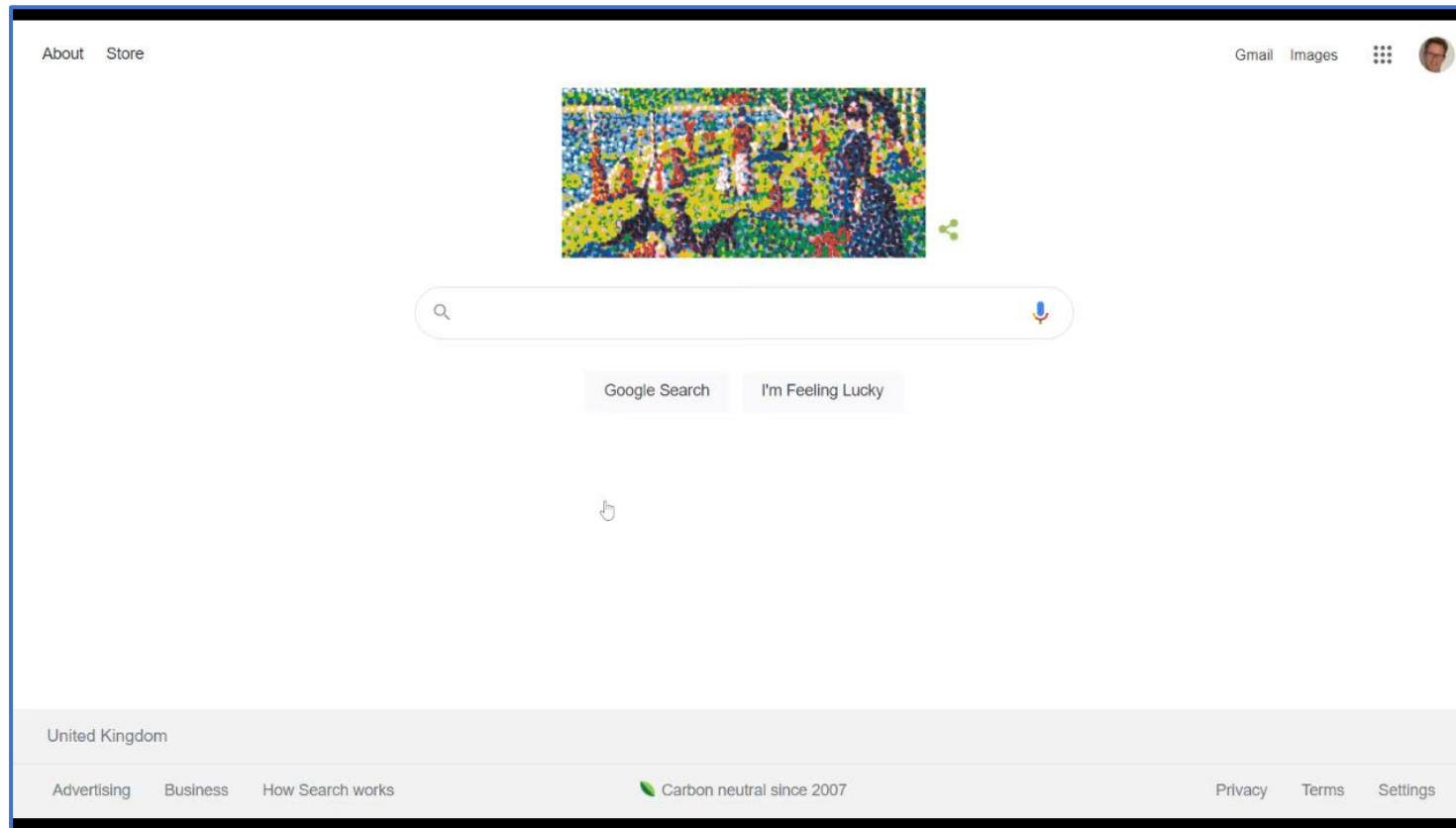
Giles Perkins - Head of Profession, Future Mobility @ WSP (Programme
Director for the ADEPT Live Labs Programme) - Presenter

March 2022



Current and Future Webinars: <https://www.bbacerts.co.uk/webinars/>

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For over 50 years, we've been helping the construction and manufacturing industries **build confidence** in the solutions designed, created and implemented **throughout the entire supply chain**.

The BBA develops **long-term partnerships** with clients and associations to enable **continued growth in both the UK and Global marketplaces**, while remaining reassuringly impartial.

As a for-profit organisation Limited by Guarantee, the BBA looks **to reinvest in the industry as a whole** for the benefit of all stakeholders.



What we do



Product Approval Certification



BBA Agrément Certification



Reproduction Certification



HAPAS



Testing



Audit and Inspection

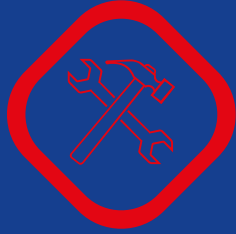


Management Systems



UKCA Marking

To date



6,000+
CERTIFICATES ISSUED



72+
COUNTRIES REPRESENTED
by CLIENT BASE



170+
BBA PEOPLE



50+
YEARS IN BUSINESS



400+
TESTING METHODOLOGIES



8,000+
ANNUAL INSPECTIONS AND ASSESSMENTS

What we'll cover;

- An overview of the Live Labs programme
- How Live Labs was created
- What activities have been undertaken
- Insights and learnings gained
- Next stage developments and the future concept
- Q&A

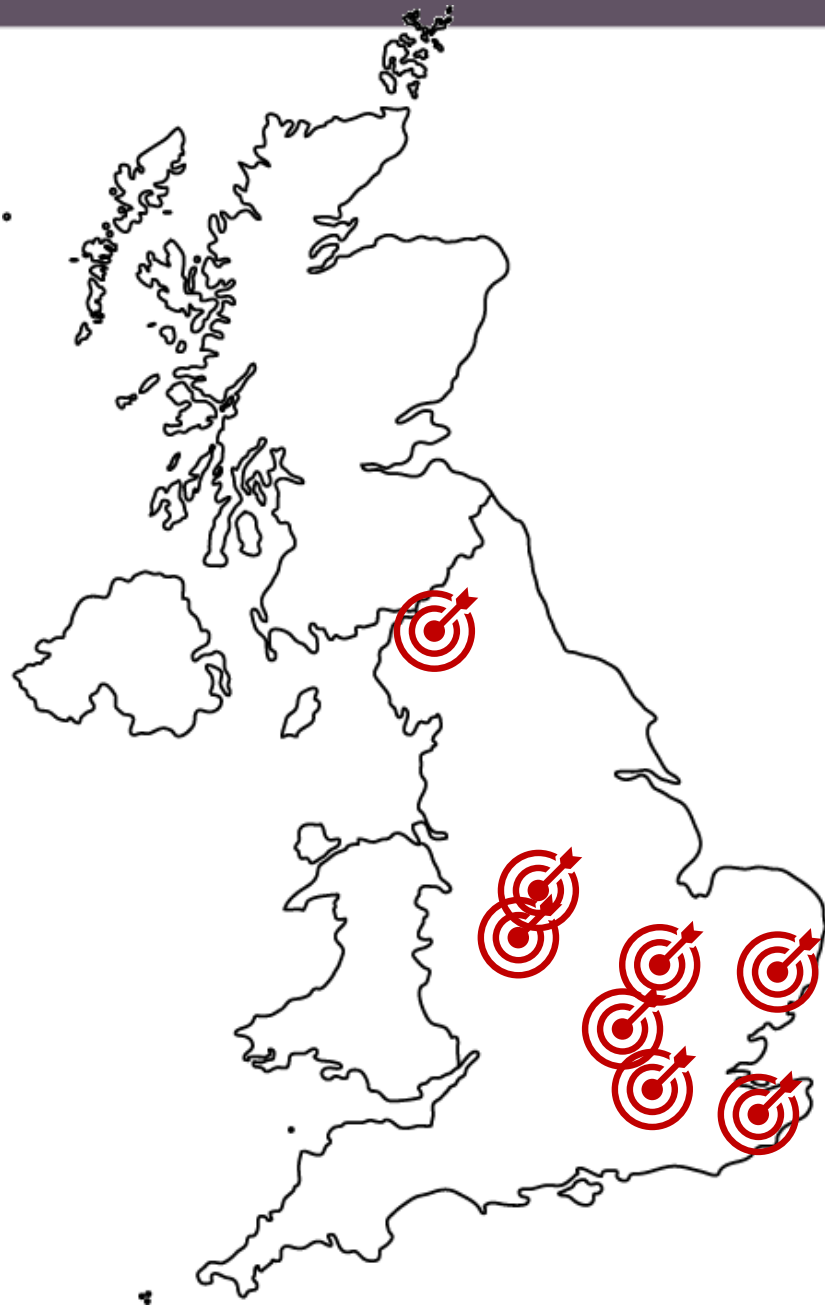




ADEPT LIVELABS

ADEPT SMART PLACES LIVE LABS PROGRAMME

Twitter: @adeptlivelabs
www.adeptnet.org.uk/livelabs



- Cumbria
- Staffordshire
- West Midlands
- Central Bedfordshire
- Buckinghamshire
- Reading
- Suffolk
- Kent

Headlines



£23m fund



8 Live Labs



Activity in
over 115
locations



70
suppliers

4 core themes (plus an emerging theme)



Smart
Materials



Smart
Communications



Smart Energy



Smart Mobility



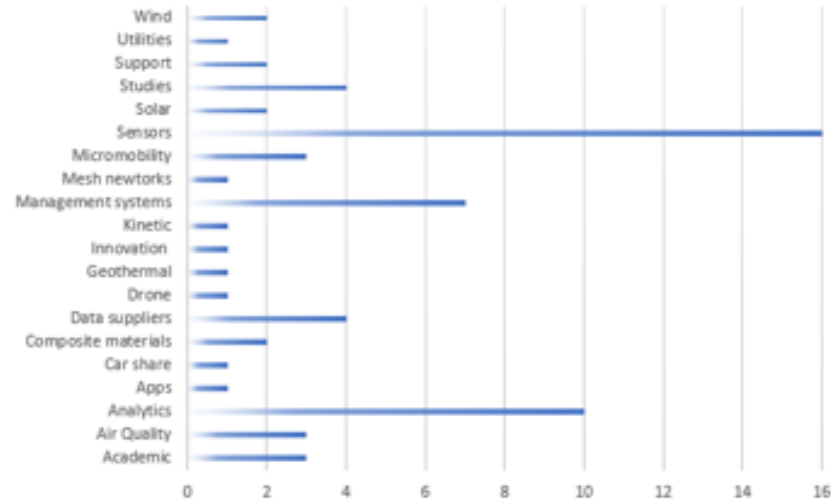
Smart
Environment
(emerging)

Headlines



■ Communications ■ Energy ■ Environment ■ Mobility ■ Materials

Mix of projects



Mix of suppliers



1 further innovation competition within a Live Lab



With 130 applications from Mexico to Australia





Some key learnings

Follow us on social media:



[@ADEPTLiveLabs](https://twitter.com/ADEPTLiveLabs)

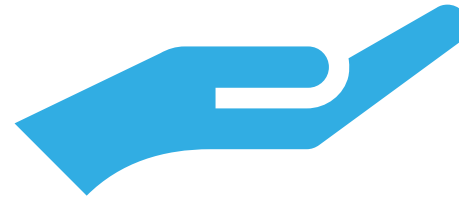
[#LiveLabs](https://twitter.com/ADEPTLiveLabs)



Briefing & support

Key points:

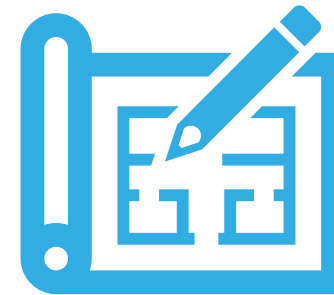
- Political champion
- Understanding of senior stakeholders
- Articulating a simple, benefits based narrative
- Engaging legal & procurement early
- Regular briefings and updates



Planning & resourcing

Key points:

- Dedicated PMO resource (inc. transformation teams)
- Not underestimating PM and other functions
- Having the time to thing
- Having wide perspectives
- Capitalise upon private sector skills
- Set clear boundaries between public / private



Legal & procurement

Key points:

- Engage early
- Don't underestimate the challenges
- Innovation is possible
- Leverage from previous solutions
- Understand pace public vs. private is very different



Roles & responsibilities

Key points:

- Clarity between partners
- Clarity within the teams
- Outcomes focus on managing technical
- Commitment to programme and partners
- Collaborative “one team” approach





Clarity of communications

Key points:

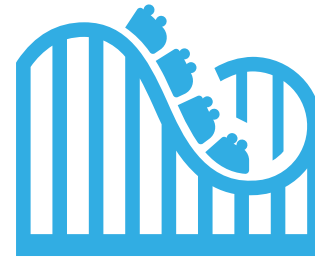
- Control, checks and balances
- Support with and beyond scheme promoter (inc. DfT)
- Consistency of message and campaign planning
- Adherence to protocols
- Comms is a key part of success



Resilience & change

Key points:

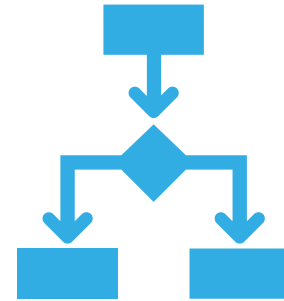
- Risk management
- Anticipating points of failure (fail fast)
- Planning for personnel change
- Managing SME change
- Scope creep and change



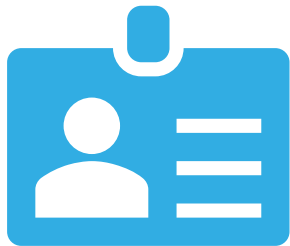
Outcomes and reporting

Key points:

- Importance of M&E
- Focusing on the outcomes & benefits
- Planning for time to evaluate outcomes
- Clarity of narrative, messaging and findings
- Share, share, share!



Thank you



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Q&A