

2nd March 2021

Annual Report of the CEO of IN4.0 with The Landing to Salford City Council

1. Operators of The Landing – October 2020

Background

A review of The Landing operations was undertaken by the City Council's Strategic Director of Service Reform and was completed in July 2020. As a result of this review, The Landing Board agreed to its recommendations which included the transfer of the operational services from The Landing to a third party operator - IN4.0 - via a concession agreement. This involved the transfer of ten employees of The Landing to IN4.0 under TUPE regulations.

IN4.0 Group officially took over The Landing's operational contract on 9th October 2020.

First six months

The first task was the development of the 'Landing 11' 100-day plan. The plan highlighted the following 11 key initiatives to focus on in the first quarter:

1. Operational systems, partners, and supplier's review.
2. ICT and infrastructure.
3. GCHQ and NCSC.
4. IN4.0 Hub and Club model.
5. Innovation and Business growth services.
6. Strategic resources plan.
7. Skills City
8. Bid opportunities, sales, and income generation.
9. Social 7 – IN4.0 Invest, Pan-northern angel investment fund network.
10. Marketing and communications.
11. The Landing Connected Cities Innovation Lab.

Community

Presently there are 14 tenants and 19 members at The Landing. Since taking over the operational contract, I have personally met with all tenants and members to review their licence to occupy agreements / membership agreements.

This led to the development of a 12- month intense Growth and Innovation programme. The new tenant package will include technology, administration, and business development support. The offer will also be integrated with the wider MCKU campus.

Sponsor Partner Charter – MediaCityUK

In December 2020, we hired a full time Innovation District Business Development Manager. She works directly with the MediaCityUK team to actively promote and secure new tenants into Media City.

Sponsor Partner Charter – The University of Salford

We have secured a partnership agreement with the University of Salford and Dr Maria Stukoff, Director of the Maker Space, is now seconded to work with us two days per week.

GMCC and The Landing – Joint Membership

The Greater Manchester Chamber of Commerce is the largest accredited Chamber of Commerce in the UK, with over 4,500 members.

The Chamber has a strong presence in Greater Manchester's ten local areas, helping its members grow their businesses through a range of services included in their membership package. Chamber membership gives businesses access to everything from business support to a huge range of award-winning international trade services.

The Landing has formed a landmark partnership with GMCC who will promote The Landing's services into their membership offerings. GMCC will engage businesses outside of the technology sector with the offering available via The Landing, with The Landing introducing the importance of GM Chamber services to technology start-ups/scale-ups within their Membership. Thus, increasing both organisations reach into new customer demographics.

Security Operations Centre (SOC) as a Service

Our aim is to create a cyber security service for the region –'SOC-as-a-Service', which will provide SME's with the critical cyber services capability to reduce their risks and enable innovation, at a cost that is manageable.

The intention is to provide a holistic service offering, utilising the collaborative strengths from key strategic partners across enterprise, innovation, SME, and academia, to provide a trusted service to SME's in the region. With the combination of digital, innovation, security and privacy expertise in one place it is hoped to reach across all 10 districts of Greater Manchester, and MediaCity tenants.

By nurturing our SME's and enabling them to grow, innovate, stay secure and remain sustainable, we are also creating a pipeline of enterprise clients for the future.

Phase 1 will launch in April 2021 and the anticipated range of services include:

- Regular updates/ assessments.
- 8/5 or 24/7 network threat monitoring.
- Virtual CISO services.
- Phishing simulation.
- Staff awareness.
- Annual pen test.
- Cyber essentials +.
- Manufacturing device vulnerability management (in conjunction with Siemens).

GM AI Foundry

The Landing and the GM AI Foundry are working together to advance tech in GM and ensure SMEs across the region have access to the latest in AI innovation.

The association between The Landing and the GM AI Foundry will include the delivery of AI masterclasses and AI innovation and technology workshops for business growth.

The GM AI Foundry, alongside the GM Cyber Foundry, will play an integral part in the Connected Cities Innovation Lab based at the Landing. This will be home to the region's SMEs to access and adopt technology with a focus on Cyber, AI, Data Science and IoT.

2. Key Achievements

Since October 2020, IN4.0 with The Landing have achieved significant new contract and partnership opportunities. These include:

- Industry partnership secured with GM AI and Cyber Foundry.
- Siemens, CGI CRC, and Cyber Foundry Sponsorship into Innovation Lab SOC.
- Landmark partnership with GMCC – Access to 4500 SMEs across GM.
- NCSC £150K Landing sponsorship secured due to be received March 2021.
- University of Salford partnership agreement – Dr Maria Stukoff.
- Peel Sponsor Charter updated.
- Raytheon Cyber Academy Sponsorship– £50K pa plus training fees.
- Niyu Enterprises Black Codher Academy (Black women only software engineering) secured.
- AWS Re-start Academy status secured.
- AI Tech North partnership confirmed with HQ and AI media channel.
- GCHQ Year 1 successfully closed out. Year 2 programme awarded with planning phase commenced.
- GCHQ NSTIx team to be based at The Landing commensurate April 2021.
- GMCA Adult Education Flexible Procurement tender resubmitted: 500K – £1m.
- FreelanceHER 100 programme launched. 109 participants with 50 participants funded by ERDF.
- DfE Digital Skills Bootcamp bid submitted for North West region.

3. 3-Year Roadmap

Our 3-year roadmap for The Landing is based around 3 key pillars:

- Skills

To build local capabilities and capacity to address job demand, Skills City will offer a unique approach to training in digital technologies.

- Innovation

To support innovation acceleration, in collaboration with government, enterprise and SMEs, through the Innovation Lab and Innovation programmes, to address industry problems and support the evolution of industry.

- Start-up

To enable local IP creation and innovation, The Landing will offer an integrated structure to harness innovation and support start up success.

This will be achieved through creating an established eco-system, including government, industry and start-ups, and each component of The Landing's offerings will interconnect to support skills growth and innovation within the region. This will be further supported by The Landing building a world leading reputation in Immersive, Data, and AI.

It is our aim to make The Landing fully self-funding by 2022 / 2023.

Core Areas of Focus

Skills City Department for Education Tender

In February 2021, The Landing submitted a £1.2 million Digital Skills Bootcamp tender to the Department for Education.

Securing the tender will enable Skills City at The Landing to train 450 adult learners over 12 months, with a commitment to 50% female learners and 50% of learners from a BAME or disadvantaged background.

The bid was formally endorsed by GMCA and the Lancashire LEP. We also secured 410 new vacancies and 51 commitments to upskilling existing staff from our employer network.

Over £1m of in-kind support was also secured to deliver maximum value.

The Skills City campus consists of training directly provisioned by two of the largest technology platforms in the world, Amazon Web Services (Cloud) and Unity (3D Immersive / Gaming), has the world's largest cyber organisation, a unique black women software engineering programme, the regions two foremost widening participation Higher Education institutions.

We have secured £100,000 apprenticeship levy transfer from Salford City Council for smaller employers to take on new hires. Amazon Web Services also committed to fund 50 apprentices from their apprenticeship levy transfer.

New Membership Packages

We have designed 6 new membership packages:

- Lounge Membership
Exclusive membership for the MediaCityUK community and Greater Manchester Chamber of Commerce member network. Access to Social7 members-only lounge and invitation to all Innovation and Business Growth events in addition to 20% discount on: Innovation Lab services and facilities; Chamber Space venue hire and Skills City Talent services. Free of charge.*
- Day Pass
Dedicated desk space on our co-creation floor, with the opportunity to book one or more desks, to suit both freelancers and SMEs. Access to Social7 members-only lounge and pre-booked Innovation and Business Growth events on day of booking. £25 + VAT for non-members. £20 + VAT for members, per person, per day.
- Club Membership (Standard)
4 x day passes per month 6th floor meeting rooms 7th Floor Business Lounge membership Access to Innovation and Business Growth events. 20% discount on: Innovation Lab services and facilities; Chamber Space venue hire; Skills City Talent services; additional day passes. £80 + VAT per month, per business.*
- Club Membership (Virtual Office)
All Club Membership (standard) benefits along with 2 x additional day passes per month and use of The Landing registered address (for business purposes). Perfect for growing teams working remotely that are yet to reach the need for a dedicated office. £150 + VAT per month, per business.
- Hub Membership (Growth Programme)
Dedicated microbusiness office space with a registered business address at The Landing. The Hub Membership (Growth Programme) is designed for start-ups in Cyber, Data and AI & Immersive & VR. 12 to 18-month incubation with staircase into MCIUK Access to Innovation and Business Growth events. 20% discount on: Innovation Lab services and facilities; Chamber Space venue hire; Skills City Talent services. £950 + VAT per month (max 4 person)
- Hub Membership (SME Partner in Residence)
Dedicated SME office space with a registered business address at The Landing. The Hub Membership (SME Partner) is designed for SMEs in Cyber, Data and AI;

EdTech; Immersive & VR and other related industries with a tech / digital focus. 6 to 12-month residency with staircasing into MCUK. Partner Charter to supporting Hub activities.

£1,800 + VAT per month (max 10 person)

Unity Centre of Excellence (CoE)

The Skills for Immersive Experience Creation: Barriers to growth in the UK Immersive Economy Report (2020) outlines a significant skills gap with 65% of companies identifying a lack of skills as a significant barrier to their individual growth as a business. 97% of the companies surveyed in the report felt that skills were missing in this sub-sector which is expected to add £62.5 billion to the UK economy and enhance over 400,000 jobs by 2030.

Immersive experience production involves creating experiences using virtual, augmented, and mixed reality technologies and the demand for real time creators is growing exponentially. The Landing's Unity Centre of Excellence creates a hub for harnessing a start-up ecosystem and accelerating industry innovation to support the growth of digital technologies across several industries.

Within the Centre of Excellence, we would look to enable:

- Building a first-class talent pipeline on Unity Skills to support industry demand and future jobs.
- Align Academic institutions with industry level training to map skill generation with industry requirements.
- Provide a route to upskilling or reskilling with Unity and provide opportunities across games, immersive and industrial careers.
- Support the generation of new start-ups and encourage innovation with Unity.
- Establish the Landing as a Beacon for the North across Games, Immersive and other industries working with Unity.

The business model:

- Unity Skills City Academy – 140 Professional Graduates per annum.
- Unity exams and certifications – exclusive 60% discount to CoE.
- Train the Trainer Academy for HE and FE.
- Graduate applied learning, placements, and Industry projects.
- Start up and Scale Up Tier 1 businesses.
- Sponsorships and Events.
- Funded programmes via Digital Catapult, Creative England, and Global Vendors.

Salford 50 Pledge

As part of The Landing's commitment to the Salford community, we will ensure a minimum of:

- 50 young adults supported into high skilled career starts.
- 50 women trained and recruited into technology and engineering roles.
- 50 new jobs or apprenticeships created.

- 50 businesses supported through membership packages.
- 50 entrepreneurs and business leaders trained.
- 50 days of mentoring into schools and community.