



Programme Overview

v1.1



Contents

3	Version control
4	Introduction & ethos
4	What we are looking for
5	Selection process
5	Funding within SIMULATE
6	What to expect
8	Evaluation
8	Location
11	Timeline

Version Control

Version No.	Completed by	Reviewed by	Version Notes
1.0	Seb Corby	Louise Clayton	Initial version
1.1	Seb Corby	N/A	Clarification around funding terms

I. Introduction & ethos

The *SIMULATE* programme aims to bridge the gap between innovative, technology focused SMEs and real-world challenges in local government infrastructure. A key problem which Staffordshire intends to address within the programme is the disconnect between an ever-maturing technology market and real-world use cases within local infrastructure. Local Authorities' are too often faced with technology for technology's sake, absent of solution and outcome clarification.

The core goals of the project are outlined below:

1. Develop a replicable methodology for engaging, incubating and piloting SMEs around outcomes in an infrastructure and mobility context.
2. Significantly increase ADEPT knowledge in the thematic areas which are developed within the programme.
3. Develop Solutions which can be effectively and immediately scaled across other ADEPT authorities upon conclusion of their trials in the lab.

ADEPT Live-Labs is all about collaboration, sharing knowledge and above all else, developing genuinely innovative, new solutions that can be scaled-up quickly and effectively across the wider ADEPT network. For potential providers, this is a game-changing opportunity to develop your solution and demonstrate your capability with the DfT, ADEPT and other local authorities watching on.

II. What we are looking for

The *SIMULATE* programme is targeted at SMEs operating around the TRL-5 (Technology Readiness Level) mark. We are on the look-out for technology that has been tested in certain environments, but now requires further evaluation within a live environment. This being said for truly innovative solutions the TRL can be flexible.

The opportunity within *SIMULATE* is about more than just funding, we are looking for SMEs that can demonstrate that the programme can make a genuine difference to them.

As part of the selection process we will be evaluating SMEs on a number of factors, primarily, each SME will be evaluated on their ability to respond to the challenges within each document and reference the material within the first part of each document.

SMEs will also be evaluated on the following factors

- Technological feasibility
- Business case & customer awareness
- Scalability of solution
- Impact of funding and match
- Innovative nature of solution

III. Selection process

Once the submission date closes, a shortlist of SMEs will be invited to a ‘Dragon’s Den’ style event. SMEs will be required to pitch in person to a panel, made up of partners and experts in both a business model and technical review.

IV. Funding within SIMULATE

Each SME is eligible to bid for up to £100k from the SIMULATE programme. Here’s how it works:

1. In the initial submission form SMEs are required to submit as detailed cost profile as possible for trialling within SIMULATE. We understand that certain details may not be available to price a trial until further site investigation or has taken place, or the solution requires some further support from the project team to generate a viable pilot design, however we are keen to understand the scope and ‘ball-park’ of the pilot at a minimum.
2. The SIMULATE panel selects successful candidates to enter the programme. Candidates may be offered all or ‘some’ of their initial funding bid – this will be made explicit in an ‘offer’ sent to successful candidates.
3. To secure the funding they have been allocated, SMEs who have entered the programme will submit a final detailed cost profile for a pilot within SIMULATE. This must be done within the first two months of the programme. We understand that some SMEs may already feel they have reached this point and if so, then fantastic, however the project team will be supporting less developed ideas in costing and designing detailed proposals if required.

What do the tiers mean in terms of funding?

Each tier recognises a stage of development and support with SIMULATE. All successful candidates given an ‘offer’ can take advantage of the 6-month incubation and support programme within SIMULATE. Submission and acceptance of the final detailed pilot design within the first two months signifies the move towards tier 2. Tier 3 does not currently affect funding within the programme.

Things to note:

- SMEs who are successful in receiving an offer into the programme are not guaranteed funding, this is dependant of their ability to submit the final detailed pilot design.
- However, the SIMULATE programme wants you to succeed, so for those that need it, you will receive support in developing this pilot – all SMEs will be able to receive the amount offered to them at the beginning of the programme.
- SIMULATE will prioritise submissions which demonstrate a high ‘return’ for the funding provided, so showing a level of ‘match’ is essential.
- Funding is delivered through completion milestones and evaluation of SMART objectives.

- This initial round of funding through SIMULATE is NOT for ‘equity’, however the SIMULATE contract denotes requirements for knowledge share and collaboration within the programme.

V. What to expect

Welcome week will start in early June 2020, with the final cohort meeting at the Keele University Smart Innovation Hub for programme introductions, mentor assignment immersion into the programme.

The support available within SIMULATE is broken down into three Tiers, while all entrants will be targeting a minimum of Tier 2.



Tier 1 – Core Incubation

Duration – 6 months from June 2020

Tier 1 represents the core support network of the SIMULATE programme, with successful entrants receiving a full 6-month incubation package tailored to their needs. This will be delivered in partnership between Amey, CPC and Keele. Entrants are invited to relocate to the new Keele University Smart Innovation Hub during this period, however this is not essential for participation in the programme. During the first two months, entrants will be supported in developing their detailed pilot design in order to unlock funding and progress to Tier 2.

The programme will include:

- Free office space within the Keele Smart Innovation Hub
- Opportunities for funded Academic collaboration alongside Keele University
- Personalised business/technical mentorship through Amey
- Local Government positioning and market entry pathfinding
- Local growth fund bid support
- Pilot planning and design support
- Bid Support for Tier 2
- SMART outcome/objective management and Demo Day

Alongside a bespoke Acceleration Programme delivered in collaboration with Connected Places Catapult including:

1.1 Business Needs Assessment

- Individual Road Map Development and Action Plan

1.2 Landscape Workshops That Will Include:

- Commercial: Public Procurement
- Commercial: Basic Legal
- Commercial: UK Tax
- Grant Bidding
- Finance

1.3 Product Assessment and Technical Development for The Live Lab Challenge And Readiness For Deployment

- Technical Development
- Commercial Validation

1.4 Live Lab Product Testing for Pilots/Trials

- Technical Mentoring

1.5 Growth Focus

- Strategic Partnerships
- Marketing
- Organisational Development

1.6 Investment Readiness

- Investment Readiness Programme

1.7 Demo Day

- Showcasing Event
- Pitching to Investors, Partners, Customers

Tier 2 – Live Trialling

Duration – up to 16 months from June 2020

Participants can progress through Tier 2 level support through a successful application for funding through the SIMULATE programme. The project team will be working closely alongside participants to design and develop pilot trials and will support in bidding for funding from the SIMULATE seed fund. Participants may also receive support in pursuing other innovation funding opportunities as part of Tier 2.

Participants who are successful in securing funding will receive project management and deployment support throughout the duration of their trial. All trials/pilots must have started by November 2020 and have finished by November 2021.

Tier 3 - Partnership and Roadshow

Participants who progress through to Tier 3 support have demonstrated successful outcomes in their trials and are ready for further piloting elsewhere in the UK or commercial scale up. A roadshow to meet prospective Local Government clients will be delivered alongside Amey.

VI. Evaluation

The SIMULATE project will incorporate the SMART approach to the evaluation of success at all levels and periods within the programme. SMART objectives are built into our project governance, with progress being monitored and evaluated on a weekly and monthly basis. SMART metrics will form the basis for our overall programme evaluation, 12-month cohort evaluation and individual SME evaluations.

Each solution brought into the SIMULATE programme, will have a set of specific SMART objectives assigned during the Programme Development Phase. These objectives will encompass the technological outcomes expected and the wider social and environmental outcomes expected from the solution.

VII. Location

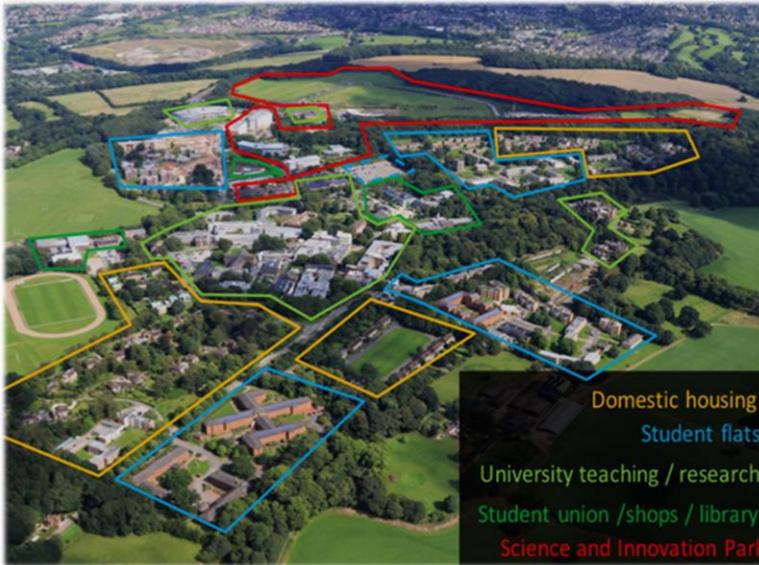
All Mobility trials within SIMULATE should aim to be based around the Keele Campus and its surrounding network. In certain circumstances, trials may be conducted elsewhere in the county, should a more appropriate location be found.

Air Quality trials will be based in one of the three Air Quality Management Areas (AQMA) found within the Air Quality Challenge document.

The project is based out of the Smart Innovation Hub located on Keele University Campus. Participants in the programme are welcome to relocate to this venue but this is not compulsory. At a minimum, participants will be expected to attend events and workshops held at this location throughout the programme.

The ***Smart Innovation Hub*** at Keele University is the focal point for the SIMUALTE programme. It offers shared office space and dedicated facilities for businesses, entrepreneurs and innovators working within the SIMULATE programme. Due for completion in August 2019, the hub forms part of the Denise Coates Foundation Building, sitting at the entrance to the Science and Innovation Park, bringing together Keele Business School, lettable incubation and grow-on spaces, a central atrium and café, and a variety of bespoke activity spaces, including a digital suite and creative Open Innovation space.

Environment and Campus



Keele lies adjacent to the M6 between Manchester and Birmingham, three miles west of Stoke-on-Trent, with easy access to the motorway and the planned HS2 Hub at Crewe. Keele is the largest single site campus in Western Europe, occupying 250-hectares of parkland. The campus itself includes staff and student housing, an established Science and Innovation Park, commercial centre, road network and energy infrastructure, as such replicating a small-town environment.

The Keele estate provides a broad range of facilities for the SIMULATE programme and its partners to take advantage of:

- Private roads, parking, utility and telecommunications infrastructure at the scale of a small town, managed by Estates Team.
- Digital infrastructure (SCADA, DEMS) to manage multi-vector smart energy (Siemens: ERDF/BEIS funding)
- Developing generation capability, with further developments under contract negotiation (5MW)
- Feasibility demonstration of hydrogen in the gas network (Hydeploy/Cadent)
- Experience of planning, health-and-safety, risk analysis procedures underpinning off-grid sustainable and smart energy
- Electric estates vehicle fleet and EV charging facilities
- State-of-the art smart and sustainable accommodation and academic buildings
- Various university lab facilities and specialist equipment and testing facilities

Alongside a raft of world-class IT and computing infrastructure:

- Research computer facilities including GPU clusters (Computer Science, Physics).
- Bloomberg Suite (Management/Business School): Open PC suite for SMEs. Real-time financial and business data and dedicated computational resource.
- Access to Siemens' smart energy compute facilities and Mindsphere platform (user access to

data). This is the existing basis of the living lab, and will be extended and developed into a virtual live lab under the current project and development strategy.

- Large screen facilities for public demonstration (simulations, etc.).
- High performance work stations to access and manipulate large scale data, extending the facilities supported by the Bloomberg Suite (SIH).
- Storage / cloud access.

VIII. Timeline

<p>February 4th 2020 Mobility and Air Quality challenges are published as part of the SIMULATE Live Lab, applications open</p>
<p>March 3rd 2020 SIMULATE networking and drinks evening at Connected Places Catapult in London</p>
<p>27th March 2020 Submission deadline for proposals to Air Quality and Mobility challenges</p>
<p>Early April 2020 Proposals reviewed and shortlisted</p>
<p>Mid April 2020 High scoring proposals are invited to present at a 'Dragons Den'</p>
<p>End of April 2020 Successful proposal owners informed</p>
<p>May 2020 Contracts signed</p>
<p>Early June 2020 Welcome Week</p>
<p>November 2020 Demo Day</p>