

SPEAKER
Becky Bradshaw



Uo
N **University of**
Northampton

Northamptonshire Innovation Ecosystem and Next Steps

Presentation to STC Innovation and Growth



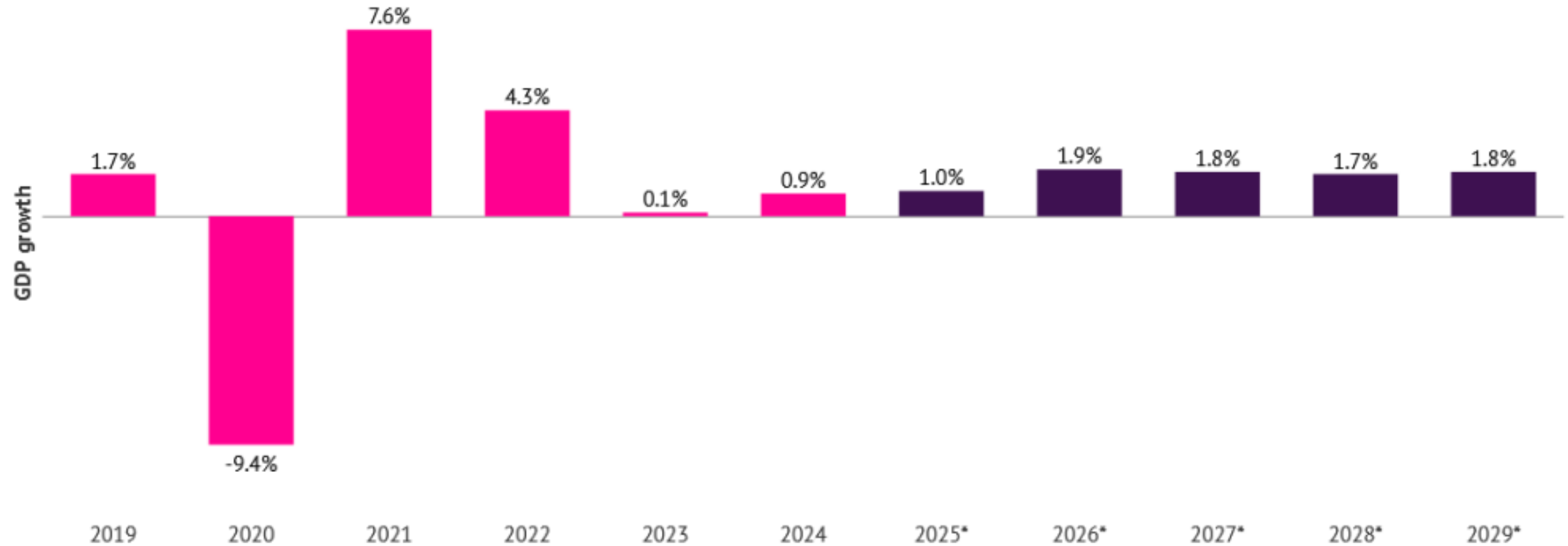
**Becky Bradshaw, Deputy Vice Chancellor & Chief
Operating Officer**

Overview



- ❑ Challenges
- ❑ Northamptonshire
Innovation Ecosystem
- ❑ Key Recommendations

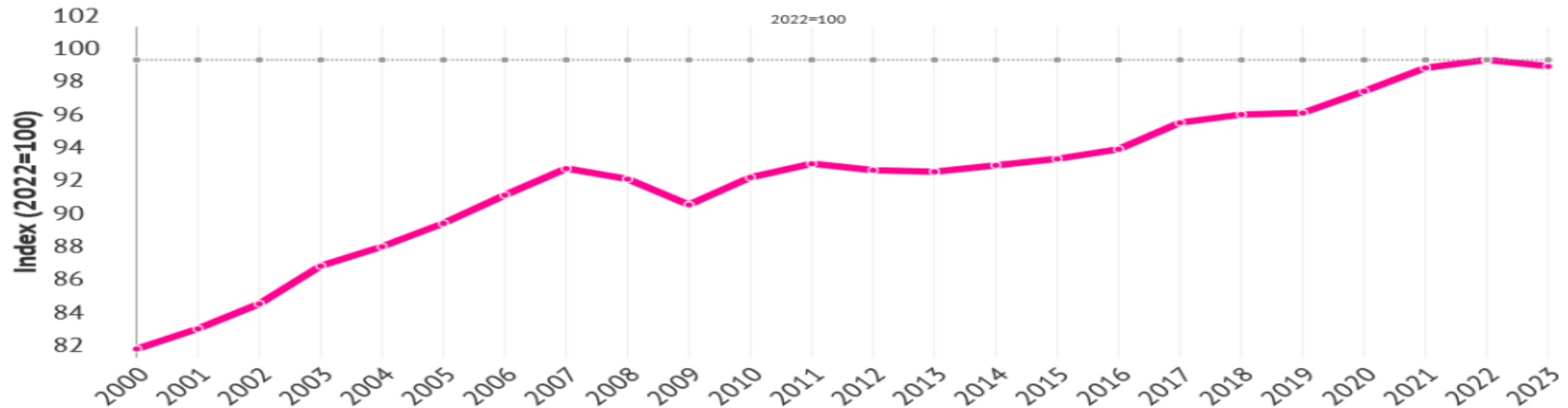
UK Economy – Limited Growth



Source: NCUB (2025) based on ONS data and : Office for Budget Responsibility

UK Economy – Productivity

Productivity per hour worked



Source: NCUB (2025) based on ONS data

Northamptonshire Context

CONTEXT



Innovation is key to the UK's economic strategy, crucial for driving growth, addressing global challenges and maintaining competitiveness in a rapidly evolving, tech-driven landscape.



Northamptonshire faces a productivity gap, with a Gross Value Added (GVA) per employee of £61,000 in 2022, compared to the national average of £68,000.



Despite a **4.6% increase in new business registrations**, the county's **startup survival rates are lower than the UK average**. 94% of businesses survive their first year, but only 37% after five years, compared to 40% nationally.

PROJECT OBJECTIVES



Create an ecosystem analysis that **comprehensively explores and analyses** Northamptonshire's innovation capabilities, resources, and potential for growth.



Create a set of **clear evidence-based and actionable recommendations** that will feed into the future economic policy, strategy, and vision for both West and North Northamptonshire local authority areas.



Help **shape the role of the University of Northampton** in supporting the delivery of the vision and associated recommendations.

Key Findings and Recommendations



Characteristics of a Thriving Ecosystem



1. Aspiration & Bold Vision



To build confidence, ambition, and buy-in with stakeholders. A unique identity and brand helps communicate the ecosystem value proposition for businesses and people. It provides a way to define near and long-term success measures and keep on track.

2. Clusters & Partner Strategy



Local leaders and developers build clusters based on the regions existing skills, infrastructure and institutional strengths of anchor organisations. Leveraging market trends strategically to support developing new value propositions.

3. Capital & Funding



Develop an integrated innovation funnel that spans from ideation, commercialisation, startups to scaleups – to attract investors, including venture capital, For example, physical spaces (hubs/accelerators) to showcase startups.

4. Talent & Community Building



A co-ordinated talent strategy and pipeline is critical for successful ecosystems. Attracting, retaining, and developing talent relies on creating relatable aspirations and the presence of appealing anchor institutions.

5. Real Estate, Infrastructure & Place Making



Building local environments including suitable commercial space for prioritised sectors, residential spaces, open public spaces, and 'place making' infrastructure where people want to work, live and play is essential.

6. Diversity, Equality & Inclusion



Successful ecosystems embrace inclusive growth, where local community building and shared prosperity is prioritised. Local leaders implement policies and initiatives that create opportunities for disadvantaged communities.

Fuelling Innovation



**Thank you for listening
– let us grow together.**