

Appendix A - Background information

Lambeth Council is procuring branding support on behalf of the Central London Innovation District partnership.

The Central London Innovation District partnership has a vision to develop:

A global quarter located in the centre of London that delivers high impact innovation, driving improvements in health and wealth both locally and globally.

To build on an initial scoping exercise we are now looking to develop a brand for the new Innovation District that can be:

- Used across a range of media; including funding applications, marketing and public events
- Easily understood by the public, clinical and other life science specialists, and other public and private sector stakeholders (e.g. Government; GLA; businesses within the life science and technology sectors)
- Creates a sense of place and destination, used for inward investment promotion purposes

Context

King's College London (KCL), Guy's and St Thomas' NHS Foundation Trust (GSTT), King's College Hospital NHS Foundation Trust (KCH), South London and the Maudsley (SLaM) NHS Trust, Lambeth and Southwark councils are working to develop a vision for the establishment of a life science Innovation District in South London, and a strategy for delivering it.

GSTT is world-famous for its pioneering excellence in the provision of integrated healthcare to a diverse population of over 8 million people. It is one of the largest NHS trusts, with over 16,000 staff, 2.5 million annual patient contacts and contracts with 130 clinical commissioning bodies. They are also supported by the Guy's and St Thomas' Charity who are dedicated to supporting the work of the Trust and others to improve health and wealth in the London boroughs of Lambeth and Southwark and beyond.

KCL is one of the top 25 universities in the world. It is research-led with over 31,000 students from some 150 countries and over 8,500 employees. It is a founder member of the Francis Crick Institute, a biomedical discovery institute, and a long-term partner for the Trust. The King's Dental Institute is a partnership between KCL and KHP and a Centre of Excellence for dental care. As well as treating thousands of patients, it trains more than 900 undergraduate and postgraduate dental students every year, making it the largest dental school in the UK, ranking 1st in the UK and 2nd in the world. KCH is one of the UK's largest teaching hospitals. We train 400 doctors, 275 nurses and 750 dentists each year, in partnership with King's College London. The hospital provides globally renowned services, including the treatment of liver disease, diabetes and sickle cell anaemia, reflecting the health problems of our ethnically diverse local community.

SLaM offers the widest range of mental health services of any Trust in the UK. Together with the Institute of Psychiatry, Psychology and Neuroscience (IoPPN) at KCL it is a world leader in research into mental illness and well-being and is the only mental health trust in the UK to have its own biomedical research centre (BRC), hosted jointly with the IoPPN, with the aim of translating scientific developments into new ways of screening, detecting, treating and preventing mental illness. The Maudsley Charity works in partnership with the Trust to promote positive change in the world of mental health. They support innovation,

research and service improvement, working with patients and families, clinical care teams, researchers and community organisations with a common goal of improving mental health.

Our vision is to deliver a globally-recognised and internationally competitive life sciences ecosystem in South East London with world-leading facilities that attract global talent, expertise and investment to keep us at the forefront of healthcare. At the heart of this vision is our Innovation District with hubs focused on MedTech (Waterloo), BioMed (London Bridge) and the Brain and Metabolism (Denmark Hill).

The District will foster collaboration between healthcare providers, public services, academia and industry across each of our hubs. Together we will promote research and funding to deliver improvements across a range of population health issues affecting neighbouring residents, generating considerable investment and employment opportunities in the process. By working together we will accelerate the development of new services, estates, and pioneering new treatments and technologies. We will create attractive commercial conditions for innovators and companies to co-locate in a growing cluster of activity. This supports our clinical and research strategy and vision for public health, to bring the best in medical expertise and innovation to the communities we serve in Lambeth, Southwark, London and across the UK. Ultimately, this will provide better health outcomes for our patients and community.

A key enabler to delivering our vision for the Innovation District is a MedTech Joint Venture(JV)that is being developed by King's Health Partners. As the first MedTech Accelerator in the UK the JV will combine world-leading clinical and research expertise in a corporate structure to assist MedTech entrepreneurs from proof of concept to exit. Its scope however goes beyond seeding start-ups, incubating and accelerating, to enabling agile partnership with small, medium and large commercial tech and pharma companies. A recent branding exercise has been completed and will be provided to the successful bidder for consideration as to how it will link and align with the overarching branding for the Innovation District being procured here.

In addition to the formal academic and clinical assets owned by KHP there are also a number of related cultural institutions, including the Science Gallery; Life Sciences Museum; Old Operating Theatre; Royal Pharmaceutical Society Museum; and the planned move of the Florence Nightingale Museum. Southwark Council and Team London Bridge have worked together with these stakeholders to develop an initial vision for a formalised partnership to create a medi-cultural district that celebrates over 700 years of scientific, healthcare and wellbeing innovation. A copy of their visioning exercise will be provided and should be considered in relation to the development of the wider brand.

Background

NHS and healthcare challenges

The whole of the NHS is facing unprecedented change and financial challenges. Lambeth and Southwark face challenges around an ageing population and an increasing prevalence of long-term conditions such as diabetes, mental illness, obesity and heart disease, all of which fuel a growing demand for health and social care services. With so many things competing for funding it's important to find innovative ways to intelligently invest in the facilities and services our patients, staff and community deserve.

Industry

The UK life sciences sector is soaring; with record turnover of over £70 billion and SMEs accounting for 82% of businesses and 24% of all UK life sciences employment.

The life sciences sector has hitherto been underutilised and underexplored as an opportunity for growth and investment in south London. There is huge untapped potential and, while we lead in healthcare and research, collectively we have not yet harnessed the commercial opportunity to attract key industry partners to the area. Great places and spaces attract talented people and investment. As a major contributor to the UK's Life Sciences Industrial Strategy, our plan will keep us at the forefront of global healthcare and life science innovation. Creating a nationally significant new life sciences innovation district will improve the health and well-being of millions of patients, as well as generating a £36.7 billion economic impact and more than 60,000 full-time jobs by 2050. With the right strategy we have an opportunity to create a virtuous circle of growth and regeneration that can also help us tackle wider issues, including intelligent use of design to reduce our environmental impact and carbon emissions. The Innovation District benefits from four Business Improvement Districts (South Bank; We are Waterloo; Better Bankside; and Team London Bridge). These business partnerships are integral to creating a business and investor friendly environment and are key stakeholders to this work.

Key development projects

The forthcoming Royal Street development with Stanhope, Baupost and Guys & St Thomas Charity is a flagship programme of the Innovation District, creating a new MedTech hub in Waterloo. We're creating the right environment for leading industry partners, start-ups and spin outs, academics, clinicians, patients and community groups to participate in this burgeoning life sciences ecosystem. We will create attractive commercial conditions for innovators and companies to co-locate amongst the expertise of St Thomas' hospital and King's College London. We will be trialling pilot programmes in employment and skills to bring new learning and work opportunities to residents. We will inspire our young people to seek careers in life sciences and breakdown barriers to entering the sector. All of this will underpin Royal Street's offer as a cluster situated amongst world class teaching and healthcare right next to the decision-making powers of Westminster.

HABLab is a planned redevelopment on the Guy's campus which will link into the wider Medi-Cultural quarter. HABLab will provide a home for KCL's Health and Arts and Bioscience students. It will unite and reinvigorate a collection of disparate spaces in the Hodgkin building to realise the potential for these spaces and provide a unique opportunity to open an extraordinary collection of human and animal artefacts to the public. The project will provide a platform for public integration, including lecture space, student curated exhibit space, school outreach and conference space in an environment that promotes the importance of life sciences.

There are several other development projects in the pipeline across all three of the Hubs, including the London Institute of Healthcare Engineering on the St Thomas' Hospital campus.

Our vision

We cannot deliver this ambition alone. Patients, people and partnerships are at the heart of everything we do. We will involve staff and patients in all activities, at every stage of this long-term programme. And we will develop and grow strong relationships with health and academic partners, life science businesses, investors and other commercial partners.

Our objectives are to:

- Bring together the many local partners through a single consistent voice to promote the Innovation District and its geographical hubs
- Modernise NHS estates and enable innovative working practices to meet increasing patient and community expectations in the face of rapid new technologies and clinical innovation
- Partner and collocate with industry to develop lasting relationships, attracting world class research, funding and investment to support affordable delivery in healthcare for the NHS
- Become a key focus for the UK's Life Sciences Industry by improving adoption of innovative treatments and technologies for the benefit of patients, the local population and globally
- Actively engage with our diverse local population to improve health and address inequalities through new education, training and employment opportunities within life sciences
- Focus on developing novel diagnostics and treatments which allow tailored approaches towards complex illnesses and chronic diseases, leading to real transformation in the lives of the local population with potential for global impact
- Encourage collaboration between students and staff across all partners to improve access to diagnosis and treatment

Stakeholders

The key stakeholders to be engaged are:

- Guy's and St Thomas' NHS Foundation Trust
- Guy's and St Thomas' Charity
- Kings College Hospital NHS Foundation Trust
- King's College London
- Lambeth Council
- South London and the Maudsley NHS Foundation Trust
- Private sector partners including industry collaborators (with universities) and developers (e.g. Stanhope; Baupost; Sellar).

The audience will include all those who live, work and visit the area, as well as regulatory agencies and government bodies. This includes but are not limited to:

- Clinicians
- Academics and students
- Local community
- Community interest groups
- Patient representative groups
- Employment and skills providers
- Government and regulatory agencies
- Potential funders
- Life Sciences, MedTech and wider tech companies
- Potential commercial tenants, e.g. academic spinouts, start-ups and scale ups
- Universities, Higher Education and Further Education providers
- Councillors and relevant Cabinet Members of local authorities

Scope of Services

With regards to the current global focus on life sciences and medical innovation it is important that this work is completed at pace. This will allow us to start promoting the vision and maximise potential investment opportunities. We require following outputs from the selected provider:

- 1) Review of the documentation developed to date for the Innovation District, including consideration of the recent branding exercise for the MedTech JV and the Medi-Cultural vision in relation to aligning it with the Innovation District branding
- 2) Meetings with stakeholders to collate understanding of the Innovation District
- 3) Refinement of brand name, strap line and descriptors
- 4) Options testing with audience
- 5) Visual brand identity e.g.: clear messaging and signposting; application of the brand - including colour palette, logo and creative direction; incorporation of strap line; vision statement/descriptors.
- 6) Phase one assets to include presentation template and guidelines, event invitation template; holding page website
- 7) Brand guidelines
- 8) Template documentation, e.g. newsletters, presentations etc
- 9) Recommendations on brand deployment

A second phase may also be considered as the Innovation District develops. This may include development of a communications plan; suggested channels; full website and other materials.