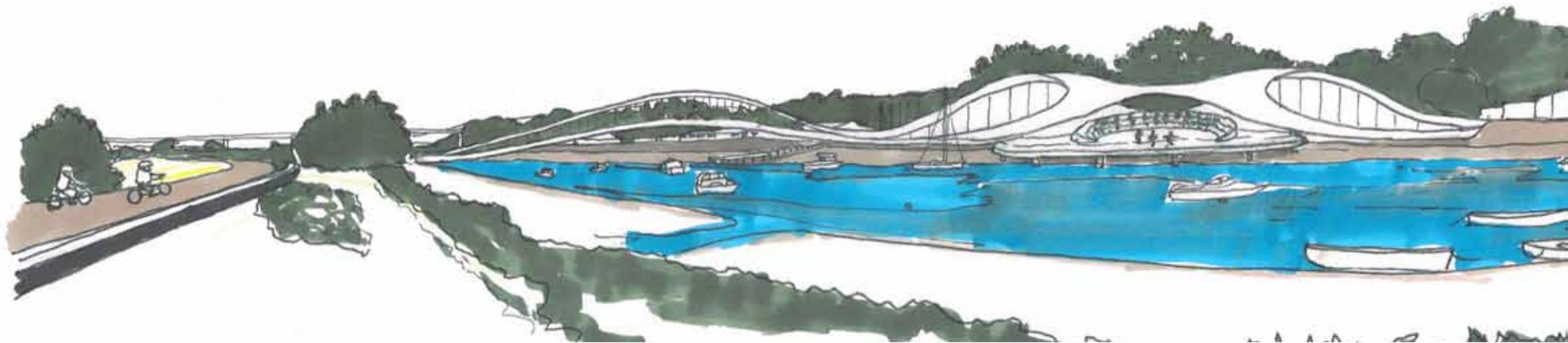


# SMART INNOVATION HUB

UNLOCKING THE ECONOMIC AND SOCIAL BENEFITS OF TECHNOLOGICAL AND CULTURAL CREATIVITY IN WADEBRIDGE



DISCUSSION DOCUMENT

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## I SUMMARY

Smart Innovation Hub (SIH) is a business acceleration facility with high connectivity designed to capitalise upon Cornwall's innovative role in establishing those technical and commercial opportunities that follow from the adoption of smart distributed systems, and which underlie the development of local energy markets (LEMs) in Cornwall and beyond. SIH incorporates an integrated creative and cultural offer which is central to its purpose and sustainability. SIH will be linked to the proposed European Centre for Smart Energy Research, Testing and Standards. SIH's international reach builds upon its role as a catalyst, driving innovation and growth within Cornwall for both LEMs and the broader knowledge economy. SIH provides a vehicle to unlock these social and economic opportunities through the unique opportunity provided in Wadebridge to pioneer a replicable and scalable model for Cornwall's local energy economy.

WREN is already collaborating with key market participants in scoping priority areas to develop a local energy market test-bed in the town of Wadebridge. WREN's core activities have developed a strong and well-developed platform over the last few years, which have already added some £1m per annum to the local economy – see [www.wren.uk.com](http://www.wren.uk.com)). The project outlined here places this collaboration with Falmouth University and Cornwall College in an unique position to use the SIH to create new high value jobs and models to retain and capitalise upon the annual energy spend in our communities (which equates to over £1.5m/annum/1000 population). The returns upon this investment will be much more broad ranging than 224 new jobs estimated within the Smart Cornwall evidence base.

The SIH consists of two major investments:

1. The first investment is in a multidisciplinary team of local partners and industry experts to match fund this programme and to contextualise the opportunity, roll out pilots and create a replicable and deliverable market-ready model. At the heart of this investment is the requirement to work with the local community, local business as well as wider industry and policy makers to create a sustainable, replicable business model.

2. The second investment is a physical space in which inward investors, local business and community organisations can collaborate with each other and draw in members of the public. Whilst this will come on-line sometime after the core team is in place, this facility is critical for ensuring the long term

commitment of project partners, and a legacy from which to continue growing beyond the EU programming period.

Both the capital and revenue elements of the SIH are delivered with a range of local and commercial partners to ensure that the early investment creates a long-term self-sustaining financial model. Legacy is at the heart of the wider development of a LEM in Wadebridge, and SIH provides the tools to achieve this within this locality and elsewhere. The SIH addresses a major gap in one of the fastest growing global markets, through providing a space for industry to work with the public and policymakers. This will lead to the creation of new locally developed products, services and market models, all of which will be applicable to the wider global marketplace.

SIH will integrate smart energy developments with emergent digital economy initiatives, as well as historical and contemporary cultural activities. As such SIH will be an internationally leading demonstrator of smart technology integration with the digital delivery of cultural content. The potential value of technological innovation to Cornwall's economy and well-being cannot be achieved without the public engagement role that is inherent in SIH's design. SIH is thus built upon three foundations:

- Developing the technological, organisational, financial and social infrastructure for localising aspects of Cornwall's c.£1bn annual energy economy provides an unique opportunity for an economic transformation of Cornwall which will be as internationally significant as Cornwall's first industrial revolution.
- Smart solutions cannot achieve their full potential without the active participation of the population; the development of business models and skills deployment encompassing community uptake is therefore as much a focus of SIH's contribution as the technology.
- The focused creativity of SIH's technological and digital economy contributions will be enhanced by an advanced and dynamic arts and cultural eco-system being core to the development, not an added extra. The GVA of UK's creative industries has increased by 15.6% since 2008 against a baseline increase of 5.4% for the UK economy as a whole, and SIH is a component of Cornwall's purpose in developing this sector. The digital creative sector is anticipated to continue to be a major growth sector in the region and nationally in future years. (Creative Industries Economic Estimates, Jan 2014 DCMS)

*'When sowing seed for a future harvest, the ground needs to be well prepared. Wadebridge has, through WREN, culturally embraced and actually engaged with the challenges the future may throw up and created the climate that makes the Smart Innovation Hub the natural evolution of this special place. I cannot think of a better or more appropriate place in which to create an engine for change...this is no industrially faceless basket case seeking regeneration funding as a last desperate throw of the dice...this is a considered, strategic and appropriate community that has a vision for the future and the track record to show it has the tenacity and will to nurture it to success.'*

**Sir Tim Smit**

## 2 SMART TECHNOLOGIES AND THE GLOBAL CONTEXT

Cornwall seeks to offer its people and its environment the benefits of truly sustainable development, and so restore the international reputation for excellence and innovation that characterised other periods of Cornwall's economic history.

With global population predicted to meet 9 billion, and over-usage of non-renewable natural assets, there is an increasing focus upon approaches that reconcile sustainability and well-being, for example, by using and developing Smart technologies. Cornwall has positioned itself to offer internationally significant contributions to this task. SIH is a key component of this new growth engine for Cornwall.

The basic feature of a Smart Grid is the integration of information and communications technologies (ICT) with the power system. This distributed grid architecture permits a more efficient energy system, but also empowers individuals – as well as communities and the local economy.

SIH can be expected to succeed in an area not currently central to the conventional energy economy **because of** rather than **despite** its siting.

The transformative opportunity offered by these technologies to a geographical area that has appeared economically peripheral is summarised as follows:

'The principle driver of our modern economy today is the unrelenting march of technological progress pushing ever more computing and communications capability, and now energy production technology, out to the individual residential or business consumer on the edges of our networks...bringing to market a never-ending line of products and services based on incremental advances that empower the edge.'  
Caravallo and Cooper, 2011. The Advanced Smart Grid: Edge Power Driving Sustainability. Artech House.

SIH is an expression of that empowerment.



## 3 ROLE OF SIH WITHIN CORNWALL'S AMBITIONS

The overall direction of travel is clear:  
"Cornwall will take advantage of its unique geography and climate, utilising these natural resources for sustainable community and economic gain. It will become an industry leader in environmental technologies, internationally renowned for its world class research and resilient to rising energy costs."  
<http://www.cornwall.gov.uk/green>

Cornwall thus intends rapidly to transform its economy through strategic investment, whilst nurturing the social and physical fabric that makes it special. SIH is designed explicitly to fulfil the Cornwall and Isles of Scilly Local Enterprise Partnership's (CIOS-LEP) vision by providing a platform:

"where businesses and individuals can work as communities and thrive to reach their full potential; confident, outward looking, connected to each other and to the world."  
[http://www.cornwallandislesofscillylep.com/assets/file/LEP\\_Strategy\\_Document\\_2012-2020.pdf](http://www.cornwallandislesofscillylep.com/assets/file/LEP_Strategy_Document_2012-2020.pdf)

SIH's purposes accord with key CIOS-LEP Priorities:

- Inspiring businesses to achieve their national and global potential
- Creating great careers here
- Creating value out of knowledge
- Using the natural environment responsibly as a key economic asset.

The Smart Cornwall Programme has the ambition to develop the UK's first fully integrated smart energy system, providing new high value jobs, creating wealth and opportunities for future generations and leading the way into a prosperous, resource efficient future.

SIH has a particular role within the overall framework of Cornwall's emerging smart sectors that include the European Centre for Smart Energy Research, Testing and Standards, and the proposed network of specialist new innovation and commercial space through initiations such as the Penryn Innovation Park and Fibre Park. The pathway for technology development begins with concept design and prototype development - whether within Cornwall's universities or internationally - but must also encompass the commercialisation of innovation, adoption by engaged businesses and communities, incubation of new start-ups and collaborative businesses, as well as workforce skills development. SIH would contribute primarily to these latter tasks.

*'SIH will bring cutting-edge employment and commercial opportunities, as well as public use and accessibility, to an area of river frontage that was of historical commercial importance, but which has been allowed to fall into dereliction. SIH will be a catalyst for reinstating Wadebridge's historical role as a centre for innovation. This development has had strong public support within the development of the Neighbourhood Plan, and looked at holistically will provide a catalyst for both local low carbon housing and other developments, as well as a wider stimulus for Cornwall's low carbon future. There could be few better examples of investments that would transform the economy and well-being of an otherwise underinvested part of Cornwall.'*

**Stephen Knightley, Cornwall Councillor for Wadebridge East.**

*'As the Managing Director of one of Cornwall's fastest growing SMEs in the renewables field, I am aware of the potential scale of this sector. We therefore need to gear up to exploit these opportunities. The Smart Innovation Hub will be a key component in Cornwall securing internationally recognised standing in this field, with the commercial opportunities that that will bring to companies like Clean Earth.'*

**Dean Robson**  
**Managing Director, Clean Earth**

*'Spinetic Energy Ltd is pioneering a number of novel applications that will both expand the use of renewables and reduce energy costs. SIH would provide an ideal base for this work'*

**Gage Williams**  
**Chairman., Spinetic Energy**

SIH will therefore enable a number of CIOs-LEP outcomes, including businesses taking full advantage of leading edge knowledge and turning it to commercial advantage. Areas to be addressed include:

- Smart grid and smart energy product development
- Community energy management systems, including apps
- Systems integration capability – smart grid and smart communities
- Advanced renewable technologies
- Energy efficiency systems and products
- Growing national and international credibility for Cornish businesses in key global market sectors, such as renewable energy and digital and creative industries
- Enabling effective linkages between growing SMEs and leading multi-nationals (e.g. IBM, Hitachi, etc.) on 'home turf' - vital to develop a successful and vibrant start-up and high-growth environment
- Leading-edge projects and infrastructure that companies can engage with quickly – reducing costs and development cycle times – speeding time to market for new products and services. This could include a shared 'smart energy reference platform' that businesses could use to develop and test new applications against before trialling in the real world.
- Quality work space and infrastructure available for growing businesses to expand into and cluster
- Provide a centre for non-Cornish companies to establish project teams or satellite offices and employ staff within Cornwall (e.g. UK 'Tech City' companies engaged in smart projects in Cornwall) – attracting key skilled workers with an excellent working environment and culture

- Development of strong research links between our exceptional academic institutions and the business community particularly our micro and small enterprises – including rapid and efficient access to design and development expertise. The close partnership with the Penryn university campus as a knowledge hub is critical to this in facilitating access to specialist capabilities including digital technologies, sustainable design, behavioural and experience design, environmental sustainability, renewable energy, creative content generation and distribution.
- Develop and deliver an appropriate and effective workforce skills development in these novel sectors
- Drive the convergence of technical, design and behavioural expertise that is critical to success in future smart digital industries, for example through links with AIR
- Establish a unique physical presence to host visits and collaborative activity with global customers / supply chain partners, which is innovative, leading-edge and uniquely Cornish.

This opportunity is to develop an economically sustainable, world-class facility that intertwines the key strands of Cornwall's future: economic enhancement through its global reach, incubation of new businesses and development of new business opportunities, whilst simultaneously providing a catalyst for enhanced local well-being through its social and cultural and offerings.



## 4 DEVELOPMENT

### 4.1 CORE CASE

The global Smart Technology market is potentially very significant, but market penetration to date has been modest.

The Smart Cornwall programme has attracted international support and recognition and is a key element of Cornwall's USP and its aim to lead global innovation in this sector.

This is supported by:

- Some of the most favourable renewable energy resources in Europe
- Advantageous commercial and policy environment for growing innovation
- Funding that permits substantial investment in smart energy technologies
- Cornwall has the best Superfast connectivity of any rural area in Europe
- Engaged communities.

Cornwall is especially well positioned, as the potential value of smart technologies is determined by public and commercial engagement. It is noteworthy that the Wadebridge Smart Grid pilot has already brought together leading industry experts and academics to develop globally pioneering innovations both in relation to technology, and in community adoption and acceptability. A key aim of SIH is to grow this necessary engagement.

The early roll-out of Superfast Broadband (SFBB) - essential for the operation of Smart technologies - has made Cornwall the best-connected rural region in Europe and amongst the best in the world. SIH and related fibre enabled projects will be important in ensuring that the advantages of early adoption and investment are not lost through delays in exploitation.

This is also essential to mitigate the risk that 'test bed Cornwall' does not retain the IP from growing Smart technologies, as well as economic value locally. It is essential to up-skill communities and businesses, so they may become active participants in the energy economy and develop innovative local energy markets. Over 10% of businesses in Cornwall and the Isles of Scilly have the potential to move into the smart energy sector (Smart Cornwall Evidence base report. RegenSW October 2013).

It is also noteworthy that over thirty significant companies in the sector have offered to assist in the design of the Smart Cornwall programme, an indication of the potential Cornwall in general, and SIH in particular, to attract interest, although this potential will be a key factor to test during the feasibility study. The Smart Cornwall evidence base estimates that SIH would result in 224 new jobs (160 direct and 64 indirect).

*'Cornwall in general, and Wadebridge in particular, are perfectly placed to show the world what a decentralised energy system powered mainly by renewable sources looks like. The Smart Innovation Hub will provide a perfect home for the companies that will be at the heart of the coming energy revolution in Britain.'*

**Jeremy Leggett**

**Founder and Chairman of Solarcentury,  
and author of "The Energy of Nations."**

### 4.2 INNOVATION, IMPLEMENTATION, ENGAGEMENT AND WORKFORCE DEVELOPMENT

The strategic aim of the Smart Innovation Hub is growing Cornwall's economy, leading to the creation of new jobs in high value business sectors, and wider social benefits.

The term Smart Ecosystem is often used to highlight the interdependence of energy and communications systems and the potential links to other functional benefits of smart technology – for example in health and well-being, transport, business processes and education. Smart Innovation Hub takes a unique approach to making a growth strategy operational by drawing together three key economic activities in Cornwall: Smart technologies, digital communication systems and content, cultural and creative opportunities.

SIH will integrate smart energy developments and emergent digital economy initiatives with a vibrant, high-quality, digital creative content and cultural programme. As such SIH will become an internationally leading demonstrator of smart technology integration, including the digital delivery of cultural events. The relationship between these three areas is highly complementary and self-supporting.





In addition to the development of novel approaches to energy management, SFBB and smart technologies support the digital media economy. Digital media economy tools, services and modes of distribution link with cultural activities to generate and deliver digital content, iteratively and interactively with users. SIH's excellent connectivity and band-width will mean that digital media activities currently concentrated elsewhere in the UK will be able to prosper as effectively in Cornwall.

Arts and culture should be positioned in the bid as integral to the means and methods of the project as it is established and as it moves forward to a point of longer-term development and sustainability.

Cultural activities such as music, dance, theatre, performance, and digital culture will provide content for distribution via the SIH alongside data handling and enhancement of wider business processes. The distribution of culturally stimulating content in a 'one to many' model using the latest digital means will globally connect Cornwall to high value consumers. It will raise awareness internationally of the future-orientated technology, cultural events and creative practice developing in a Smart Cornwall.

The three complementary areas will ensure SIH becomes a key R&I environment for companies within and without Cornwall. With their engagement, business outreach and networks, SIH will act as a stimulus for Cornish business start-ups in the three areas. SIH's model mitigates risks, as they are distributed over the three areas, each having the potential to be self-sustaining.

## 4.3 PARTNERSHIPS

A partnership has been agreed between Wadebridge Renewable Energy Network (WREN), the Academy of Innovation and Research (AIR) and The Academy of Music & Theatre Arts, both of Falmouth University, as well as with Cornwall College.

The partnership is ideally suited to developing the SIH and its job creation ambitions based upon the three areas of economic growth:

- Falmouth University is committed to cultural (AMATA) and technical research development, business growth and innovation (AIR)
- WREN provides an interested and engaged community, working together to drive research and system service experiences
- Cornwall College offers workforce skills development in the low carbon sector.

This partnership recognizes the broad and interconnected nature of SIH and actively seeks additional partners from the public, civic and private sectors.

Central to the success of SIH is the involvement of Wadebridge Town Council, Cornwall Council and businesses' active in ICT and Smart developments. These bodies alongside others, such as the Wadebridge and District Chamber of Commerce are welcome partners.

### 4.3.1 FALMOUTH UNIVERSITY

Falmouth University offers creativity and a significant research and development capacity to the project. As the largest specialist creative industries university outside of the London area with over 4,000 active students and staff, the university has a wide range of courses that can support SIH, including; Sustainable Product Design, Graphics, Digital Games, Media, Creative Advertising and Architecture. In addition to this offer Falmouth's Academy of Music & Theatre Arts adds to Cornwall's cultural heritage and SIH by both creating and disseminating performance based works in music, theatre and dance.

AIR's research, business development and engagement with the community is built upon its core themes of Sustainable Design and Digital Economy. These two areas are central to SIH's design, development and implementation. A key feature of AIR's agenda is the stimulation and use of new market-led innovation models that facilitate the incubation of new high growth businesses. An example of this is the Alacrity Falmouth graduate entrepreneurship programme in partnership with the Alacrity Foundation, where the initial focus is on incubating new businesses in digital domains such as games and interactive media. However, going forward the Alacrity innovation model will be applied in new technological domains such as smart energy, smart homes and digital applications.

AIR has numerous projects that complement SIH such as 'Bespoke', an RCUK consortium of 25 researchers, 5 universities and 30 private/public partners. The project involves digital systems and devices to increase social inclusion and improve lives. Another, SuperFast Broadband (WREN, BT) for low carbon living can already be viewed as having a place within SIH.

AIR also provides the opportunity and experience to access a wide range of enabling funds through research councils such as the Arts and Humanities Research Council (AHRC), The Engineering and Physical Sciences Research Council (EPSRC), NESTA, the Technology Strategy Board (TSB) and the EU Horizon2020 programme.

*'Members of Wadebridge Town Council were impressed with the recent presentation by Falmouth University in relation to the proposed Smart Innovation Hub. History has proved that Wadebridge has always embraced innovative ideas and the Town Council eagerly awaits further details of this project which will provide a strong platform for the next generation.'*

**Cllr Tony Rush**

### 4.3.2 CORNWALL COLLEGE

Cornwall College supports the ambition of the Smart Cornwall Programme to develop the UK's first fully integrated smart energy system. In support of this ambition, and as a member of the Smart Cornwall steering group, Cornwall College will drive the development and delivery of an appropriate and effective workforce skills development plan. This will be partially achieved by working in partnership with the SMART Innovation Hub and its associated businesses in order to raise awareness and increase take up of STEM related training, further and higher education, and apprenticeship and traineeship programmes, in particular in the areas of energy efficiency, renewable technologies, and the digital and creative industries.

The College also envisages the possibility of renting space in the centre in Wadebridge as a base for some of its business-facing activities. For example, Cornwall College provides Business Innovation Services in Marine, Food Processing, Environmental, and Engineering for which the SMART Innovation Hub could provide an appropriate alternative base in the north of the County.

### 4.3.3. WREN

Wadebridge Renewable Energy Network (WREN) is a not-for-profit co-operative working to develop a replicable model for reinstating the economic underpinning of Cornwall's market towns through the medium of distributed energy systems and the adoption of smart technologies. WREN is thus pioneering the development of local energy markets whereby elements of a population's energy spend (in this case £13.8m per annum) and the concomitant value of energy services are localised.

WREN has over 1000 members, and has made substantial progress in the local adoption of low carbon options through its procurement systems for energy efficiency measures, micro-generation, and renewable heat. WREN redistributes income through its community fund, and is extending its focus upon energy towards those wider aspects of well-being that are core objectives of the "Smart Market Town".

WREN's activities have already added some £1m per annum to the local economy, and facilitated annual carbon savings of some 2000 tonnes, and impact is now accelerating. WREN is now forming the Wadebridge Energy Company to provide cooperatively owned generation capacity at scale, and offer a preferential local tariff.

WREN is working closely with wider Cornwall initiatives, especially those led by Smart Cornwall, Green Cornwall,

CIOSLEP, CIOSLNP and CHWB, and has been recognised through a wide range of local, regional and national awards (e.g. Best Community Initiative SW Green Energy Awards 2011, Best Third Sector Business in the Cornwall Business Awards 2012, Best Community Renewable Energy Scheme Cornwall Sustainability Awards 2013, Best Individual Leadership - WREN Technical Director - Cornwall Sustainability Awards 2013, Sustainable Energy Champion - WREN Chair - SW Green Energy Awards 2013, Ashden Award 2013.)

*'Ashden was pleased to recognise WREN's achievements in demonstrating the multiple local benefits that community energy brings through owning local energy supplies at the same time as bringing communities closer together. At Ashden we are also focused upon the wider economic opportunities that come from the sort of decentralised arrangements that WREN and other community energy groups are pioneering. The Smart Innovation Hub is an excellent example of the ways that market towns can seek to recreate a resilient future by building upon the benefits of harnessing and managing local renewable energy.'*

**Simon Brammer**  
**Ashden UK Programme Manager**



## 5 ACTIVITIES

Indicative areas of SIH activity that encapsulate the Smart Grid, Digital Economy and Contemporary Culture are highlighted below. It should be noted that these areas are interconnected and will be prioritised as the project evolves, in detail, against CIOs-LEP Priorities and resources made available. A persistent feature will be to drive innovation and the development of new commercial opportunities and incubation of new businesses.

*The Rt Hon Edward Davey MP  
Secretary of State for Energy and Climate Change  
signs up as a member of WREN*



### 5.1 SMART GRID SYSTEMS AND SERVICES

#### Smart Energy

- Smart Grid home controls and interfaces (e.g. metering and guidance systems)
- Smart energy management systems (incl. demand response, demand shifting, load levelling)

#### Systems and Services

- Integrated e-health and well-being systems
- Remote building management & optimization
- Local transport applications
- Logistics and retail applications
- Behavioural change for low carbon living and practices
- Digital crowd-sourcing for community empowerment
- Local food and consumption applications
- Sustainable tourism

#### Research and Development

- Rapid prototyping and product development facilities
- Research into approaches to accelerate the adoption of smart technologies
- Collaboration and joint-bidding support (e.g. AHRC, EPSRC, NESTA, TSB).
- Modelling and evaluating the economic & social benefits of smart products and services

### 5.2 DIGITAL ECONOMY

Activities to enable digital culture include:

- Research in digital culture, interface design and digital games
- Ambient Computing and Cognitive Environments
- Tangible, haptic and embodied Interfaces
- Ubiquitous computing and architecture
- Innovative interfaces with contemporary arts and crafts
- Pervasive Media
- Interfaces for dance and theatre
- Networked performance and co-production (V-Connect)
- Motion and gesture analysis, augmented Reality
- Remote educational delivery (for example, University of the Village)



## 5.3. CONTEMPORARY CULTURE

The approach to arts and culture will include ideas of entertainment and the 'extra-curricular', but also extend well beyond such normative arrangements to consolidate a genuinely interdisciplinary and holistic proposition that understands the co-dependence between progressive and empowered communities, the 'hard-tech' / fast growth end of the creative industries, liberal arts education (in the broadest sense), and a context in part defined by the presence and integration of contemporary and interrogative arts and cultural practice.

AMATA, a leading academy of artistic performance will provide high quality content and experiences, both live and via the digital broadcast means, including:

- Music
- Theatre and Production
- Popular Music
- Dance and Choreography
- Music Theatre
- Creative Music Technology
- Local performance space
- Activities for young people

SIH may also draw upon other feeds such as the EDEN sessions to broadcast nationally and beyond. The best of performance may be broadcast to the tourist outlets in Cornwall to promote cultural tourism, and build upon the legacy of painting and ceramics in the county, whilst bringing new creative industries in Cornwall to the fore.



## 6 SITE

A suitable site is being examined that has two key attributes: a riverside position that will attract both commercial occupants, as well as local use (Wadebridge, oddly, turns its back to the Camel - a riverside facility would attract general socialising, as well as audiences, aiding local social solidarity); the site is owned by Cornwall Council, which may facilitate the development process.

This auspicious riverside site, close to the town centre, is important in two respects: globally it amplifies the business case for occupancy of SIH by offering a highly desirable place to work; locally SIH amplifies an already active cultural scene, with a receptive permanent and visitor population. However SIH is not site-specific. Should this particular site prove problematic, alternatives can readily be found.

*'The Smart Innovation Hub offers a unique economic opportunity for our town and for Cornwall. It will offer younger people in Wadebridge and more widely, an opportunity they may well have had to leave Cornwall for before. It is an excellent idea with huge potential.'*

**Scott Mann**

**Cornwall Councillor Wadebridge West.**

*'The Wadebridge Smart Innovation Hub is a potentially transformational initiative to seize the opportunities from a global shift to a smarter energy system in order to drive innovation and growth within Cornwall.'*

**Merlin Hyman**

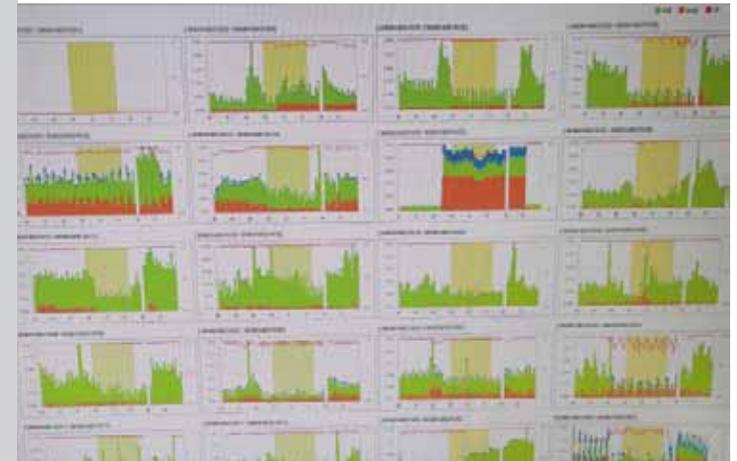
**Chief Executive, Regen SW**

## 7 BUILDING

The building design of the Smart Innovation Hub will be driven by its operational remit - smart technologies, digital communication systems and content distribution – as well as its role in nurturing cultural and creative opportunities.

A full and comprehensive consultation on the design specification of the build requirements, user needs, and business and community fit will take place within the agreed budgets. Some preliminary design requirements can be anticipated from this process:

- Flexible spaces within and outside the building envelope that are integrated and spatially configured to work with one another, enabling dynamic use of space based on ad-hoc needs.
- A design that reflects the highest energy standards of zero to negative carbon for building running costs (e.g. Certified Passivhaus).
- Essential digital technologies procured against highest standards of energy performance and certificated product profiles.
- Digital infrastructure installed that is specified as far as reasonably possible with future proofing, and scalability in mind.
- A built environment and digital technologies that are designed to support access for all throughout, and enable cultural developments and events.
- A building that encourages interaction between the social, cultural and commercial.



## 8 PROGRESS

Broad agreement has been reached that SIH offers opportunities consistent with Cornwall's development policies: it provides global economic reach, while enhancing key aspects of place. Cornwall Council has therefore been working with Cornwall Development Company to examine the relevant economic and logistical issues.

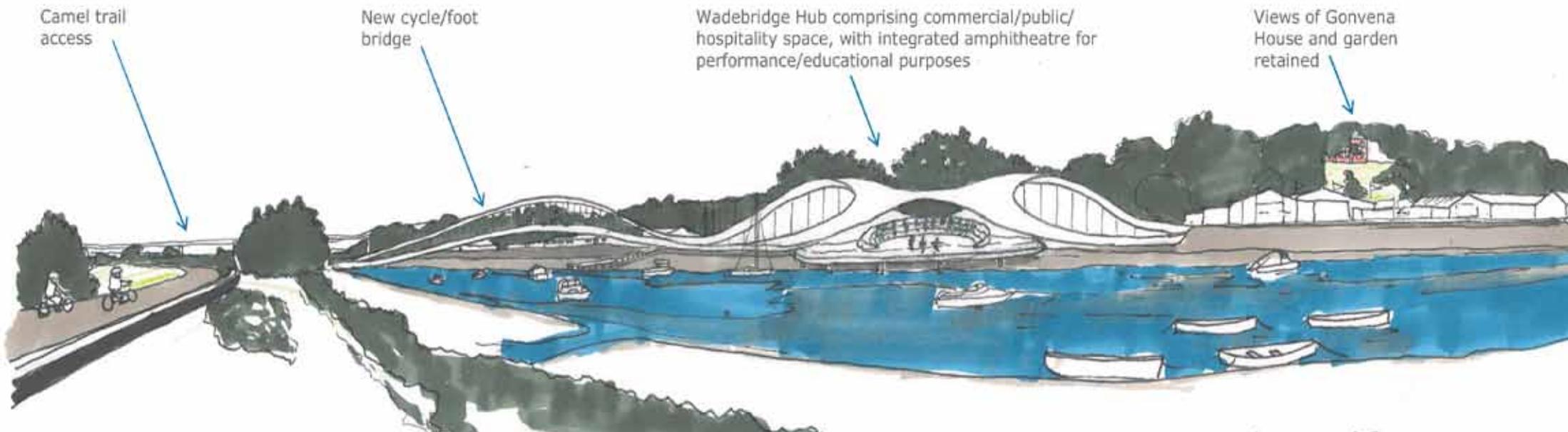
The Arts Council has also approached Wadebridge following an award from the Coastal Communities Fund, to discuss potential complementary investment directed to enhancing the value of the visitor economy through cultural tourism. SIH, its siting and role within the locality, are also being considered within the neighbourhood planning process.

At the Wadebridge Energy Futures exhibition held in Wadebridge Town Hall 19th -21st September 2013 some 90% of visitors stated themselves in favour of this development ([www.wren.uk.com/virtual-exhibition](http://www.wren.uk.com/virtual-exhibition)).

This outline offers an update on progress, and provides a basis for the forthcoming formal feasibility study of the SIH's role, economic and cultural underpinning, as well as its long-term sustainability.

*'With smart grids being piloted in Wadebridge, it makes absolute sense to attract businesses here that concentrate on this technology, and so establish a presence in this expanding world-wide industry. The Camel Valley could be to energy what Silicon Valley is to IT, and the Smart Innovation Hub a key contributor to Cornwall's coming energy revolution.'*

**Adrian Jones**  
**Chair, Wadebridge and District**  
**Chamber of Commerce.**



Concept. Smart Innovation Hub on the Camel River, Wadebridge – ARCO2