

Open Report on behalf of Richard Wills, the Director responsible for Democratic Services

Report to:	Economic Scrutiny Committee
Date:	13 September 2016
Subject:	Lincolnshire: Promotional Video

Summary:

In order to attract people to come to Lincolnshire to live and to work, the Strategic Communications Department at Lincolnshire County Council (LCC) has commissioned a short video about the benefits of living in the county. Members will be given the opportunity to watch the video at the Economic Scrutiny Committee on 13 September 2016.

Actions Required:

Members are invited to comment on the intended usage of the video.

1. Background

It is commonly recognised that Lincolnshire is an excellent place to live, work, invest, and visit. However, awareness of Lincolnshire is not high amongst the general public.

Members discussed an approach to place marketing at the May Economic Scrutiny Committee. This discussion was primarily concerned with creating good quality content that explained the narrative of Lincolnshire (and greater Lincolnshire), emphasising the quality of life for residents, visitors, and investors. The content will then be located on a portal.

LCC's Strategic Communications Department has produced a high quality video which showcases life in Lincolnshire. It will particularly be used to encourage people to seek careers in the county, and will be used by employers alongside their own promotional and recruitment campaigns.

2. Conclusion

Given the quality of the video, and its relevance to the broader place marketing work that members had discussed previously, it will be very useful for members to watch the short video at September's meeting.

3. Consultation

a) Policy Proofing Actions Required

No policy proofing is required for this report.

4. Background Papers

No background papers within Section 100D of the Local Government Act 1972 were used in the preparation of this report.

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