

Open Report on behalf of Richard Wills, Executive Director for Environment and Economy

Report to:	Economic Scrutiny Committee
Date:	29 November 2016
Subject:	Place Marketing and Alignment with the Greater Lincolnshire Local Enterprise Partnership's Work

Summary:

Place marketing is critical to economic growth. The Greater Lincolnshire Local Enterprise Partnership (GLLEP) and local partners are establishing an approach for place marketing which Lincolnshire County Council (LCC) and other partners are contributing to. This report updates the Economic Scrutiny Committee on progress to date and sets out the timetable for activity.

Actions Required:

Members of the Economic Scrutiny Committee are asked to note and support the initial work of the Greater Lincolnshire Local Enterprise Partnership (GLLEP) and partners locally in developing niche activity in place marketing as set out in this report.

1. Background

At the Economic Scrutiny Committee's meeting on 24 May 2016, Members heard about, and commented on, an approach to place marketing for Greater Lincolnshire. Members' views were taken into account in designing the approach which will be further outlined in this report. It was recognised by Members that a strategic and co-ordinated approach would be needed, but that it is not necessary or possible for all audiences currently. Place marketing can be a wide agenda and can consider communications, branding, sales and marketing activities that make a place appealing to a wide audience, such as visitors, employees, residents, learners, businesses, recruitment and investors and developers. A small budget of £120,000 from both LCC and the GLLEP has been pooled together to take the initial steps, and it is clear that place marketing is a longer term ambition that requires the support and funding of both the private and public sectors across the area.

It was agreed that there was a risk that by addressing every aspect of place marketing across Greater Lincolnshire, and adopting a wider approach, could lead to a delay in anything happening at all. Place marketing is a longer term activity that will ultimately improve the positioning in a national and regional context, and

establish a clear economic identity for Greater Lincolnshire, but equally it requires significant resource. By identifying various small, but essential, packages of work to be undertaken, such as living and working across Greater Lincolnshire, and understanding the need for accommodation, the Greater Lincolnshire LEP and local partners can lead some activity quickly by focusing on the gaps and capitalising on current opportunities.

A Place Marketing proposition for Greater Lincolnshire

The project will therefore focus on the following short to medium term actions:

- **The development of a compelling "Greater" Lincolnshire story'** which will set out a strong identity and sense of place. Greater Lincolnshire needs an authentic and honest economic story that is both a written and pictorial narrative of what makes our place tick, combining factual data with perceptions and qualitative information. It will focus on our themes, our values, qualities, our assets and opportunities and ambitions, in particular it will emphasise living and working in Greater Lincolnshire.

A range of partners will be asked to take place in either workshops or interviews to develop the story. Existing sources and assets will be incorporated and the results will then be presented in a story. This will then be used as a framework for place marketing activity going forward.

- **The development of a branding hierarchy -** There are a number of brands across the area. A branding hierarchy will be developed which examines the number and nature of brands across all elements of place marketing and makes recommendation on which of the existing and emerging brands are relevant for specific audiences, ie, local, regional, national. Whether there is a place in the hierarchy for an overarching brand for Lincolnshire will also be tested.
- **The development of tools to support place marketing activity** - The development of a website, communications toolkit and a show reel that supports partners locally in delivering the message, and in particular to address gaps in perception of **living and working** in Greater Lincolnshire. The approach will be authentic and highly story based and pictorial.

It is envisaged that the first phase of work above will be completed by the Spring of 2017. Since the discussion at the May meeting of the Economic Scrutiny Committee, the following progress has been made:

- The project refined to reflect local views, need and resource available.
- A part-time and contracted project manager recruited by the GLLEP.
- A place marketing specialist company has been procured and work is starting in early November.
- A public and private task and finish group has been established.

It is envisaged that the second phase of the work during 2017 will focus implementation within the budget available, and options for longer term

sustainability, such as establishing a public and private partnership to drive forward the activity, examining options for membership and ongoing funding.

Hotel Demand Study

Partners across Lincolnshire are working together to procure a hotel demand study. The purpose will be to identify locations that are suitable for hotel investment by assessing the evidence of demand. The study will examine the current supply of serviced accommodation and recommend solutions to the removal of the apparent barriers to the development of quality new hotels and other serviced accommodation, from budget through to 4/5 star hotels. The study will be used to provide evidence to hotel investors with the aim of securing the future development of more serviced accommodation across Greater Lincolnshire.

2. Conclusion

The Greater Lincolnshire LEP's leadership of place marketing is welcome and LCC's input is vital. It is recognised and accepted that the approach of attacking place marketing in smaller niche areas is more achievable. Raising the profile of Lincolnshire will support positioning and economic growth. Regular reports will be brought to the Economic Scrutiny Committee.

3. Consultation

a) Policy Proofing Actions Required

n/a

4. Background Papers

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

This report was written by Ruth Carver, LEP Commissioning Manager, who can be contacted on 01522 555015 or ruth.carver@lincolnshire.gov.uk

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