

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

Report to:	Environment and Economy Scrutiny Committee
Date:	12 September 2017
Subject:	Place Marketing Toolkit

Summary:

The level of awareness of Lincolnshire appears to be lower than is necessary to attract investment, employees, and visitors. Lincolnshire County Council has been working with the Greater Lincolnshire Local Enterprise to create tools which will help businesses to promote the area more effectively. One of these tools, the place marketing toolkit, is now in its testing phase the views of members of the Environment and Economy Scrutiny Committee would be welcome as part of that testing process.

Further information can be found at: <https://www.marketinglincolnshire.com/>

Actions Required:

Members of the Environment and Economy Scrutiny Committee are invited to provide their views, comments, and contributions to help test and refine the place marketing toolkit.

1. Background

Members of the previous Economic Scrutiny Committee received a report on place marketing on 22nd November 2016.

In that meeting members resolved to align with GLLEP in creating the following:

- The development of a compelling "Greater" Lincolnshire story'
- The development of a branding hierarchy
- The development of tools to support place marketing activity

The challenges to be addressed is that (i) businesses want to be able to show customers and potential employees about the benefits of Lincolnshire, and (ii) tourism businesses want to be able to tell potential visitors about the county.

In speaking to Lincolnshire businesses about what they need to help them to meet that challenge businesses have told us that they want to be able to have access to high quality collateral (videos, images, quotes) about Lincolnshire that tells the

story of the place, inspires, and raises the area's profile. Businesses want the collateral to be able to be tailored to specific audiences and campaigns.

The main outcome of the work to date is a place marketing toolkit. It contains new video, photography, and quotes. Once the place marketing toolkit is "live" then businesses will be able to use the collateral to help them to promote the area in which they are located.

A demonstration of the toolkit will be given to the September meeting of the Environment and Economy scrutiny committee, and members' input will be sought. The toolkit is currently being tested with a small number of businesses before being refined and then promoted/going live.

2. Conclusion

The place marketing toolkit will help businesses to raise the profile of the county, and it includes the content that businesses have asked us to provide. Once it has been fully tested then we hope that it will be a valuable tool to promote the county.

3. Consultation

a) Have Risks and Impact Analysis been carried out?

N/A

b) Risks and Impact Analysis

N/A

4. Background Papers

Document title	Where the document can be viewed
Place Marketing and Alignment with the Greater Lincolnshire Local Enterprise Partnership's Work	Presented to the Economic Scrutiny Committee Tuesday, 29th November, 2016 http://lincolnshire.moderngov.co.uk/ieListDocuments.aspx?CIId=126&MIId=4531&Ver=4

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