

Greater Lincolnshire International Trade Action Plan 2022-24

	Recommendation	Why is it important?	Stakeholder involvement (key contact)	Outcome anticipated	Action	Date
1	<p>Growth Hub will work with partners to devise a single export campaign which brings together key players perhaps in a task and finish group to agree a range of actions that promote the benefits of trade to business and how services, activities and events can be cross promoted.</p> <p>Growth Hub to present coherent integrated content on its website that focuses on the support available and not who provides it.</p>	<p>There is a need to provide more online encouragement for new exporters to begin their journey.</p> <p>GLLEP is well-placed to lead a campaign to align the range of support through a single lens. This will lead to integrated content on its and other partners website</p>	<ul style="list-style-type: none"> • Growth Hub (Jeannine Thornley) • Key regional networks • Lincolnshire Chamber (Eve Farley) • Hull and Humber Chamber 	<p>Greater number of businesses able to access information to begin their export experience</p>	<p>BL and partners to drive forward promotional activities arising from strategy and action plan, led by Business Lincolnshire, overseen by Internationalisation Steering Group.</p> <p>Bring together existing support and promote effectively via Business Lincolnshire website and wider.</p> <p>Create and deliver effective communications campaign to promote all</p>	<p>By 31/12/2022 (comms campaign ongoing)</p>

					internationalisation support in Greater Lincolnshire	
1	<p>Update at January 2024:</p> <p>Q4 2022, Procurement activity to secure supplier to deliver a comms campaign, won by Social Change UK Ltd. The contract includes delivery including content pieces for website and social media channels promoting various elements as highlighted in a number of points in the action plan. Messages have included content to highlight activity of DBT, the Export Department and Lincolnshire Chamber of Commerce to develop a coordinated and diverse range of subject areas.</p> <p>Examples of content pieces include multiple factsheets, news stories, case studies – click the links to see a small number of examples.</p> <p>The content on the Business Lincolnshire website has undergone significant review and information is now more logically set out and organised to include Local and National support offers, Trade Agreements, Market Reports and Freeports - see Exporting Business Lincolnshire Business Lincolnshire.</p> <p>The Business Lincolnshire website signposts to www.great.gov.uk which is the UK government resource portal for businesses searching for an International Trade support. Great.gov.uk has been significantly improved recently and now provides much clearer navigation across a full range of international trade subjects – “Codes, Tariffs and Procedures”, “Duties, Taxes and Customs”, “Funding and Finance”, “Finding New Markets”, “Establishing Businesses Overseas” and “Expanding Knowledge”.</p> <p>There have also been new documents added as downloadable resources including lists of local professional service organisations that support exporters and importers, Freight Forwarders and an International Trade Support flier which relates to action point 13.</p> <p>There have been two events specifically focussed on exporting.</p> <p>The #BLLive event on 22nd November 2022 covered Growing Through Importing and Exporting and attracted an audience of 227 across social media channels.</p>					

In addition, **Business Lincolnshire's Going Global Conference** was held on Monday 27th November at the International Bomber Command Centre, there were over 60 businesses in attendance. The event provided a mix of networking, keynote speakers and panel discussions with a focus on using real life business case studies to promote exporting and share knowledge. The case studies were provided by DBT Export Champions from Lincolnshire who reflected on their export journey, shared best practice and top tips for those who were either new to exporting/importing or just beginning their journey. The feedback from the event was excellent and generated a wait list for the Business Lincolnshire International Trade Peer Network.

Take up of support Metrics

To date there have been 167 content pieces across the Business Lincolnshire Newsletter and Social Media Channels reaching an audience of 70,594, and engaging with 2,864 through clicks, likes, shares etc.

The number of the visitors to the international trade main landing page on the Business Lincolnshire website have increased significantly through 2023 - Q1 23 – 109, Q2 23 – 136, Q3 2023 – 180, Q4 2023 – 302. This correlates closely with the inclusion of international trade related content in the Business Lincolnshire newsletter and social media channels and the heightened activity which occurred at the time of the Going Global conference at the end of November.

There have been a total of 38 enquiries to the Empowering SMEs in International Trade Programme and 23 of these businesses have received more intensive support of between 2 and 30 hours per business. A total of 189.5 support hours have been delivered with an average of 8 hours of support delivered per business.

Lincolnshire Chamber of Commerce track the number of users of the Export documentation service. The data below shows the monthly count of documents certified by Lincolnshire Chamber - this could include CofO's, EUR1's, Invoices and Other Docs

<u>Months</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>
2023-24	129	136	180	106	153	127	141	157	133			
2022-23	207	175	167	148	137	198	191	165	161	152	133	179
2021-22	196	136	165	159	141	190	245	223	184	230	257	207
2020-21	136	152	176	182	191	253	260	189	220	169	209	221

	2019-20	317	302	200	261	237	242	327	358	270	288	321	281
	2018-19	299	262	257	276	255	174	245	288	248	270	224	248
	Next Step Actions Include:												
	<ul style="list-style-type: none"> • Extend delivery of comms activity through to end 24-25 Financial Year • Creation of an animation which highlights the customer journey for a business interested in accessing new markets. This will be developed in March 2024. • Further development of International Trade Case Studies including 3 talking heads videos being developed by the end March 2024 focussing on new Trade Agreements, Sustainable International Trade and Local Business support services and organisations, plus 5 further case studies – including Thread Bear, The Recovery Coach, Oink, Baa Baby and PAB Languages • Coordinate a Bi- Monthly meeting of representatives from DBT, Lincolnshire Chamber, the Export Department and Social Change UK ltd., to continue to share updates and coordinate messages • Continue to add to and update the www.businesslincolnshire.com international trade related content • Ongoing maintenance of the Business Lincolnshire International Trade webpages and comms channels including: <ul style="list-style-type: none"> ○ Trade Missions & doing business online overseas (item 5) ○ Freeports (item 6) ○ Promote New Market opportunities (item 7) ○ Cultural differences (item 8) ○ Market Information (item 11) ○ National campaigns and national support offers (item 12) ○ Export Finance information (item 14) ○ HMRC information (item 15) ○ Case Studies (item 17) 												
2	Exporting should be viewed as a route to improve resilience and productivity. Growth Hub should consider developing	By developing knowledge and export capability, there will be	<ul style="list-style-type: none"> • Growth Hub (Jeannine Thornley) 	Increased number of businesses aware of, and progressing export opportunities	BL to develop and deliver bespoke training to business advisers, both	By 31/3/23							

	exporting as a thread through all Growth Hub business support programmes with advisers' upskilled to spot businesses with export capacity.	opportunities to identify a greater number of companies with export potential and provide early stage support.			publicly funded and external, to enable them to spot, support and signpost new and potential exporters	
2	<p>Update at January 2024: On 13th October 2022, 26 delegates including Business Lincolnshire Growth Hub Generalist and Specialist Advisers, Enterprise Growth Officers and team members from external organisations, took part in an online training webinar where delivery suppliers spent time talking through their business support offers, referral mechanisms, and providing time for Q&A. There have also been a number of informal briefings of advisers and there have been examples of improved cross referral between the various business support organisations.</p> <div data-bbox="286 746 1966 1204" style="border: 1px solid orange; padding: 10px;"> <p>Internal case study – Tonye Kharma - Enrich Geo – Example of cross referral Enrich Geo is a young and vibrant Technologies Solution company with offices in London and Grantham. The company has a rich combination of technology experts as well as domain specialists in the field of Life Sciences, Manufacturing & Supply Chain, Oil & Gas and Agriculture. The founders of the company bring in overall 100 years of collective leadership experience and have a strong IT, finance and customer experience, initially focussing on African companies and now have set their eyes on the European market. Tonye Kharma, (based in Grantham) first contacted the Chamber “call to companies to join the P2P programme” outreach. Tonye was our first sign up for the 2nd P2P. The Peer Network Team worked 1-2 -1 with Tonye which included a briefing from Heather Martin, DBT. As a result of the briefing, Tonye signed up to the DBT Export Academy, and Heather brokered a discussion with InnovateUK Edge. After long discussions and introductions Tonye applied to Innovate Edge and are now in the running for funding to develop their offering. The business continues to gather momentum and are a company to watch for a future promotional case study.</p> </div> <p>DBT have also been liaising the District Council colleagues to undertake one-to-one briefings and International Trade support features in other strategic and partner meetings.</p>					

	<p>Next Step Actions Include:</p> <ul style="list-style-type: none"> • Refresher training session for Advisers towards the Q4 2024 • Development of a set of International Trade diagnostic questions that Advisers can build into discussions with businesses • Pilot an online Panel Q&A event to provide a live forum for business to come with queries 					
3	Consider providing practical information and examples of the benefit of Trade Agreements as they are secured	Businesses are seeking to understand the benefits of Trade Agreements and how they can use them to export.	<ul style="list-style-type: none"> • DBT (Mick Carling) • Chamber (Eve Farley) • Growth Hub (Jeannine Thornley) 	Businesses focusing on growing markets where the UK has established new agreements	BL to ensure relevant, easily accessible and up to date information is available online at and promoted effectively by all stakeholders.	By 31/12/22
3	<p>Update at January 2024:</p> <p>The UK have negotiated over 70 Free Trade Agreements to date. These are high-level agreements and will benefit UK industry with lower tariffs, and government-2-government agreements on digital documentation. However, for most SMEs these FTAs are difficult to navigate. An alternative agreement for SMEs, are the MOUs being signed between the UK and overseas regions. MOU's for example with US states, are unique to our relationship with individual states, and set out mutual goals and activities to strengthen our economic ties and they offer a framework to help address trade barriers, increase trade and investment and enhance business networks, and ultimately grow and increase jobs.</p> <p>There are opportunities through an agreed MOU, such as:-</p> <ul style="list-style-type: none"> • Commitments to promoting trade between the parties, using trade missions, roundtables and targeted events, business delegations and information sharing. • Cooperation on government procurement, including aspirations for equal treatment, alongside support for regulators that may wish to mutually recognise qualifications. • Co-operation between academic institutions. <p>These MOUs are already proving useful to UK business such as the motorsports sector, which has extensive links to North Carolina (the home of Nascar) and Indiana (home of the Indy 500). North Carolina has a cluster of Agri-tech and pharmaceutical companies, within the Research Triangle leading the way with a diverse business ecosystem with over 7,000 companies across multiple industries including Agtech, Cleantech, Life Sciences, Advantaged Manufacturing and Technology.</p>					

	<p>Lincolnshire Chamber of Commerce have been utilising existing connections with North Carolina - UK Honorary Consul Justin Sosne, Economic Community Development Manager Carl Rees and 2 academics who are nurturing the North Carolina Agri-tech cluster - to establish a relationship for the Peer Network participants and are working towards a round table and virtual mission for the group.</p> <p>Business Lincolnshire will work with partners to develop further content for the website and for the comms campaign to highlight the MOU opportunities for businesses and how they might take advantage of this route.</p> <p>Next Steps:</p> <ul style="list-style-type: none"> Investigate how Greater Lincolnshire Businesses might benefit from International Trade MOUs and develop future content for the comms campaign Create and promote Talking Heads video focussing on Trade Agreements and how to research new markets 					
4	Explore how the new Levelling Up fund (or similar) could add capacity to existing export services	Export capacity is currently stretched. Additional resource would help target and reach more businesses, this would allow great tailored support being provided to individual businesses	<ul style="list-style-type: none"> DBT (Mick Carling) Growth Hub (Jeannine Thornley) 	More companies supported to become exporters/importers or expand their internationalisation activities.	Consider funding opportunities if required/as they become available depending on export support landscape and gaps	From September 2022
4	<p>Update at January 2024:</p> <p>To date there have been no additional funding opportunities identified for Business Lincolnshire to extend its support offer via the UK Shared Prosperity Fund (UKSPF). However, a small amount of LCC funding has been allocated to delivery of items within the International Strategy Action Plan and some of this funding has been allocated to extending services through a procured Export Peer-2 -Peer Network and Roundtable Programme which has been very well received by local businesses and the offer will be extended into 24-25.</p> <p>LCC currently has two Export Peer-2 -Peer (P2P) cohorts running side-by-side and there will be a Large Business Round table in early March.</p>					

The first P2P group is ending, with the last face-2-face meeting scheduled for mid-March. However, this group has developed a good team relationship and will continue to support each other and access support from Business Lincolnshire and the Chamber. The 2nd P2P are halfway through the programme with 2 further meetings scheduled for February and March. The business round table will also take place in March.

In addition, Greater Lincolnshire businesses are also able to access the DBT funded East Midlands Empowering SMEs in International Trade programme which includes a mixture of support including lunchtime webinars, dedicated 1-2-1 support, compliance reviews, sustainable trade planning and a Global Trade Manager Programme. So far, in Greater Lincolnshire, There have been a total of 38 enquiries to the Empowering SMEs in International Trade Programme and 23 of these businesses have received more intensive support of between 2 and 30 hours per business. A total of 189.5 support hours have been delivered with an average of 8 hours of support delivered per business. Two examples of businesses that have received support follow:

Case Study 1 - Lincolnshire-based manufacturer of baby accessories.

This business had to stop shipping their sheepskin-based products to Ireland post Brexit because of sanitary measures imposed on EU imports from the UK. Ireland was a massive territory for this small business, and therefore the issue threatened a big loss in revenue. They were unable to get to the bottom of why their goods were blocked at Irish customs.

Some products used by the business are also imported to the UK from 3rd countries so a 'double duty scenario' existed which inflated the landed cost in Ireland making the goods more expensive on the Irish market and leaving the company less able to compete with other suppliers.

Through the Empowering SMEs programme, a product classification exercise was undertaken, liaising with HMRC to ensure that the company was using the correct commodity codes to ship product. The team then located the EU regulation governing the import and placing of such goods on the EU market. Obtaining more information from the supplier on the manufacturing process of the goods, the team were able to find a derogation in the regulation that effectively exempts the company's products from sanitary controls and expensive Export Health Certificates.

The business is now equipped with the exact verbiage to include on export documentation, together with the exemption codes to be used on the export and import entries to ensure that custom officials treat these goods as 'standard' rather than those requiring 'sanitary controls'. The business is now ready to resume a level of frictionless export to Ireland and mainland Europe.

Should the business decide to register for VAT in Ireland and offer DPD delivery to its consumers, it all but replicates the customer experience it was able to provide pre-Brexit, significantly enhancing its competitive position. Furthermore, we have discussed with the business options to reduce the 'double duty' scenario, giving it the option to either reduce its retail pricing or boost its margins.

Case Study 2 - Lincolnshire-based experience company

This is a small business with a complex organisation involving directors in different countries, and consumers travelling from the US to consume a service in the EU. Situations such as these can have complex legal and tax implications for UK companies now that the UK is not part of the EU. One director resides in the UK, the other in the US, the service delivery is in France, and customer-base in the US. One of the most complicated elements of this situation is 1) EU VAT on the service and 2) finding the most suitable tax and legal position to adopt to sell the service, ensuring that the company abides by local regulation. Essentially the directors needed to know whether they could operate the business from the UK, or whether they needed to establish a separate trading entity in France, and in which case, whether this ought to be a subsidiary or branch of the UK parent, or entirely separate entity to the UK company.

It has become more challenging for UK nationals to establish EU entities post Brexit; entry requirements for UK citizens are administered by each EU Member State rather than at the EU Commission level, leaving the legalities difficult to navigate. Furthermore, some states have restrictions around equity capital and bank accounts being owned by non-EU nationals.

The support provided included a thorough cost / benefit analysis for each option, assessing VAT, entry requirements for directors, French incorporation requirements, and local regulation governing the advertising and selling of the service. The business has now had several detailed discussions with suppliers in France and has (to quote) *“been able to talk from a highly informed viewpoint about its plans for expansion in the market, ensuring it gained the credibility it so very much needed at this stage”*.

Next Steps:

- Extend delivery of the LCC funded International Trade Peer Network through until the end of March 2025.
- Introduce focused support for Sustainable Global Trade and upcoming legislative changes through the Business Lincolnshire Website, Peer Network and the Empowering SMEs in International Trade programme
- Continue to work with DBT to scan for additional sources of funding.
- Build in Export business support capacity into post 2025 delivery plans under the devolved authority.

5	With Covid-19 moving the majority of business activity	Businesses recognise the value	<ul style="list-style-type: none"> • DBT (Heather Martin) (delivery) 	More efficient use of time and digital	BL to continue to work with relevant	Ongoing
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	<p>online, identify how businesses can access virtual content such as Meet the Buyer and Trade Missions</p> <p>Where appropriate encourage a business to become an international seller online.</p>	<p>of trade missions. The pandemic has led to the rapid increase of online engagement. It is felt that future introductory sessions could be online, this would reduce time input at this early stage and retain the value to business previously gained.</p> <p>With increased use of technology, explore how support and advice can encourage businesses that sell online to sell internationally online</p>	<ul style="list-style-type: none"> Lincolnshire Chamber (Eve Farley) Local Authority (promotion only) 	<p>resources, with improved outcomes potentially available to businesses.</p> <p>Increased number of businesses using online sales to increase their international presence</p>	<p>partner organisations to identify and promote suitable trade missions and meet the buyer events.</p> <p>Growth Hub to amplify promotional activity.</p>	
5	<p>Update at January 2024: There are a number of examples of coordinated comms in relation to this action point, for example, in September 2023 there was a Food and Drink Meet the Buyer event that was highlighted. Other examples include the UK Trade Mission to Arab Health 2024 in Dubai, UAE.</p>					

	<p>Next Steps: Additional information in relation to Trade Missions will be added to the Business Lincolnshire website. Ongoing updates to the Business Lincolnshire website will be undertaken as and when new information is available as part of Action item 1. See Item 3 – MOU’s and potential collaboration with virtual trade missions</p> <p>Action closed and will be tracked as part of item 1</p>					
6	<p>Consider how the East Midlands Airport and the Humber Freeport designations could be used to promote the value international trade and the supply chain opportunities it can bring. Focusing on potential exporters and those businesses that could be attracted to the Freeport zone.</p> <p>Review the package of trade support to add to the inward investment proposition</p>	<p>Freeport designation provides a time-limited focus on trade, partners can focus key messaging on the value of exporting, opportunities to boost supply chains and the ease of international trade</p>	<ul style="list-style-type: none"> • DBT (Mick Carling) • Business Lincolnshire (Jeannine Thornley) • DBT (Heather Martin) 	<p>Increased awareness of international trade opportunities and successful delivery of the Freeports</p>	<p>BL to work with DBT/partners to obtain detailed information when available and promote effectively to exporters and importers to enable them to make informed decisions and grasp opportunities and benefits.</p>	<p>2022/23</p>
6	<p>Update at January 2024: Freeports has a dedicated tile on the Business Lincolnshire Website to help and promote the opportunities available for businesses - Freeports Exports Business Lincolnshire Business Lincolnshire. The content includes information about the Humber Freeport and the East Midlands Freeport at East Midlands airport.</p>					

	<p>The window to claim freeport tax reliefs in England was extended from five to ten years as announced in the Autumn Statement November 2023 – this extension of the tax window is recognition that this is a long-term project and needs sufficient time to plan, build and deliver the developments. This announcement was amplified to businesses through the Business Lincolnshire newsletter, and all our social media platforms.</p> <p>Freeport updates have featured numerous times in the comms activity, with some examples including web content, LinkedIn content</p> <p>Next Steps: Additional information in relation to Freeports will be added to the Business Lincolnshire website and we will keep working with GLLEP colleagues who are leading on this work to ensure information remains up to date. Ongoing updates to the Business Lincolnshire website will be undertaken as and when new information is available as part of Action item 1.</p> <p>Action closed and will be tracked as part of item 1</p>					
7	<p>Explore how Great.gov.uk’s ‘Export Opportunities’ can be better shared with the GLLEP business community</p> <p>Create a pictorial matrix of support - a diagram setting out which services are provided</p> <p>Provide clarity about how we can help businesses handle the changes brought by the new trade deal with the EU, promote Greater Lincolnshire on a</p>	<p>Businesses recognise that ‘Export opportunities’ offers valuable intelligence. Ensuring that the information is widely shared will help businesses understand new opportunities.</p> <p>Developing a matrix would set out the full range of services, this could</p>	<ul style="list-style-type: none"> ● DBT (Content – Simon Grandidge) ● Growth Hub and Partners (content + promotion) ● HMRC ● Chamber (Eve Farley) 	<p>More businesses pursuing and winning export opportunities.</p> <p>Better information on available support developed and promoted to businesses.</p> <p>Improved numbers of business understanding the range of services available to support international trade.</p>	<p>Business Lincolnshire to work with DBT to best utilise current and future export campaigns and promote effectively to the region’s businesses.</p> <p>Infographic distributed showing all existing support, and promoted widely.</p>	Current/Ongoing

	global stage and take advantage of new global trading opportunities.	be communicated to business and would also help identify if any gaps in service delivery exist.				
7	<p>Update at January 2024:</p> <p>In terms of the pictorial view of support a 2 page export flyer has been developed and this has been shared with advisers and partner organisations and is available as a downloadable document on the Business Lincolnshire International Trade pages. Printed copies are also made available at business events.</p> <p>The comms campaign has included a number of examples where export opportunities have been highlighted and messaging was used to encourage business owners to consider overseas markets, highlight that you don't have to be a large business to export and highlighting Local Internationalisation Support and new market opportunities</p> <p>Next Steps:</p> <p>Additional information in relation to new markets will be added to the Business Lincolnshire website and we will continue to work with Lincolnshire Chamber of Commerce and DBT to raise awareness of new market opportunities. Ongoing updates to the Business Lincolnshire website and comms channels will be undertaken as and when new information is available as part of Action item 1.</p> <p>Action closed and will be tracked as part of item 1</p>					
8	Consider how to increase business knowledge of cultural differences in trade markets	Previous training has been cited as very valuable. There is potential to revisit this using video technology and fact sheets.	<ul style="list-style-type: none"> • DBT Advisers (Heather Martin) • Lincolnshire Chamber (delivery – Eve Farley)) • Business Lincolnshire 	Improved cultural understanding will enhance trade operations and lead to greater levels of exporting	Business Lincolnshire and Chamber to develop and deliver 'peer network' or similar specific to exporting, and	2022/23 and beyond.

			(promotion – Holly Wells)		round table events for exporters.	
8	<p>Update at January 2024:</p> <p>Consideration of cultural differences in different markets was the subject of one of the keynote speeches at the Going Global Conference, where a local business owner talked about their very practical experiences of operating in different markets. For those that were unable to attend the conference, this content is being developed into a downloadable ‘top tips’ document that can also be shared as part of the comms campaign to heighten awareness of some of the key considerations.</p> <p>Iwona Lebedowicz from PAB Languages, speaker at the Going Global event, is a member of the Chamber’s International Trade Hub and supports the Peer Network with understanding cultural differences and languages. In addition, Peer Network participant, Naetha Uren from Recovery Coach Academy is breaking into new markets and has recently had all her course material modules translated into Arabic as a direct result of discussion and support through the Peer Network.</p> <p>In addition, the Comms campaign highlighted a DBT export academy workshop that was all about encouraging SMEs to invest in language capabilities to become more successful in exporting.</p> <p>A ‘Top Tips’ document & talking head video are being developed to highlight some of the cultural pitfalls to be aware of which will form part of the comms campaign.</p> <p>Action closed and will be tracked as part of item 1</p>					
9	Continue to build collaboration and international activities in partnership with the regions Universities and DBT’s Education Specialist.	Leveraging the strengths of the Higher Education sector provides potentially significant number of advocates for Growth Hub in	<ul style="list-style-type: none"> University of Lincoln/BGU – Ruchi Aggarwal/Wayne Dyble Growth Hub (Jeannine Thornley) 	Improved capacity and support that will enable business to explore exporting or new markets	BL to work with educational partners to agree most fruitful way forward and identify/pursue partnership working opportunities.	2022-23

	<p>a. Consider how alumni can operate as market champions</p> <p>b. Explore how existing students can support businesses to develop their exporting potential – this could include cultural, language support and market analysis</p>	<p>international markets. This presents opportunities to connect businesses to alumni.</p> <p>Connecting current students with local businesses to deliver small exporting facing projects would be mutually beneficial to both businesses and students in terms of gaining commercial experience.</p>	<ul style="list-style-type: none"> • DBT (Mick Carling) 			
9	<p>Update at January 2024:</p> <p>It has been difficult to make progress on this item in the action plan partly due to the dramatically reduced number of overseas students at both universities and also in part due to personnel changes at the University of Lincoln. It has therefore not been possible so far to identify a practical workable process to match students to opportunities. It is also important to identify a solution that ensures that student placements offered are mutually beneficial and students are not just seen as a ‘free’ resource for businesses.</p> <p>Next Steps –</p> <ul style="list-style-type: none"> • Reopen dialogue with the Universities and colleges to see if a solution might be taken forwards • Seek to identify any other regions where there might be some proven models that could be replicated. 					

10	<p>Work with Growth Hub’s largest exporting companies to explore how their reach can assist smaller companies to export – this could be best practice sharing, mentoring or opening supply chain links in overseas markets</p>	<p>Growth Hub’s largest exporters have significant expertise that could assist smaller companies. Setting up mentoring, or best practice networks would help with knowledge transfer between businesses</p>	<ul style="list-style-type: none"> • DBT (Heather Martin) • Lincolnshire Chamber (Eve Farley) • Growth Hub (Jeannine Thornley) 	<p>Increased knowledge and sharing of best practice will help increase confidence to export</p>	<p>DBT and partners to identify larger exporting companies.</p> <p>Work with partners to bring together larger companies for a round table to agree needs, challenges and priorities for them, and to link them with appropriate support.</p>	<p>2022/23 and beyond.</p>
10	<p>Update at January 2024:</p> <p>Large Business Round Table</p> <p>The Large Business Round Table will be taking place early March with a guest speaker (Dr Phil Budden) from MIT, Boston, USA, and hosted by key stakeholder Wilkin Chapman. Wilkin Chapman are supporting this effort by inviting their major clients and DBT will also nominate clients who would benefit from this meeting.</p> <p>Next Steps –</p> <ul style="list-style-type: none"> • Continue to work with DBT and partners to identify larger exporting businesses to increase the sector reach and knowledge and expertise within the Round Table setting. • Continue delivery to end of 24-25 financial year. 					

1 1	Make market information available at regional level as well as national level	Regional data will be more meaningful for certain businesses, this would require adaptations to existing material, but provide valuable 'localised' information for businesses	<ul style="list-style-type: none"> DBT (Mick Carling) 	Having access to a range of geographies for large markets will give businesses more confidence and insight into the market.	Work with DBT to obtain and utilise market information effectively.	Current/Ongoing
1 1	<p>Update at January 2024:</p> <p>The Department for Business & Trade (DBT) website has undergone an update and is more user friendly. The courses and training are separated into:-</p> <ul style="list-style-type: none"> Join the UK Export Academy – you have to sign up to take full advantage of the resources available. Learn to Export – some great resources for businesses that are just starting to explore exporting opportunities. Where to Export – you need to have an account – but this takes a more 'deep dive' approach into exporting – including the opportunity to create an exporting plan <p>Businesses can access the 'Find new markets for your business' functionality, where the business can enter their sector and it will identify high potential countries for that sector. It details latest trade statistics, duties and customs and you can also check for known trade barriers. DBT has a dedicated tile on the Business Lincolnshire Website to help and promote the opportunities available for businesses - Great.Gov.UK Exporting Business Lincolnshire Business Lincolnshire and all relevant DBT events in the East Midlands are entered onto the Business Lincolnshire website and promoted through the Business Lincolnshire Newsletter and all our social media channels.</p> <p>Next Steps: Additional information in relation to new markets will be added to the Business Lincolnshire website and we will continue to work with Lincolnshire Chamber of Commerce and DBT to raise awareness of new market opportunities. Ongoing updates to the Business Lincolnshire website and comms channels will be undertaken as and when new information is available as part of Action item 1.</p> <p>Action closed and will be tracked as part of item 1</p>					

<p>1 2</p>	<p>Continue to work with DBT and Midlands Engine recommendations and national campaigns, such as the national Food & Drink campaign to look for synergies with them to help stimulate export growth locally. For example, this will directly support the UK Food Valley, UK FPN (Lincolnshire) and Lincolnshire Food & Drink sector.</p> <p>Promote the Export Academy, Export Support Service and similar campaigns to existing/potential exporters and once safe to return, deliver on a group basis</p>	<p>Using campaigns may help businesses to know what to explore and gives them key pointers on exporting.</p>	<ul style="list-style-type: none"> • DBT (Mick Carling) • Lincolnshire Chamber (Eve Farley) 	<p>Businesses knowing about national campaigns and exploring key areas of exports effectively.</p> <p>Increased number of businesses securing new knowledge and building their confidence to begin exporting</p>	<p>Include in communications campaign – making sure that it is linked into national campaigns (point 1)</p> <p>Growth Hub are part of the Midlands Engine Group which meets quarterly, and works closely with the East Midland Growth Hub cluster</p>	<p>2022 - 23</p>
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<p>1 2</p>	<p>Update at January 2024:</p> <p>Examples of promotion of national campaigns, DBT Support offer, Export Academy with posts and comms linking to www.great.gov.uk, highlighting local adviser Heather Martin, and highlighting masterclass events and networking opportunities</p> <p>Next Steps: Additional information in relation to national campaigns and national support offers will be added to the Business Lincolnshire website and we will continue to work with Lincolnshire Chamber of Commerce and DBT to raise awareness of activity. Ongoing updates to the Business Lincolnshire website and comms channels will be undertaken as and when new information is available as part of Action item 1.</p> <p>Action closed and will be tracked as part of item 1</p>					
<p>1 3</p>	<p>Identify the regional businesses and intermediaries who offer international trade support services e.g.</p> <ul style="list-style-type: none"> • <i>Bespoke international market research</i> • <i>Freight forwarders</i> • <i>International partner and supplier research and vetting</i> • <i>Trade compliance audits</i> • <i>Customs facilitations and special procedure applications</i> • <i>Authorised Economic Operator (AEO) applications</i> 	<p>Businesses are often deterred from exporting because they are concerned about the resource implications. A reference tool would help close knowledge gaps.</p> <p>To help businesses understand the range of support they can access to support their export ambitions.</p>	<ul style="list-style-type: none"> • DBT (Heather Martin) • Growth Hub (Jeannine Thornley) • Chamber (Eve Farley) • Private Sector e.g. banks. 	<p>Businesses can access a range of support services to assist them with their export journey</p> <p>Information to be included on the Growth Hub website</p>	<p>Business Lincolnshire to identify and promote effectively and clearly.</p>	<p>By end September 2022</p>

	<ul style="list-style-type: none"> • Translation services- for packaging, instruction manuals, marketing materials • Technical language courses – interpretation of legal documents • Lincolnshire Chamber International Trade Hub 					
1 3	<p>Update at January 2024:</p> <p>Additional information has been added as a downloadable resource to the Business Lincolnshire website. Local Internationalisation Support now has its own dedicated tile on the Business Lincolnshire website - Local Internationalisation Support Exporting & Internationalisation Business Lincolnshire Business Lincolnshire</p> <ul style="list-style-type: none"> • Professional Services Support download - professional-services.pdf (businesslincolnshire.com) • Freight Forwarders - freight-forwarders.pdf (businesslincolnshire.com) • Support to export flyer - Support to Export flyer.indd (businesslincolnshire.com) <p>Action Complete</p>					

14	Collate the full range of Trade Finance support for exporters, Export Guarantees, UK Export Finance etc. Include product	Help businesses to find and access finance support to help them get to	<ul style="list-style-type: none"> • DBT (Mick Carling) • UK Export Finance • Banks 	Businesses can access export finance and feel they are supported	Ensure information available is complete and up	By end July 2022
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	development innovations to ensure goods and services are suitable for new markets	market faster and de risk the process e.g. working capital support, bond support, creDBT insurance	<ul style="list-style-type: none"> Lincolnshire Chamber (Eve Farley) 	to enter new markets	to date, and promote it effectively.	
<p>Update at January 2024: Additional information in relation to Export finance has been added to the Business Lincolnshire website. Ongoing updates to the Business Lincolnshire website will be undertaken as and when new information is available as part of Action item 1.</p> <p>Action Complete</p>						
15	Compliance with UK and overseas customs is imperative and international traders are often unaware of their obligations in this regard, leaving them vulnerable at customs clearance or in the event of an HMRC audit.	Greater awareness amongst businesses of the support provided by HMRC. HMRC offers a range of mechanisms designed to facilitate and simplify international trade, these require an application and formal authorisation from HMRC i.e. Authorised Economic Operator, (AEO) status, outward processing, etc.	<ul style="list-style-type: none"> HMRC DBT (Heather Martin) International Trade Advisors Growth Hub (Jeannine Thornley) Lincolnshire Chamber (Eve Farley) 	Ensuring new exporters are compliant and have set up robust trading processes. Increase the number of sustainable export businesses.	Identify those partners who offer this service and signpost/promote effectively through available channels and comms campaign.	Current/Ongoing

Update at January 2024:

Additional information in relation to HMRC support has been added to the Business Lincolnshire website. Ongoing updates to the Business Lincolnshire website will be undertaken as and when new information is available and will be tracked as part of Action item 1.

HM Revenue and Customs

Click on the link to access the most up to date guidance from HM Revenue and Customs on Import, export and customs for businesses

- [Business tax: Import, export and customs for businesses - detailed information - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/business-tax-import-export-and-customs-for-businesses)

From getting started, to declaring your goods to freeports and so much more!

You can also access email updates, and watch informative videos and webinars about importing and exporting - click here to read more

- [HMRC email updates, videos and webinars about importing and exporting - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/hmrc-email-updates-videos-and-webinars-about-importing-and-exporting)

Regular news articles are published on the Business Lincolnshire Website and cascaded through the social media channels to ensure all businesses are kept informed of changes and additional resources and support opportunities.

Action Complete

16	Use of 'Export Mentors', potentially using UKSPF funds. This would build on the role of Export Champions. Mentors would provide support to new exporters providing practical knowledge and insights.	New and novice exporters value the input from experienced exporters very highly. By assigning mentors to those businesses who are actively moving towards their first order a Mentor would be able to provide significant advice and support	<ul style="list-style-type: none"> • DBT (Mick Carling) • Export Champions (various) • Business Networks • Lincolnshire Chamber (Eve Farley) 	Increased conversion of first order opportunities and more business trading overseas	Utilise existing Export Mentors e.g. Export Manager Programme, DBT Export Champions, Peer Network, and Chamber International Trade offer Create and distribute a list of mentors	Current/Ongoing
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<p>16</p>	<p>Update at January 2024:</p> <p>UKSPF funds have not been made available to extend export support with a mentoring programme, however, there have been good examples of informal mentoring activity as part of the Export Peer Network and Roundtable programme. The groups have access to a well utilised WhatsApp group where discussions are had, and ideas shared. A promotional video was shot at a recent Peer Network meeting – with a quote from one of the participants being:- <i>“A diverse group of business leaders, who are all exploring the International Trade journey and actually taking a lot of opportunity to share knowledge between each other, which I think is one of the real benefits of Peer-2-Peer networking”</i>. - Emma Olivier-Townrow, Business Development Manager, Stokes Tea and Coffee</p> <p>Link to full video - Business Lincolnshire Export Peer To Peer Networks - YouTube</p> <p>The team are also planning a mentoring session for the Peer Network participants with Dynex Semi-conductors, and LV Shipping.</p> <p>Next Steps:</p> <ul style="list-style-type: none"> • Informal mentoring will continue as part of the extended Export Peer Network and Roundtable programme • A more formal export programme will be considered as part of post 2025 delivery plans under the devolved authority 					
<p>17</p>	<p>Consider the increased use of case studies to demonstrate to new exporters how they can successfully trade internationally</p>	<p>Businesses have commented that they like to see how others successfully export. They are keen to learn what works and what doesn't. Case Studies are acknowledged as a highly valuable demonstration of how to trade and</p>	<ul style="list-style-type: none"> • DBT (Mick Carling) • Lincolnshire Chamber (Eve Farley) • Hull and Humber Chamber • Export Champions (various) 	<p>Increased number of new exporters.</p> <p>Case Studies are one of a number of important mechanisms which will encourage new exporters to enter international trade.</p>	<p>Commitment from DBT and Chamber to provide Case Studies to use as part of the comms campaign</p>	<p>31/12/2022</p>

		<p>the key elements that need to be emulated by new exporters</p>				
<p>Update at January 2024:</p> <p>The Going Global Conference had a focus on using real life business case studies to promote exporting and share knowledge. The case studies were provided by DBT Export Champions from Lincolnshire – Concept Smokescreens, Plum Products, Equidet and PAB Group, who reflected on their export journey, shared best practice and top tips for those who were either new to exporting/importing or just beginning their journey.</p> <p>Business Lincolnshire have developed a formal case study with Lincolnshire based Plum Play, a family business who have been manufacturing activity toys for 35 years. They now sell their products in 57 countries and they put their export journey at the centre of their success with expanding into new markets being the company’s strategic priority since 2015.</p> <p>Plum Products MD Paul Schaffer said: <i>“Expanding into global markets has massively future-proofed and de-risked Plum Play. If we had kept to trading in the UK only, we wouldn’t have been able to keep sales steady, let alone grow the business to the scale it’s currently at.....Business Lincolnshire were super helpful throughout these periods of change. By facilitating customs advice and guiding us through how to accurately fill out important documentation to remain compliant, they really helped us to strip the jargon and navigate these changes in trading rules.”</i></p> <p>The full case study can be found here.</p> <p>DBT have developed a formal case study with Lincolnshire based online gifting company, the British Hamper Company who sell luxury food hampers worldwide. Their biggest market is the USA with growing markets in Australia, the Far East, UAE, Canada and the EU.</p> <p>James Tod - Co-founder and Managing Director, The British Hamper Company said <i>“We’ve had a relationship with DIT [now DBT] since we started and have had brilliant support over the years, from helping us expand into different export markets, to helping us with our systems so we can process the complex paperwork that’s required for food produce.”</i></p> <p>The full case study can be found here.</p>						

	<p>Next Steps: Case studies will continue to be developed and added to the Business Lincolnshire website and comms channels. This will form part of Action item 1. Action closed and will be tracked as part of item 1</p>					
18	<p>Ensure the application and monitoring of appropriate export metrics to properly track exporting and importing data in Greater Lincolnshire.</p> <p>Examples include:</p> <ul style="list-style-type: none"> No of businesses accessing Lincolnshire Chamber’s export documentation service and International Trade Hub. What are they accessing? No of businesses accessing Business Lincolnshire’s export services e.g Export Department Number of businesses accessing the range of support offered by DBT, and details of which services. 	<p>Data collected will provide long term evidence of trends and prompt appropriate action where required.</p>	<ul style="list-style-type: none"> Business Lincolnshire (Jeannine Thornley) Lincolnshire Chamber (Eve Farley) DBT (Mick Carling) Export Dept (Andrea Collins) 	<p>Increased ability to adjust and target support and promotion where it is most needed.</p>	<p>Work closely with the relevant providers and stakeholders to collect and analyse appropriate data.</p> <p>Identify gaps in available data and measurement and how to address them.</p> <p>Review progress at regular intervals.</p>	<p>Current and ongoing</p>

- Hits to Business Lincolnshire's website Export pages.

Update at January 2024:

To date there have been 167 content pieces across the Business Lincolnshire Newsletter and Social Media Channels reaching an audience of 70,594, and engaging with 2,864 through clicks, likes, shares etc.

	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Total
BL Website visitors	23	32	54	38	14	84	70	36	74	41	133	128	727

- International Trade was the focus of a #BLLive event in November 22 which attracted an audience of 227.
- Over 60 businesses attended the Going Global conference on November 2023.

	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Total
BL Website visitors	23	32	54	38	14	84	70	36	74	41	133	128	727
Lincs Chamber Export Documentation service	152	133	179	129	136	180	106	153	127	141	157	133	1726

There have been a total of 38 enquiries to the Empowering SMEs in International Trade Programme and 23 of these businesses have received more intensive support of between 2 and 30 hours per business. A total of 189.5 support hours have been delivered with an average of 8 hours of support delivered per business.

It is still not possible to report DBT data in terms of overall export metrics at a county level and also how many businesses in Greater Lincolnshire are receiving support from DBT colleagues.

