

Business Plan Strategic Objectives

2023-2025



Common threads through all objectives:



Skills

TL Definition:

Team Lincolnshire will promote the opportunities of the region to attract new recruits to the area and work with Colleges & Universities to upskill and retain those already located here.

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Sustainability

Team Lincolnshire will promote sustainability and champion ambassadors to do business without negatively impacting the environment, community or society as a whole.



Health & Wellbeing

Team Lincolnshire will provide a supportive, caring community; share good practice on health & wellbeing and promote the sector to support inward investment.



Digital

Team Lincolnshire will support the digitalization agenda utilising a range of technologies to attract our different audiences and provide opportunities to businesses on digital transformation.

To capitalise on
“Place” assets to
encourage
inward
investment,
business growth
and destination
marketing

Priorities for 2023-25

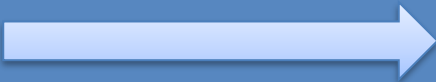
Our Aims



- Team Lincolnshire “Together We Are Greater”
- Capitalise on Place as an investment tool
- Communicate, champion and promote all that is great about Greater Lincolnshire
- Help to inform future investors about the wider opportunities linked to live, work, learn and invest
- Review and find information to support the investment opportunities
- Harvesting the merits of Greater Lincolnshire and showcase to investors

To continue to attract and achieve business investment into the agrifood sector aligning with UK Food Valley ambitions

Priorities for 2023-25
Our Aims

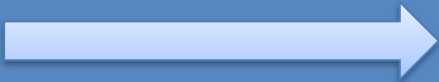


- National and international recognition that Greater Lincolnshire is the UK Food Valley
- Align to UK Food Valley ambitions:
 - Focus on low carbon food chains
 - Focus on productivity by adopting digital and automation technology
 - Focus on naturally healthy food and protein transition
- Build stronger relationships with industry bodies related to the food sector
- Promote our role as industry/world leaders for food manufacturing, seafood processing and automation in food processing – via HPO
- Work with the UK Food Valley team to promote the opportunities for low carbon food chains, technologies, processing and distribution
- Promote our 3 Food Enterprise Zones, including the flagship South Lincolnshire FEZ for agri-tech innovation businesses
- Lobbying support to unlock utility and infrastructure challenges

To capitalise on Humber Freeport and East Midlands Freeport and the designations to support trade, investment & supply chain opportunities

Priorities for 2023-25

Our Aims



- Promote the High Potential Opportunity for the Humber Freeport to international investors as Britain's global gateway
- Ensure future investors understand the opportunities in relation to the Custom Zone and Tax regulation benefits resulting from the Freeport status
- Utilise the tax zone opportunities to attract new businesses and stimulate new investment
- Work with local partners and Government to attract investment incentives for strategic sites in Greater Lincolnshire

To promote opportunities to investors on their journey to net zero

Priorities for 2023-25

Our Aims



- Promote the industrial decarbonisation agenda
- Support businesses to increase their sustainability and achieve net zero status
- Promote our clean, green, energy region
- Learn from businesses achieving net zero and educate others
- Raise awareness of the financial, commercial, technical, supply chain opportunity support for businesses
- Work with local partners to land investment opportunities in the low carbon arena, particularly in industrial decarbonisation and the circular economy

To support the defence sector to grow and establish recognised Regional Defence & Security Cluster (RDSC) status

Priorities 2023-25
Our Aims



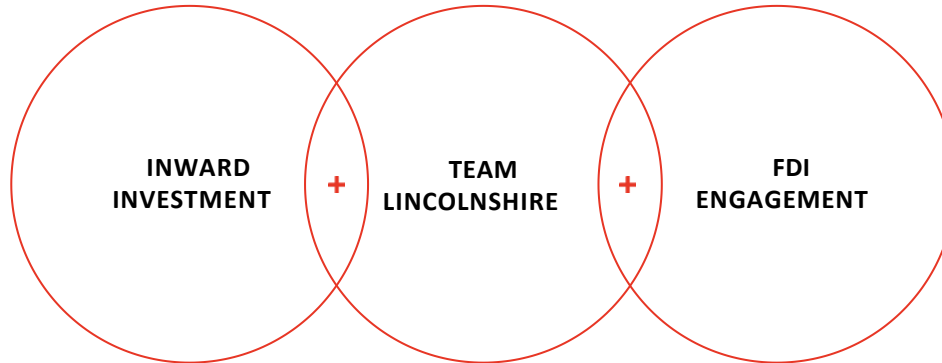
- Showcase the opportunities in relation to the defence & security industry presence within Greater Lincolnshire
- Support the development and growth of the Greater Lincolnshire Defence & Security Network
- Support in attracting new inward investment as a result of the Defence & Security Investment Proposition

KPIs – 2023/25

Measure	Target
Business to business opportunities To Dec '23	250 171
Direct involvement in influencing and/or developing investment sites both commercial and residential with in the region To Dec '23	100 32
Attract and support 5 new inward investments into the region (utilising the sector investment propositions) To Dec'23	5 4
Influence and facilitate a further 2 investment opportunities within the South Lincs Food Enterprise Zone To Dec'23	2 1
Support the creation of 250* new jobs <i>*Mindful of the current economic situation</i> To Dec'23	250 78
Increase TL membership – Maintain a minimum of 120 To Dec'23	120 143 (27 net new)
Attract 5 new members from North, North East Lincs & Rutland To Dec'23	5 5
TL member satisfaction with the Ambassador Programme Due Oct'24	95%+
Investor satisfaction with the information and support provided to aid their investment decision within Lincs Due Oct'24	90%+



Inward Investment Team



Our Purpose

To create new quality employment opportunities and to improve the prosperity for the people of Lincolnshire

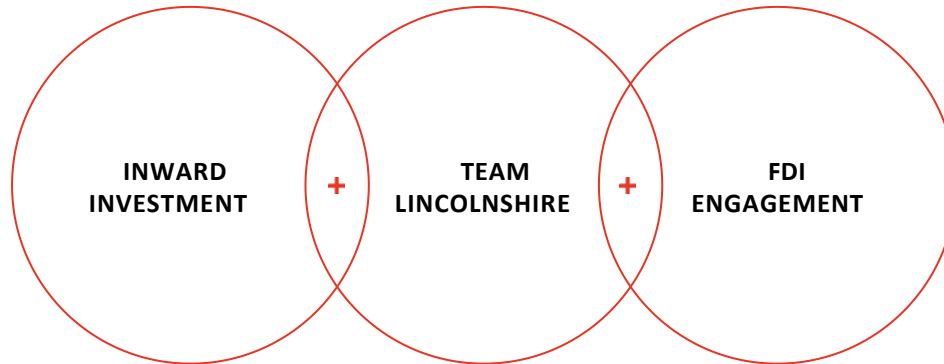
Our objective

To connect businesses and their Leadership to promote collaboration and investment opportunities.

Our aim

To build relationships and create investment opportunities through various programmes, events and engagement.

Inward Investment Team



LCC Inward Investment team specialise in three areas.

- 1) Inward Investment**
- 2) Team Lincolnshire ambassador programme.**
- 3) FDI & UK Corporate and SME Engagement.**

Portfolio approach

Portfolio One

Fran East

Agri-food

Logistics

Defence

Visitor Economy

Portfolio Core

Tony Reynolds

Public Sector

Property &

Construction

Professionals, Marketing
& Consultants

Portfolio Two

Rachael Markham

Low-carbon Energy

Manufacturing &
Advanced Engineering

Health & Life Sciences

Digital Technology



AMBASSADORS, FDI COMPANIES, INVESTOR ENQUIRIES

EVENTS, COLLABORATIONS AND INTRODUCTIONS

Inward Investment Team data 22-24

24 Month analysis Jan22-24

FDI programme- 35 DBT KAM (9 Projects landed)
Inward Investment enquiries- All sectors 87
Inward Investment projects- Landed 17
Team Lincolnshire Ambassadors- 143.

Sector analysis Inward investment enquiries Inward investment enquiries: 87

Sector	Number
Adv Eng/Man	23
Agri/Food/Aqua	22
Energy	15
Construction	7
Auto	5
Retail	4
Tech	4
Chemical	3
Healthcare	1
Sport Econ	1
Medical	1
Mining	1

Meet the Inward Investment Team



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