

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

Report to:	Environment and Economy Scrutiny Committee
Date:	22 May 2018
Subject:	Team Lincolnshire

Summary:

To explain and reinforce the Team Lincolnshire Ambassador Programme's objectives to Members and to provide a Two Year Activity Plan for 2018/19 and 2019/20 which outlines the benefits, events and activities available to Team Lincolnshire ambassadors.

Actions Required:

Members of the Environment and Economy Scrutiny Committee are invited to:

- a) Consider and comment on the purpose and scope of Team Lincolnshire
- b) Endorse the proposed activity plan (Appendix A)

1. Background

Team Lincolnshire is a partnership between the private and public sector brought together with the purpose of attracting and supporting business investment in Lincolnshire. Its concept is that all members become Lincolnshire ambassadors and by collaborating together gives them a much stronger and passionate voice.

Team Lincolnshire evolved from a number of property and construction businesses attending MIPIM, a major international annual property show, four years ago. Providing sponsorship monies to support the LEP's attendance at MIPIM has enabled Greater Lincolnshire to be not only represented within the Midlands UK pavilion, but also to hold its own events outside of the exhibition targeting investors, developers and intermediaries. Team Lincolnshire has local, national and international markets that should be pursued.

It was recognised that there was an increasing need to extend Team Lincolnshire across other sectors to create a team of like-minded individuals and businesses who are passionate about promoting Lincolnshire. There was also a need to co-ordinate existing and reduced budgets in order to make the programme sustainable in the future.

A marketing toolkit www.marketinglincolnshire.com was developed using LCC and Local Enterprise Partnership funding and is available to businesses so that all ambassadors have a coherent and compelling narrative to use to help to increase investment, have more visitors and more money in the local economy.

On 30th November 2017, the Team Lincolnshire Ambassador Programme was officially launched offering members a range of services and support:

- Being part of a team of like-minded individuals and organisations passionate about promoting Lincolnshire
- An annual "Lincolnshire in London" event
- The opportunity to attend a number of events every year, the majority of which are free
- Priority as a member to sponsor other events
- Early and unique access to information about Lincolnshire through a newsletter
- Access to a toolkit of marketing materials
- A page on the website to profile your business
- The opportunity to build new relationships at a senior level to secure new business
- The opportunity to share your news through the website, social media channels, PR and the Team Lincolnshire newsletter
- Logo on all relevant materials
- MIPIM and MIPIM UK packages available to members

There is an annual subscription fee of £350 per company.

Tim Downing, Director at Pygott and Crone and a founder member of Team Lincolnshire is attending the Committee meeting to tell members of the benefits he has already received from supporting and endorsing the Team Lincolnshire Ambassador Programme as well as participating in a number of high profile events locally, regionally and nationally.

It has been identified that there are three main elements to the Ambassador Programme.

1. Local activities – feeling that you belong to a like-minded group of people
2. B2B – opportunities for members to collaborate and gain business from each other
3. Promoting Greater Lincolnshire outside of the area – this is seen as the most important element as it is a key component for growing the economy and we hosted our first "Lincolnshire in London" event, supported by sponsorship monies from Team Lincolnshire members, in February this year, at the RAF Members Club.

Research and intelligence gathering will continue to underpin the development and growth of the programme. A mini survey undertaken in March 2018 with existing

and new members shows that we are already providing opportunities and holding events that Team Lincolnshire members are keen to attend.

We have also attracted some extremely positive publicity over a wide range of media. All of this has helped raise our membership to over 60 members and we are still growing! A website has been developed and the members' page on www.teamlincolnshire.com went live on 18th May.

2. Conclusion

The approach is to strengthen and enhance Team Lincolnshire by building on success. Team Lincolnshire will:

- Inform – share information and facilitate collaboration between private sector businesses and public sector organisations across Greater Lincolnshire
- Inspire – the next generation of entrepreneurs and encourage existing businesses to grow and prosper
- Invest – encourage and support UK and international organisations to invest and locate in Greater Lincolnshire

The aim of the Two Year Activity Plan is to sustain the membership for 2018/19 in the first year and to increase membership to a minimum of 100 in the second year. In addition we will actively target companies who we want to be Team Lincolnshire members via our Top Companies List and other sources as well as specific sector related events where appropriate.

3. Consultation

a) Have Risks and Impact Analysis been carried out?

Yes

b) Risks and Impact Analysis

Not progressing with this important piece of work will mean Greater Lincolnshire will continue to under sell itself and will fall behind other areas in terms of investment, funding and incoming skills.

Not securing enough funds to maintain sustainability will mean the project will stop when the funds run out.

A lack of buy-in from important stakeholders could create a barrier to growing the partnership and therefore to not securing enough funding.

4. Appendices

These are listed below and attached at the back of the report	
Appendix A	Team Lincolnshire Ambassador Programme Two Year Activity Plan (To Follow)

5. 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 Jill McCarthy, who can be contacted on 01522 550609 or jill.mccarthy@lincolnshire.gov.uk