

Open Report on behalf of Andy Gutherson, Executive Director of Place

Report to:	Environment and Economy Scrutiny Committee
Date:	26 November 2019
Subject:	Team Lincolnshire Ambassador Programme Update

Summary:

This report provides an update on the Team Lincolnshire Ambassador Programme's activity to date and further information about the plans going forward regarding the investment strategy which covers our messages for inward investment.

Team Lincolnshire is a public/private sector partnership brought together to champion Lincolnshire as a place to live, work and invest. Now with over 100 members, this ever growing group of influential businesses is helping to shape the economic future of our region, encouraging businesses to flourish and creating a sustainable, attractive and healthy environment for businesses, residents and visitors.

With Team Lincolnshire we are looking to not only grow the development sector, but also attract further investment. We have looked at our strengths:

1. Proximity to London/Peterborough/East Coast Main Line and the A1 - the additional 4 direct trains from London KX to Lincoln which have just been introduced will further strengthen our location
2. Strength in our food sector which continues to lead the way in R&D and AI
3. Our centres of excellence in food and engineering
4. An active and growing HE sector with the University of Lincoln moving rapidly up the league table
5. Commitment to housing with the zones approach to Growth as referenced in Planning for Growth and the LIS

However, we also know that for some investors, developers and influencers, we are still an "unknown" entity which is why as part of the Team Lincolnshire Ambassador Programme we continue to develop our messages on key activities which we then promote via our comprehensive event programme which includes MIPIM UK, Team Lincolnshire in Leeds and MIPIM.

At a previous Scrutiny Committee meeting, members asked for a list of Team Lincolnshire businesses that are part of the Programme and to show where businesses are located. This is provided in Appendix A. Since its official launch in 2017 membership has increased and businesses from a wider range of sectors have now joined - this includes PING based in Gainsborough who joined in October and our official 100th member Oldrids and Downtown who have a base both in Boston and Grantham.

Actions Required:

The members of the Environment and Economy Scrutiny Committee are invited to:

1. Consider the work of the Team Lincolnshire Ambassador Programme and highlight any additional recommendations for further consideration.
2. Support the continuation of the Team Lincolnshire Ambassador Programme.

1. Background

DIT's strategy is at the heart of the UK Government's drive to promote growth through trade and investment. As part of the Midlands Engine we also are aligned with the Midlands Engine's Vision for Growth to "**Promote the Midlands nationally and internationally in order to maximise trade and investment in the region**".

Another key strand within the Midlands Engine Vision for Growth is to:

- Shape Great Places – promote the Midlands as a great place to live, visit, learn and work

Shape Great Places is also a key component of our inward investment activity and fits with Lincolnshire's Local Industrial Strategy (LIS) that will contribute to economic growth and increased productivity aligning with the Greater Lincolnshire LEP's Strategic Economic Plan (SEP) in helping to grow the economy by £3.2 billion, creating 13,000 new jobs, helping 22,000 businesses to grow and building 100,000 new homes by 2031. The key areas of investment and investor development activity are:

- i) Using the Team Lincolnshire Ambassador Programme to promote our investment message by use of a mix of promotional activities eg events to a regional, national and international audience of investors, foreign owned businesses (FDIs), developers, house builders, hotel operators and intermediaries
- ii) Providing a robust account management programme to FDIs supporting them to aid their expansion plans
- iii) Working with DIT to attract investment which supports the growth of the priority sectors by dealing with enquiries and developing sector specific propositions eg in agri-food and manufacturing.

Two key events in the Team Lincolnshire calendar have recently been held in London and Leeds.

MIPIM UK, London, 14th and 15th October

MIPIM UK, London is the largest UK exhibition and conference for property professionals. It provides a market place for UK players and international investors to meet, discuss projects and opportunities and to do business. We hosted our annual dinner during MIPIM UK, as part of the Team Lincolnshire events programme, at the Mayfair Hotel. 110 guests attended and our 3 speakers were Samantha McKnight LNER, Ashley Cowdrey, CPW and Cllr Davie. We had nine sponsored tables, some of whom were new sponsors to MIPIM UK plus two LEP tables, with guests from leads generated at MIPIM France earlier in the year.

Team Lincolnshire event in Leeds – 5th November

Team Lincolnshire recently held an event in Leeds, where over 85 businesses from both Leeds and Lincolnshire attended on the day. The event provided us with the opportunity to forge and nurture ties between the two areas demonstrating the connectivity via the A1 corridor and our ports. Through research we had undertaken, the main connections were through Agri-Tech (the M62 is home to a large concentration of food businesses) so this gave us a synergy focusing on innovation and supply chains as well as finance with Leeds being the second largest financial centre in the UK outside London. Lincolnshire occupies a unique position at the forefront of the agricultural technology industry and this was outlined by Professor Simon Pearson, professor of agri-food technology at the University of Lincoln and Tariq Javaid, Corporate Finance Partner at Garbutt+Elliott in Leeds provided an overview on what the Finance Sector can offer Innovative and agri-tech industries. Initial feedback from the event has already been positive. Further evaluation will be taking place over the coming weeks. Details of upcoming events can be found on www.teamlincolnshire.com

2. Messaging

There are opportunities for inward investment and we have a wide range of employment sites and new land allocations that have been identified through local plans. Building on specific strengths, assets and specialisms we need to develop clear narratives and messaging on:

House building	Food Sector
Creative Rural Solutions	Engineering

3. Promotional Activities

Focus on holding relevant events which provide opportunities for our investment message to be promoted and opportunities for Team Lincolnshire members to innovate and collaborate.

- Local – with Districts eg former Cummins site in Stamford working with InvestSK, PE21 event with Boston Borough Council
- Regional – events have been held in Birmingham and Leeds
- National – London eg MIPIM UK
- International – MIPIM, France

In addition the 3Cs work for Team Lincolnshire is continuing to be developed and progress. This covers Clients which is managed by the Investment Team and contacts and campaigns. Contacts includes rolling out Team Lincolnshire across Directorates so that their knowledge and expertise can be used to assist with investment enquiries and other related issues. Campaigns can be supported by the Team Lincolnshire Ambassador Programme. For example, we can use our members to lobby for new services and new investment to the county via well planned, relevant and targeted promotional campaigns or to gather testimonials to support new highways infrastructure.

4. Value and Mapping

The two papers attached provide members with the latest list of members by sector and location. With over 100 members, the Team Lincolnshire Ambassador Programme has the potential to generate over £35,000 of revenue per annum.

- Ensure programme of activities is relevant to all Team Lincolnshire members
- Sector specific events
- Members to host events to showcase their facilities and operations

5. Conclusion

In reality most local authorities/LEP areas provide an investment and investor development service. It is imperative to try and stand out from the crowd. The launch of promotelincolnshire.com provides a compelling and consistent narrative for all to use regarding the benefits of locating and running a business in our area. The Promote Lincolnshire website communicates, champions and promotes all that is great about Lincolnshire and has hundreds of resources that we can all use with the majority of the resources now sized for social media, printing and digital.

The Team Lincolnshire Ambassador Programme is already starting to make in-roads into making sure our investment message is more co-ordinated and consistent and this is a tool which will prove invaluable in helping to promote Lincolnshire to investors, developers and businesses.

A couple of examples are:

- i) Following on from further discussions at MIPIM UK with Rizk McCay, an introduction has now been made with Lavignac to explore opportunities into investing into a hotel site in Lincoln. A visit to Lincoln is being planned. In addition, there are a number of other interested parties in sites in Central Lincoln and St Marks. The Investment Team also introduced 3 potential hotel chains to a Lincoln based intermediary (also a Team Lincolnshire member). We are of the understanding that one of these will be moving forward in the near future.
- ii) Mozer Developments – this was a contact made at MIPIM. Further discussions with Mozer took place at the MIPIM UK dinner. They were very impressed with the event and have already spoken to two national developers about the opportunities outlined during presentations eg Grantham Southern Quadrant and Western Growth Corridor and the opportunities which will be forthcoming with the introduction of additional LNER direct services from Lincoln to London. Both developers were not aware.
- iii) During 2018/19 there were 15 successful foreign direct investments into Greater Lincolnshire with a total of 400 jobs created and invested £456,280,000 into Greater Lincolnshire in 2018/19, an increase of more than 200% on the previous year.

6. Consultation

a) Have Risks and Impact Analysis been carried out?

No

b) Risks and Impact Analysis

N/A

7. Appendices

These are listed below and attached at the back of the report	
Appendix A	Team Lincolnshire Ambassador Programme

8. Background Papers

This report was written by Jill McCarthy, who can be contacted on 01522 550609 or jill.mccarthy@lincolnshire.gov.uk.

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