



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

Report to:	Environment and Economy Scrutiny Committee
Date:	16 February 2021
Subject:	Team Lincolnshire Investment Strategy

Summary:

This report and the attached presentation sets out the future direction of the Team Lincolnshire Ambassador Programme through a new two year Business Plan that outlines the strategic objectives, aims and outcomes clearly linked to the investment priorities of Lincolnshire County Council (LCC) and the Greater Lincolnshire Local Enterprise Partnership (GLLEP).

Actions Required:

The Environment and Economy Scrutiny Committee is invited to

1. review and comment on the contents of this report; and
2. endorse the Team Lincolnshire Investment Strategy attached to this report.

1. Background

The Team Lincolnshire (TL) Ambassador Programme was formally launched in 2017 as a public/private sector programme created to promote Greater Lincolnshire as a place to live, work, learn and invest. LCC and the GLLEP recognise the value of the knowledge and expertise that the TL members bring and how this, together with their ambassadorial role, has an important part to play in Lincolnshire's growth; this is more important than ever as we go through the recovery phase of the Covid-19 pandemic.

Team Lincolnshire Update

Early in the pandemic, a new awareness campaign was launched called #TeamLincolnshireCares (TLC). This was a rally call for all members to come together and support not only each other but the wider community through:

- **Weekly Informal Virtual TLC Coffee Clubs** - Hosted by a TL ambassador providing practical advice and support on subjects such as Covid-19 in the Construction Industry, Employment Law or Mental Health Awareness. They have proved very popular and have now undertaken over 40 sessions.
- **Formal Monthly Joint Webinars with Business Lincolnshire** – Open to the wider business community providing critical intelligence regarding working in a Covid-19 environment and subject areas to stimulate regrowth such as Finance for Investment and Recovery, The Challenges and Opportunities of Modern Methods of Construction, Lincoln Town Deal Opportunities and Food Production in the Digital Age. A total of 10 webinars have taken place to date.
- **Social Media** – Increased presence on Twitter and LinkedIn (Twitter @TeamLincs, LinkedIn Team Lincolnshire) to get the key messages and rally calls out to not only members but to potential investors and developers.
- **Good News Stories/Case Studies** – These include TL members who have worked together to drive forward investment and development within our region and support each other through the pandemic.

TL membership continues to grow as the ambassadors continue to spread the positive messages about Greater Lincolnshire. Even through Covid-19 new members continue to join with current membership at 123. The annual subscription is £350. Due to the pandemic a payment holiday was instituted and in July 2020 the Environment and Economy Scrutiny Committee recommended a 75% reduction in membership fees for the 2020/2021 year of £87.50.

Team Lincolnshire's Future Focus

The Investment Strategy for TL is a two year business plan (2020 – 2022) which has been developed with the TL Steering Group. It sets out the future direction through five strategic objectives which align with both LCC's and the GLLEP's ambitions for growth and investment:

- To attract and achieve business investment into the construction sector both commercial and residential in Greater Lincolnshire.
- To demonstrate that investors are welcome by providing them with a comprehensive soft landing package.
- To attract and achieve business investment into the office relocation sector in Greater Lincolnshire.
- To attract and achieve business investment into the food manufacturing sector including automation and robotics in Greater Lincolnshire.
- To attract investment that benefits all.

The Strategy outlines how TL will deliver the strategic objectives, what the drivers for success are and the key performance indicators. This enables us to monitor the success of TL in a way we have never been able to before. The Strategy is all encompassing including all areas of Greater Lincolnshire with a particular focus on attracting new membership within North Lincolnshire, North East Lincolnshire and Rutland areas, including gaining representatives from these areas on the TL Steering Group.

Examples of the activities and programme of work that will contribute to achieving the objectives within the Business Plan include but are not limited to:

- Attending the Midlands Forum for Growth Virtual three day Conference in November 2020 promoting the wider investment opportunities across the region including presenting on the high potential opportunity (HPO) at Europarc III and South Lincolnshire Food Enterprise Zones (FEZs) and promoting the Town Deals through a panel on "Regeneration of the High Streets".
- Providing the revenue funds to support the delivery of the HPO workstream.
- Commissioning a consultant to undertake a study to understand the sectors that are currently the most mobile and how we can attract these to our region.
- Attending the Fresh Produce Consortium (FPC) Food Conference to promote the region's automation and robotics offer, including the FEZ sites.
- Developing sector propositions in order to promote the region to new inward investors, land new investments and create jobs.
- Holding focussed events on promoting the Town Deals and the opportunities that arise from them.
- Showcasing Greater Lincolnshire's investment offer through a series of Midlands Insider webinars and published articles.
- Holding focussed investment briefings on key drivers such as Green Construction, the Future of the Housing Market (MMC), Promoting Lincolnshire's Opportunities for Investment and Expansion, and Place Marketing.
- Attendance at international events such as MIPIM, Agritechnica – choosing the right event to promote the opportunities within the region.
- Holding events focussed to include all areas of the region including: "Top 10 things to market to the renewable sector", decarbonisation, Freeports, and promote St George's Barracks master plan opportunities.

Significant progress has already been made and the key performance indicators (KPIs) are being monitored on a monthly basis to measure the success of Team Lincolnshire and ensure the objectives are being met.

Team Lincolnshire Progress

As at December 2020, the following progress had been made:

Business to business collaboration is at the heart of what Team Lincolnshire is all about - recently Team Lincolnshire Ambassador's Pygott & Crone has supported Wingman Ltd to source a new Lincolnshire based dedicated office space at Long Bennington helping them expand and grow.

In November, we heard the fantastic news that our ambassador, West Lindsey District Council, has entered a new partnership with national housebuilder, Keepmoat Homes, to deliver 454 new homes at their Gainsborough Sustainable Urban Extension. This scheme marks the first investment by Keepmoat within our region and shows how our ambassadors can have direct involvement in the development of key investment sites.

Twenty one jobs have been created through the foreign direct investment key account management programme including 16 FTE jobs created at Lincoln's SAGA Robotics who are growing at a fast pace with their research and development (R&D) within the agri-tech industry. SAGA Robotics has been actively involved with showcasing our region's potential to future investors and recently was a guest speaker on Team Lincolnshire's Midlands Insider "Food production in the digital age".

There has also been lots of activity from our ambassadors on social media promoting our region and attracting new members including Micronclean and Invisio Ltd.

A significant amount of work is currently taking place around developing Sector Value Propositions to attract new inward investment into sectors such as Food, Energy/Low Carbon and Advanced Manufacturing; work is continuing to promote our South Lincolnshire Food Enterprise Zone to potential innovative agri-tech businesses and our ambassadors are playing a pivotal role in taking this forward with Core Architects working on the design of the Cluster Hub building and Pygott & Crone being the marketing agent for the site.

Key Performance Indicators as at December 2020:

No.	Measure	Target	Actual as at Dec 20
1	Measure the number of business to business opportunities derived from members collaborating together	40	2
2	Team Lincolnshire to have a presence within the South Lincolnshire Food Enterprise Zone	1	0
3	Influence and facilitate 2 investment opportunities within the South Lincs Food Enterprise Zone	2	0
4	Direct involvement in influencing and/or developing investment sites both commercial and residential within the region	1	2
5	Support the creation of 200 new jobs	200	21
6a	Maintain a minimum Team Lincolnshire membership	Min 100	122
6b	Increase Team Lincolnshire membership	20	22
7	Team Lincolnshire member satisfaction with the Ambassador Programme	Min 95%	Available March 21
8	Investor satisfaction with the information and support provided to aid their investment decision within Lincolnshire	Min 90%	Available March 21
9	Number of TLC Coffee Clubs Held (1 a week)	1 a week	38
10	Number of TL Webinars Held (1 a month)	1 a month	8

2. Conclusion

The Environment and Economy Scrutiny Committee is invited to review the contents of this report and endorse the Investment Strategy for Team Lincolnshire to deliver the strategic objectives outlined.

3. Consultation

a) Risks and Impact Analysis

Not applicable.

4. Appendices

These are listed below and attached at the back of the report	
Appendix A	Investment Strategy for Greater Lincolnshire - 2 Year Plan – 2020-2022 Annual Review

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 Karen Seal, Principal Officer for Place & Investment, who can be contacted on 07770 435606 or by e-mail at Karen.seal@lincolnshire.gov.uk.

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