

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 (Simon Murphy) • 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 internationalisation</p>	<p>By 31/12/2022 (comms campaign ongoing)</p>

					support in Greater Lincolnshire	
2	Exporting should be viewed as a route to improve resilience and productivity. Growth Hub should consider developing exporting as a thread through all Growth Hub business support programmes with advisers' upskilled to spot businesses with export capacity.	By developing knowledge and export capability, there will be opportunities to identify a greater number of companies with export potential and provide early stage support.	<ul style="list-style-type: none"> Growth Hub (Simon Murphy) 	Increased number of businesses aware of, and progressing export opportunities	BL to develop and deliver bespoke training to business advisers, both publicly funded and external, to enable them to spot, support and signpost new and potential exporters	By 31/3/23
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"> DIT (Mick Carling) Chamber (Eve Farley) Growth Hub (Simon Murphy) 	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
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	<ul style="list-style-type: none"> DIT (Mick Carling) Growth Hub (Simon Murphy) 	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

		being provided to individual businesses				
5	<p>With Covid-19 moving the majority of business activity 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>Businesses recognise the value 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</p>	<ul style="list-style-type: none"> • DIT (Heather Martin) (delivery) • Lincolnshire Chamber (Eve Farley) • Local Authority (promotion only) 	<p>More efficient use of time and digital resources, with improved outcomes potentially available to businesses.</p> <p>Increased number of businesses using online sales to increase their international presence</p>	<p>BL to continue to work with relevant partner organisations to identify and promote suitable trade missions and meet the buyer events.</p> <p>Growth Hub to amplify promotional activity.</p>	Ongoing

		internationally online				
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"> • DIT (Mick Carling) • Business Lincolnshire (Simon Murphy) • DIT (Heather Martin) 	<p>Increased awareness of international trade opportunities and successful delivery of the Freeports</p>	<p>BL to work with DIT/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>	2022/23
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</p>	<p>Businesses recognise that 'Export opportunities' offers valuable intelligence. Ensuring that the information is widely shared will help businesses</p>	<ul style="list-style-type: none"> • DIT (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>Business Lincolnshire to work with DIT to best utilise current and future export campaigns and promote effectively to the region's businesses.</p>	Current/Ongoing

	<p>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 global stage and take advantage of new global trading opportunities.</p>	<p>understand new opportunities.</p> <p>Developing a matrix would set out the full range of services, this could be communicated to business and would also help identify if any gaps in service delivery exist.</p>		<p>Improved numbers of business understanding the range of services available to support international trade.</p>	<p>Infographic distributed showing all existing support, and promoted widely.</p>	
8	<p>Consider how to increase business knowledge of cultural differences in trade markets</p>	<p>Previous training has been cited as very valuable. There is potential to revisit this using video technology and fact sheets.</p>	<ul style="list-style-type: none"> • DIT Advisers (Heather Martin) • Lincolnshire Chamber (delivery – Eve Farley)) • Business Lincolnshire (promotion – Holly Wells) 	<p>Improved cultural understanding will enhance trade operations and lead to greater levels of exporting</p>	<p>Business Lincolnshire and Chamber to develop and deliver ‘peer network’ or similar specific to exporting, and round table events for exporters.</p>	<p>2022/23 and beyond.</p>
9	<p>Continue to build collaboration and international activities in partnership with the regions Universities and</p>	<p>Leveraging the strengths of the Higher Education sector provides potentially</p>	<ul style="list-style-type: none"> • University of Lincoln/BGU – Ruchi Aggarwal/Wayne Dyble 	<p>Improved capacity and support that will enable business to explore exporting or new markets</p>	<p>BL to work with educational partners to agree most fruitful way forward and</p>	<p>2022-23</p>

	<p>DIT's Education Specialist.</p> <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>significant number of advocates for Growth Hub in 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"> • Growth Hub (Simon Murphy) • DIT (Mick Carling) 		<p>identify/pursue partnership working opportunities.</p>	
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</p>	<p>Growth Hub's largest exporters have significant expertise that could assist smaller companies.</p>	<ul style="list-style-type: none"> • DIT (Heather Martin) • Lincolnshire Chamber (Eve Farley) 	<p>Increased knowledge and sharing of best practice will help increase confidence to export</p>	<p>DIT and partners to identify larger exporting companies.</p>	<p>2022/23 and beyond.</p>

	practice sharing, mentoring or opening supply chain links in overseas markets	Setting up mentoring, or best practice networks would help with knowledge transfer between businesses	<ul style="list-style-type: none"> • Growth Hub (Simon Murphy) 		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.	
10	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"> • DIT (Mick Carling) 	Having access to a range of geographies for large markets will give businesses more confidence and insight into the market.	Work with DIT to obtain and utilise market information effectively.	Current/Ongoing
11	Continue to work with DIT and Midlands Engine recommendations and national campaigns, such	Using campaigns may help businesses to know what to	<ul style="list-style-type: none"> • DIT (Mick Carling) 	Businesses knowing about national campaigns and exploring key areas	Include in communications campaign – making sure that it	2022 - 23

	<p>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>explore and gives them key pointers on exporting.</p>	<ul style="list-style-type: none"> Lincolnshire Chamber (Eve Farley) 	<p>of exports effectively.</p> <p>Increased number of businesses securing new knowledge and building their confidence to begin exporting</p>	<p>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>	
12	<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> 	<p>Businesses are often deterred from exporting because they are concerned about the resource implications. A reference tool would help close knowledge gaps.</p>	<ul style="list-style-type: none"> DIT (Heather Martin) Growth Hub (Simon Murphy) Chamber (Eve Farley) Private Sector e.g. banks. 	<p>Businesses can access a range of support services to assist them with their export journey 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"> • <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> • <i>Translation services- for packaging, instruction manuals, marketing materials</i> • <i>Technical language courses – interpretation of legal documents</i> • <i>Lincolnshire Chamber International Trade Hub</i> 	<p>To help businesses understand the range of support they can access to support their export ambitions.</p>				
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13	Collate the full range of Trade Finance support for exporters,	Help businesses to find and access	<ul style="list-style-type: none"> • DIT (Mick Carling) 	Businesses can access export	Ensure information	By end July 2022
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	Export Guarantees, UK Export Finance etc. Include product development innovations to ensure goods and services are suitable for new markets	finance support to help them get to market faster and de risk the process e.g. working capital support, bond support, credit insurance	<ul style="list-style-type: none"> • UK Export Finance • Banks • Lincolnshire Chamber (Eve Farley) 	finance and feel they are supported to enter new markets	available is complete and up to date, and promote it effectively.	
14	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 • DIT (Heather Martin) • International Trade Advisors • Growth Hub (Simon Murphy) • 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
15	Use of 'Export Mentors', potentially using UKSPF funds.	New and novice exporters value the	<ul style="list-style-type: none"> • DIT (Mick Carling) 	Increased conversion of first	Utilise existing Export Mentors	Current/Ongoing

	This would build on the role of Export Champions. Mentors would provide support to new exporters providing practical knowledge and insights.	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"> • Export Champions (various) • Business Networks • Lincolnshire Chamber (Eve Farley) 	order opportunities and more business trading overseas	e.g. Export Manager Programme, DIT Export Champions, Peer Network, and Chamber International Trade offer Create and distribute a list of mentors	
17	Consider the increased use of case studies to demonstrate to new exporters how they can successfully trade internationally	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 the key elements that need to be emulated by new exporters	<ul style="list-style-type: none"> • DIT (Mick Carling) • Lincolnshire Chamber (Eve Farley) • Hull and Humber Chamber • Export Champions (various) 	Increased number of new exporters. Case Studies are one of a number of important mechanisms which will encourage new exporters to enter international trade.	Commitment from DIT and Chamber to provide Case Studies to use as part of the comms campaign	31/12/2022

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 DIT, and details of which services. Hits to Business Lincolnshire's website Export pages. 	<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 (Simon Murphy) Lincolnshire Chamber (Eve Farley) DIT (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>
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