

Business Plan Strategic Objectives

2023-2025

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

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

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

To promote opportunities to investors on their journey to net zero

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

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 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 heart of 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 and automation in food processing
- Work with the UK Food Valley team to promote the opportunities for low carbon food chains, technologies, processing and distribution
- Promote the South Lincolnshire FEZ for agri-tech innovation businesses
- Lobbying support to unlock utility and infrastructure challenges

To capitalise on East Midlands Airport and the Humber Freeport 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 Zone(s) status for 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
- Promote the opportunities related to the circular economy

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

Priorities for 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	450
Influence and facilitate a further 2 investment opportunities within the South Lincs Food Enterprise Zone	2
Attract and support 5 new inward investments into the region (utilising the sector investment propositions)	5
Direct involvement in influencing and/or developing investment sites both commercial and residential within the region	100
Support the creation of 350* new jobs <i>*Mindful of the current economic situation</i>	350
Increase TL membership – Maintain a minimum of 120	120
Attract 5 new members from North, North East Lincs & Rutland	5
TL member satisfaction with the Ambassador Programme	95%+
Investor satisfaction with the information and support provided to aid their investment decision within Lincs	90%+