



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

Report to:	<b>Environment and Economy Scrutiny Committee</b>
Date:	<b>29 November 2022</b>
Subject:	<b>Inward Investment Strategic Plan for Team Lincolnshire</b>

**Summary:**

The Inward Investment Strategic Plan has been developed in consultation with the Team Lincolnshire (TL) Steering Group, which consists of public and private sector members who are united in helping Lincolnshire to prosper.

This report and the attached presentation review the current 2020/2022 Plan which comes to an end in December 2022 and set out the future direction for the next two (2) years 2023-2025, outlining the new strategic aims and objectives which are aligned with the investment priorities of Lincolnshire County Council (LCC) and the Greater Lincolnshire Local Enterprise Partnership (GLLEP).

**Actions Required:**

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

- (1) Review and comment on the achievements of the initial 2020-2022 Inward Investment Strategic Plan; and,
- (2) To consider and endorse the proposed investment objectives set out in the new two-year 2023-2025 Strategic Plan for Team Lincolnshire.

## **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 post pandemic and in the current changing economic environment. The TL members unite in promoting Greater Lincolnshire, attracting investment and encouraging sustainable growth.

## 2. Review of 2020 – 2022 Strategic Plan

The five objectives set for the 2020/22 were as follows:

- 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

Over the 2 year period the ambassador programme has seen a growth from 109 to 147 members – made up of businesses from a cross section of sectors, sizes and geographical locations. A wealth of activities have taken place to support ambassadors through Covid and beyond including 79 Team Lincolnshire Cares Coffee Clubs held digitally, webinars updating them on topics such as modern methods of construction and the investment opportunities within our Town Deals and attendance at physical events such as MIPIM and UKREiif to fly the flag for Lincolnshire and attract new inward investment.

A new Team Lincolnshire website was launched in October 2021 giving the region an opportunity to promote the assets for both investor and business support through TL and our key stakeholders such as Lincolnshire County Council, Greater Lincolnshire LEP, Business Lincolnshire Growth Hub, Universities and Colleges. This has been supported with a marketing campaign through social media platforms LinkedIn and Twitter to promote our County and drive investment.

Team Lincolnshire members were instrumental in developing five sector investment propositions including Agrifood, Low Carbon Energy & industry, Logistics, AEM and Defence & Security with future propositions in Visitor Economy, Film Locations, Health & Lifesciences and Digital Technology coming in the new business plan period. These have been invaluable in the discussions with inward investors to showcase the strengths and opportunities we have in these sectors compared to elsewhere in the UK and World.

We have supported 102 inward investment enquiries over the 2 years and TL has helped to land investments such as Global Berry glasshouse soft fruit producer in Nocton which created over 300 jobs. We have facilitated and influenced 13 investment opportunities on the South Lincolnshire Food Enterprise Zone – launching the FEZ through a webinar to over 500 attendees and proactively targeted investors taking them on site visits to secure potential investment.

The Plan is evaluated and monitored through a set of KPIs. The KPIs for 2020/22 are below:

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Measure	Target	Actual (Sept 22)
Business to business opportunities GREEN	40	460
TL presence within the South Lincs Food Enterprise Zone AMBER	1	2
Influence and facilitate 2 investment opportunities within the South Lincs Food Enterprise Zone GREEN	2	13
Direct involvement in influencing and/or developing investment sites both commercial and residential within the region GREEN	1	96
Support the creation of 200* new jobs GREEN <i>*Mindful of the current economic situation</i>	200	331
Increase TL membership – Maintain a minimum of 100 GREEN <i>*22/23 as at Aug 2022</i>	100	20/21 = 121 21/22 = 142 22/23 = 147
Seek to attract 20 new members GREEN <i>(Targeting North, North East Lincs &amp; Rutland – 4 new members 22/23)</i> <i>*22/23 as at Sept 2022</i>	20	20/21 = 32 21/22 = 26 22/23* = 24
TL member satisfaction with the Ambassador Programme AMBER	95%+	20/21 = 93% 21/22 = 82%
Investor satisfaction with the information and support provided to aid their investment decision within Lincs GREEN	90%+	21/22 = 100%

TL is also monitored through the TL Steering Group, made up of members of TL across the public and private sectors. A TL Ambassador Survey is also conducted at the end of each membership year. The results of the survey are utilised to shape the programme in the year ahead and are published publicly.

### 3. Future Focus – Strategic Plan for 2023 - 2025

The 2023/2025 Strategic Plan harnesses the progress made over the previous 2 years in areas such as the agrifood sector. It also embraces new investment opportunities and will continue to encourage inward investment and growth of the businesses already located in the County; putting “Place” at the heart of everything we do. The new five objectives are:

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

The priority aims for each objective are set out in Appendix A.

Team Lincolnshire ambassadors feel passionate about skills, sustainability, health and wellbeing and digitalization; therefore, these themes will be woven throughout the work undertaken over the next business plan period.

The KPIs to monitor and evaluate the progress made against the new objectives have been reviewed. New KPIs have been established and KPI targets have been stretched utilising 2020/22 data as a benchmark. Please refer to Appendix A (KPIs – 2023/25).

#### 4. Conclusion

The Environment and Scrutiny Committee are invited to review and endorse the proposed investment objectives set out in the two-year Team Lincolnshire Inward Investment Strategic Plan for 2023/2025.

#### 5. Consultation

##### a) Risks and Impact Analysis

N/A

#### 6. Appendices

These are listed below and attached at the back of the report	
Appendix A	TL Business Plan Objectives 2023/25 Final Version Scrutiny Nov 22

#### 7. 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 [karen.seal@lincolnshire.gov.uk](mailto:karen.seal@lincolnshire.gov.uk).