

REPORT TO	ON
CABINET	17 October 2018



TITLE	PORTFOLIO	REPORT OF
Place Promotion	Strategic Planning, Housing and Economic Growth	Director of Planning and Property

Is this report a KEY DECISION (i.e. more than £100,000 or impacting on more than 2 Borough wards?)	Yes
Is this report on the Statutory Cabinet Forward Plan ?	No
Is the request outside the policy and budgetary framework and therefore subject to confirmation at full Council?	No
Is this report confidential?	No

1. PURPOSE OF THE REPORT

- 1.1 To inform Cabinet about the proposals for use of part of the Place Promotion budget to deliver Invest Central Lancashire and South Ribble inward investment marketing activity as set out in the Corporate Plan.

2. PORTFOLIO RECOMMENDATIONS

- 2.1 Cabinet to agree the general scope of inward investment marketing activities set out in this report.

3. REASONS FOR THE DECISION

- 3.1 Place Promotion is one of the projects within the approved Corporate Plan 2018-2023. These proposals provide further detail about the implementation and use of the funding to deliver Invest Central Lancashire and South Ribble inward investment marketing.

4. CORPORATE PRIORITIES

- 4.1 The report relates to the following corporate priorities:

Excellence and Financial Sustainability	
Health and Wellbeing	
Place	✓

Projects relating to People in the Corporate Plan:

People	
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5. BACKGROUND TO THE REPORT

- 5.1 The South Ribble Corporate Plan 2018-2023 identifies Place as one of the three main priorities. Section 5.3 of the Corporate Plan sets out the focus on economic growth and place promotion to support a mixed economy where large and small businesses have equal opportunity to thrive.
- 5.2 Delivery of an inward investment place promotion programme has been identified as one means of addressing the required outcomes for place, which include increased numbers of enterprises in the borough, increased numbers of higher level jobs and improved skills. There are 3 related corporate projects, which are supported by the place promotion budget, The Ambassador Programme, the Events Programme and the Apprentice Factory. A budget of £100,000 was approved by Council to support this activity.
- 5.3 Investment place promotion campaigns are also being developed for both Lancashire as a whole and for the Preston, South Ribble and Lancashire City Deal area. A South Ribble campaign can build on the awareness raised by those campaigns and present tailored messages about the benefits and opportunities specifically within South Ribble.
- 5.4 The Lancashire Enterprise Partnership (LEP) launched 'We Are Lancashire: The Place for Growth' brand in 2016. The brand includes a new, integrated approach to marketing the county's four Enterprise Zone (EZ) sites as one investment destination 'the Lancashire Advanced Manufacturing and Energy Cluster' and also showcases the county's other economic assets, capital investment programmes and development opportunities underpinned by the LEP's growth strategy. The brand has been used at events such as MIPIM (Le marché international des professionnels de l'immobilier), the international property market event, and also the trade exhibition at Farnborough International Airshow. A video was commissioned as part of the brand <https://www.youtube.com/watch?v=dhVsX2Kq7C0> to use at such regional and national events to raise awareness of the opportunities and strengths of Lancashire. The brand is managed by Marketing Lancashire.
- 5.5 Marketing Lancashire also manages a visitor-economy sector-specific website, www.visitlancashire.com, which attracts over 2 million unique visitors per year, promoting Lancashire as a destination and a place for visitors. This targets staying visitors, day-trips, events such as Leyland Festival and also business tourism, which is more significant for South Ribble.
- 5.6 The City Deal partners have developed a brochure 'Invest Central Lancashire' to highlight the development sites within City Deal and the support available to investors. The brochure is hosted on the City Deal website <http://www.lancashirelep.co.uk/city-deal/invest.aspx> and was launched in partnership with Place North West at a special event on 1st March 2018. The half day conference provided an update for businesses on the first three years of the £400 million City Deal programme and examined central Lancashire as a place to live, work and do business.
- 5.7 Channel 4 announced in 2017 that South Ribble was the UK's Best Place to Live. This provided welcome, independent, corroboration of the fact that the borough offers an ideal combination of factors such as affordable housing and access to good jobs, which makes it a good location for people to develop their careers.
- 5.8 A South Ribble investment website www.businessinsouthribble.com is already in place to provide information to investors about the opportunities and support available for businesses. The website has been updated during the past year to make use of new functionality and meet industry guidelines. It is supported by a 2016 brochure 'Time to do Business in South Ribble', which introduces people from outside the region to the 'look and feel' of the borough.
- 5.9 The Council's Forward newspaper is distributed to the households within the borough and features news about developments and successful projects. New software is also in place to offer the option of an electronic version of newsletters to existing resident and business contacts.

5.10 Inward investment is a competitive area and a specific campaign is needed to build on the Lancashire awareness raising by focussing on the specific locational advantages of South Ribble for businesses and skilled workers.

6. PROPOSALS

6.1 A programme of activity is being proposed to meet Corporate Plan objectives and to contribute to delivering City Deal targets, especially the target growth sectors identified by the LEP. The place promotion programme aims to build on existing activity with new complementary activity to target specific audiences using the most relevant means and to be adaptable so it can be topical and responsive to news to maximise coverage, The proposals are as follows.

6.2 Aims: The aims of Invest Central Lancashire and South Ribble inward investment marketing are:

- To raise the profile of the South Ribble offer to attract investors, visitors and skilled workers to support economic growth;
- To reinforce the message that South Ribble is the UK's Best Place to Live;
- To engage property professionals and intermediaries in promoting the borough's offer;
- To generate enquiries for City Deal employment sites, especially Cuerden; and
- To raise awareness of the benefits of locating businesses in South Ribble

6.3 Audiences: The audiences for the campaign are

- Existing residents (to further their careers here)
- Skilled workers from outside the borough
- Indigenous, growing businesses
- Partner organisations supporting business growth
- Developers and intermediaries
- New / regional / national / international businesses wishing to expand or relocate
- The media, in particular, the business media

6.4 Activity: The package of activity includes the following:

- MIPIM UK Partnership package for 2018 with Marketing Lancashire including digital profile on the Lancashire stand
- Invest in South Ribble Business Magazine. 2018 edition of the magazine illustrating business successes to promote South Ribble as a great business location. Print and on-line versions.
- Industry press advertising / sponsorship / editorial (Insider, Lancashire Business View, Commercial Property Monthly and others reaching target audiences)
- Designing new infographics for key topics and messages for use in press, social media and direct engagement
- Creating new video content for specific themes, developments and sites
- New still photography and drone footage of investment opportunities and assets
- Researching and writing new case studies illustrating investment strengths and business support programmes
- Researching and writing regular business advice articles for the website and other media

- Researching and writing new content for use in e-marketing, social media engagement and lined websites, focussing on businesses through LinkedIn, Twitter and direct engagement
- Creating Apprentice Factory promotional materials for events and business engagement, focussed on skills messages
- Sourcing new GDPR compliant business contact and investment lead data
- Producing new banner stands for use at events to promote investment opportunities
- Search engine optimisation (SEO) work to move the www.businessinsouthribble.com website up the page rankings and to drive higher volumes of traffic to the site. The new design creates space for increased Twitter integration and for business blog / advice posts on relevant, timely topics to engage the audience. Additional SEO activity will include on-going updates to maintain fit with Google search algorithms, identifying new, appropriate, reciprocal links to build, securing reciprocal link arrangements, researching competing websites and pay per click advertising to support specific messages

6.5 Outcomes: The outcomes from the campaign will be aligned with the Corporate Plan, in particular, increased numbers of micro, small, medium and large enterprises in the borough and an increase in the number of higher level jobs. The outcomes will also contribute to delivering City Deal targets including creating 20,000 jobs and increasing the number of apprenticeship starts and the number of people leaving higher education and moving into graduate jobs.

6.6 Measurement: The reach of any social media activity will be measured and website analytics will be used to assess demand for different types of information and assistance. Business enquiries will also continue to be monitored to gauge general demand trends, such as for commercial property and business support.

6.7 Delivery: Invest Central Lancashire activities are delivered by the City Deal Communications Group. South Ribble inward investment marketing activities will be delivered to complement and build on the City Deal activity. Each element will be procured from the most appropriate supplier, following procurement guidelines.

7. ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

7.1 An alternative option was considered to procure a single, specialist agency to deliver a place promotion campaign. This was rejected on the grounds of cost.

8. FINANCIAL IMPLICATIONS

8.1 An annual revenue budget of £100,000 was approved by the Council for Place Promotion. To date less than £4,000 has been spent or committed against this budget in 2018/19. The costs of the inward investment activities outlined in paragraph 6.4 above are estimated at £45,000. Any funding required for the Ambassador Programme and the Events Programme projects will be set out in future reports.

9. LEGAL IMPLICATIONS

9.1 Please see the MO comments.

10. HUMAN RESOURCES AND ORGANISATIONAL DEVELOPMENT IMPLICATIONS

10.1 A new Digital Marketing Apprentice is being recruited to join the Investment and Skills Team as part of the approved development plan for the Apprentice Factory Project. The new apprentice will assist directly with business engagement and delivery of the Apprentice Factory Project and can also support delivery of the place promotion project.

11. ICT/TECHNOLOGY IMPLICATIONS

11.1 The implementation of this place promotion programme will largely be through external agencies, which will be made responsible for managing any ICT activity. The Business in South Ribble website has a robust content management system in place and is stored on secure servers. On-going website support and hosting is funded through existing, approved Investment and Skills budgets.

12. PROPERTY AND ASSET MANAGEMENT IMPLICATIONS

12.1 There are none arising directly from this report at the current time.

13. RISK MANAGEMENT

13.1 A risk log will be maintained on GRACE. The key risks are competition from other areas for inward investment, that costs will rise from those estimated in this report and that additional activities will be required to generate sufficient awareness of the South Ribble offer. These risks will be managed by keeping expenditure within the available budget, by monitoring competing areas and through procurement.

14. EQUALITY AND DIVERSITY IMPACT

14.1 None.

15. RELEVANT DIRECTORS RECOMMENDATIONS

15.1 This report has implications in the following areas: Investment and Skills, the relevant Directors' recommendations are included.

16. COMMENTS OF THE STATUTORY FINANCE OFFICER

16.1 The costs of the proposals, estimated at £45,000, are well within the remaining funds available from the 2018/19 Place Promotion budget.

17. COMMENTS OF THE MONITORING OFFICER

17.1 There are no concerns or issues with what is proposed from a legal perspective.

18. BACKGROUND DOCUMENTS

18.1 There are no background papers to this report.

19. APPENDICES

19.1 There are no appendices to this report.

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