

NORTH LINCOLNSHIRE COUNCIL

REGENERATION CABINET MEMBER

NORTHERN LINCOLNSHIRE BUSINESS EXPO

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To provide an update on the first Northern Lincolnshire Business Expo that was held at Forest Pines Hotel in April 2014.

2. BACKGROUND INFORMATION

- 2.1 The council recently hosted the first Northern Lincolnshire Business EXPO. The purpose of the EXPO was to raise the profile of Small Medium Enterprises (SMEs) in Northern Lincolnshire.
- 2.2 The Northern Lincolnshire Business EXPO provided 74 businesses the opportunity to showcase themselves and highlight their services. It also provided delegates the opportunity to see what is available to support the start up of new and existing SMEs.
- 2.3 There were five main sponsors: North Lincolnshire Council, Ongo, PC Support Company, Pepperells Solicitors and HBP Systems. The EXPO was free to attend. It was the largest business event in the area highlighting North Lincolnshire as a place to locate and do business.
- 2.4 Participating businesses used social media to promote the EXPO using the #NLBExpo14. In total there were 332 tweets that included the #NLBExpo14.
- 2.6 The Expo had five key note speakers delivering informative workshops to delegates in the following areas:
- Key Developments, Lincolnshire Lakes, South Humber Bank and University Technical College
 - International Trade, Improving Your Business Success, UK Trade and Investment
 - Business Success 2014, International Speaker, Eric Ho
 - Innovation and Growth, Growth Accelerator
 - Business Funding, Regional Growth Fund, North Lindsey College and Seafox
- 2.7 A total of 153 delegates attended all of the key note speaker's workshops was 153.

2.8 There was also two speed networking sessions delivered. The first one was delivered over lunch and the second was delivered late afternoon. A total of 50 delegates attended all of the speed networking sessions.

2.9 The event was a considerable success with over 500 delegates attending on the day.

3. OPTIONS FOR CONSIDERATION

3.1 There are no options to consider as this report is for information only.

4. ANALYSIS OF THE OPTIONS

4.1 This report is for information to update the Cabinet Member on the outcome of the event.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

5.1 The total cost of hosting the event amounted to around £4,000. The event generated £8,600 in income, thereby yielding a surplus to the council of £4,600.

5.2 The event was managed and delivered by the Economic Development Team. The staffing arrangements on the day were covered by staff from the Planning and Regeneration Team.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

6.1 Not applicable.

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

7.1 Consultation has taken place with a range of attending delegates and their feedback will inform future hosted events.

8. RECOMMENDATIONS

8.1. That the Cabinet Member notes the contents of the report.

DIRECTOR OF PLACES

Civic Centre
SCUNTHORPE
North Lincolnshire
DN16 1AB
Author: Karen Conroy
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Background Papers used in the preparation of this report - Nil