

NORTH LINCOLNSHIRE COUNCIL

**REGENERATION
CABINET MEMBER**

RAISING THE PROFILE OF NORTH LINCOLNSHIRE

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To consider a number of marketing and promotional opportunities.

2 BACKGROUND INFORMATION

- 2.1 Modern industry and commerce are extremely varied and successful in North Lincolnshire. The economy shows a real diversity with a wide skills base in a number of key sectors. These include metals and engineering, logistics, chemicals, and food and drink. The area is a base for no fewer than five power stations, two major oil refineries providing 27% of the UK's oil refinery production, over two dozen multinational companies and many more British companies.
- 2.2 North Lincolnshire's central UK location and extensive transport infrastructure has established the area as a global gateway for logistics and distribution. This unique position provides businesses' with a major competitive advantage and easy access to 370 million customers in Europe and 40m people in the UK within a four hour drive.
- 2.3 North Lincolnshire's geographical location in the UK allows the area to take full advantage of the trading opportunities with the countries bordering the North Sea.
- 2.4 The ports at Killingholme and Immingham are the busiest in the UK. They account for 12% of all port traffic. The global gateway is equally important with regards to the Green Economy around the estuary. The area has great potential for green energy with regards to bio fuels and wind turbines. Due to the current types of industry already in the region this is a natural progression.
- 2.5 Enterprise Zones are a key part of the Government's policy to enable economic growth. They are aimed at allowing areas with real potential to create the new businesses and jobs that they need. The Able Marine Energy Park (AMEP), located on the South Humber Bank in North Lincolnshire is at the heart of the largest Enterprise Zone in the country. The AMEP will provide a purpose-built facility to suit the needs of the Offshore Marine Renewables Sector –particularly Offshore Wind.
- 2.6 Able UK is expecting a decision from the Secretary of State in spring of this year. This decision, if allowing progress of the project, will stimulate millions of pounds of investment in North Lincolnshire and the wider Yorkshire and Humber Region.

- 2.7 The anticipated Simons retail development on Doncaster Road also offers the potential for a substantial increase in the number of retail jobs and spend within North Lincolnshire, if it goes forward.
- 2.7 In October 2011, North Lincolnshire Council secured £2.6m under the Government's BDUK (Broadband Delivery UK) rural broadband programme to deliver super fast broadband access across North and North East Lincolnshire. This is one of only 35 such projects nationally.
- 2.8 North Lincolnshire Council has successfully secured £10million of Regional Growth Fund monies. To date we have supported 18 businesses thereby creating 371 jobs.

3. OPTIONS FOR CONSIDERATION

- 3.1 Option One – Deliver a range of new marketing and promotional activities across North Lincolnshire to support the delivery of investment and growth. There are real opportunities to promote North Lincolnshire as an area of growth and investment through advertising and promotional activities.
- 3.2 Option Two – do nothing.

4. ANALYSIS OF OPTIONS

- 4.1 Option One is the preferred option. Increasing our marketing and promotional activities will give us a competitive edge across North Lincolnshire, the Humber and Yorkshire. As the largest Enterprise Zone in the UK, it provides an opportunity to use this to proactively promote North Lincolnshire.
- 4.2 The success of the Regional Growth Fund is another opportunity to showcase business starting, growing, investing and diversifying within North Lincolnshire through promotional material.
- 4.3 Northern Lincolnshire Broadband will soon move into delivery. Infrastructure is no use without take-up. We will use Promotion and Marketing material across North Lincolnshire in retail areas and business parks, to help with this.
- 4.4 Other marketing and promotional opportunities will arise in the future in relation to investment and growth of North Lincolnshire. It is proposed that these are discussed with the Cabinet Member as and when they arise.

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

5.1 The costs to deliver this programme of activity as outlined in Appendix 1 will come from the Raising the profile of North Lincolnshire budget (£45k) and the BDUK ERDF business support monies (£121k).

5.2 Appropriate approval will be given via planning before any work commences.

6. OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 CRIMES AND DISORDER, RISK AND OTHER)

6.1 There are no implications.

7. OUTCOMES OF CONSULTATION

7.1 Consultation through the Local Enterprise Partnership and with local businesses has consistently raised the need to improve the profile of the area.

8. RECOMMENDATIONS

8.1 That the Cabinet Member approves the activity outlined in Appendix 1.

8.2 That the Cabinet Member approves any art work as and when it is completed.

DIRECTOR OF PLACES

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Background Papers used in the preparation of this report –

Data Observatory – Economic Assessment

Appendix 1

Initial Promotion and Marketing activities

| Activity |
|--|
| Roadside Advertising A15 Humber Bridge |
| Roadside Advertising M180 East and West |
| Roadside Advertising A180 junction of A160 |
| Ashby Road – RGF Banners |
| Town Centre – RGF and Business Support Banners for BDUK. |
| Ashby Road – BDUK Banners |
| Business Parks – Investment and Regional Growth Fund, BDUK |
| Humber Airport – A18 |