

Huntingdonshire District Council Marketing Strategy

Promotion of Huntingdonshire as a location of choice
to live, work and invest



Contents

Executive Summary	2
Objectives	4
SWOT Analysis	6
Market Landscape	8
Key Messages	10
Branding Profile	12
Audience & Channels	16
Strategy & Action	18
Monitoring & Resources	27

Executive Summary

Executive Summary

The road to 2023 already has a clear path as set out in the Council's Economic Growth Plan

The Huntingdonshire Economic Growth Plan 2013-2023 sets the clear vision for the District that *"By 2023, Huntingdonshire will be the fastest growing District in Cambridgeshire and one of the top 10 best places to live, work and invest in England."*

The key Objectives are:

- To create a flexible and resilient workforce
- To make Huntingdonshire a location of choice
- To foster a culture of enterprise

In order to achieve these objectives the Huntingdonshire Economic Growth Plan identified the need for a Marketing Strategy to promote the District as a location of choice to live, work and invest.

This Marketing Strategy seeks to expand on the aspirations set out within the Huntingdonshire Economic Growth Plan and clarify how the 2023 Objectives will be met by adopting a concise 'Who, What, and How' method where strategic marketing tools will be proposed. The Strategy provides a SWOT exercise to identify the key strengths of the District and the sectors and opportunities where activities should be focussed upon. It also clarifies the target audience, key messages to be conveyed and how they will be delivered.

In undertaking this analysis, the Strategy re-affirms the District's key positive messages:

Huntingdonshire is:

- An attractive place to live, with a strong and comparatively affordable housing market
- Well located to access markets, with excellent road and rail links and significant plans for further infrastructure improvement
- Economically stable, with a strong small business sector and many well established companies
- Home to a well educated, highly skilled population, with a high proportion of residents in managerial and professional occupations;
- In proximity to Cambridge and well placed to create new jobs and deliver economic growth, with key strategic opportunities, such as Alconbury Weald and St Neots
- A track history of delivering housing growth ahead of schedule
- High quality of life



Pathfinder House, Huntingdon



St Neots Waterways

Objectives

Objectives

To achieve the aspirations outlined in the Economic Growth Plan this Marketing Strategy has been developed with the intention of:

- Creating and implementing an overriding brand for the district that is impactful, evocative and future proof
- Developing a class-leading website that is the 'go to' resource for the latest information, promotion and marketing of Huntingdonshire as a place to live, work and invest
- Identifying target audiences both within the district and further afield
- Highlighting and establishing channels which reach the target audiences effectively
- Clearly conveying the key messages
- Planning a set of activities and events to gain positive coverage and generate solid awareness of the districts' opportunities.
- Identifying a network of contacts, partners and 'champions', equipped with information and messages to promote the district to target audiences on an ongoing basis.
- Promoting the relationships required that will help build awareness of the districts' investment opportunity from an overseas perspective.
- Encouraging links between education and business to demonstrate employment opportunities from future investment and growth.



Huntingdon Multi-Storey Car Park

SWOT Analysis

SWOT Analysis

Identifying and understanding the Regions' potential and challenges is imperative in highlighting opportunities

In determining this strategy there is a need to be informed by an analysis of the District's strengths, weaknesses, opportunities and threats which in turn will assist with identifying the key economic assets and drivers for the region.

Strengths	Weaknesses
Growth Region: At the centre of the dynamic Greater Cambridgeshire economic location between the innovation of Cambridge and the manufacturing, cleantech and financial clusters it shares with neighbouring Districts. Well Connected: Strategic location with excellent access to markets and links to Cambridge, London and beyond. Strong Housing Market: Strong and affordable (in comparison with other Districts) housing market. Industry Strengths: Specific sector strengths, significant on a UK scale, including high value manufacturing. Skilled Workforce: High proportion of population with higher level qualifications. Embracing Entrepreneurs: Above average rates for start-ups and success of new businesses. Enterprise Zone: Competitive high tech Enterprise Zone offering flexible business space. Quality of Life Offer: Key service centres, surrounded by attractive market towns.	Ageing Population: Predicted to increase, placing pressure on public services and the economy. Deprivation: Concentrated pockets of deprivation in key areas. Low Aspirations: Skills levels within many deprived areas are low. Manufacturing Decline: Sector employment predicted to continue to decline in future. Medium sized business: Gap in local economy of mid-size business group. Housing Affordability Issues: Rising issues in housing affordability for both rental and purchase properties. Out-Commuting: Discrepancy between workplace and resident based earnings, demonstrative of out-commuting.
Opportunities	Threats
Neighbouring Growth Knock-on Effect: Leverage benefit from neighbouring and regional activity Improved Infrastructure: Planned new infrastructure to unlock development in key service centres, Attracting New Inhabitants: Developing the strengths in Huntingdonshire's housing offer: Inward Investment: Bringing in new investment through strategic sites such as Alconbury EZ, St Neots and Wyton. Playing to Strengths: Building on key sectors e.g. biotechnology, Agricultural & Medical technologies, composites, renewable energy, Oil & gas, smart products and digital economy. Matching Skills to Employment: Fostering relationships between education and business. Business Guidance: Business support and mentoring to further develop SME sector. Supply chain opportunities: Investigating the opportunities for manufacturing supply chain development. Address Unemployment: Linking residents from deprived areas with employment opportunities.	Infrastructure: Critical infrastructure is required to unlock full potential. Lack of Funding: Inability to attract funding to deliver critical infrastructure and other investment. Competition for Inward Investment: Competition from other areas including Cambridge and Peterborough. Sector Decline: Declining representation in key sectors such as manufacturing and traditional industries. Impact of Public Sector Cuts: Higher than national average public administration, education and health; a corresponding threat in respect of public sector cuts. Employment Displacement: Resulting from the Alconbury EZ.

Market Landscape

Market Landscape

An analysis and appreciation of the competitive environment is required to correctly position oneself and identify any Unique Selling Proposition

In developing this Strategy there is an appreciation of the increasingly competitive nature of attracting investment and people. In recognising the global nature of the “marketplace” more and more locations have sought to champion their Unique Selling Position and the services they offer. The presence of such organisations locally and regionally is strong with dedicated teams in place to promote and market both the location and their services through direct assistance tailored to specific enquiries.

A brief overview of competing “locations” and their services is indicated below:

Location	Web Presence	Marketing Material
Cambridge & Peterborough	Greater Cambridge Greater Peterborough Enterprise Partnership www.gcgp.co.uk	Video downloads Twitter Interactive Maps E-newsletter
East Cambridge	360degree www.business-relocation-east-anglia.co.uk	Video downloads Twitter
Cambridge	Cambridge Ahead http://www.cambridgeahead.co.uk	Video downloads E-newsletter Twitter
Peterborough	Opportunity Peterborough www.opportunitypeterborough.co.uk	Video downloads Business Directory Bondholders Forum E-newsletter Twitter
Northampton	Invest Northampton www.northamptonshireep.co.uk/ invest-in-northamptonshire	Video downloads Business Directory Twitter
Buckinghamshire	Buckinghamshire Business First www.bbf.uk.com	Video downloads Membership Directory Twitter
Hertfordshire	Invest Hertfordshire www.hertfordshire.fdiapp.com	Sector Breakdown Twitter
Milton Keynes	Invest Milton Keynes www.investmiltonkeynes.com/	Video downloads Business Directory Twitter
Essex	www.investessex.co.uk	Video downloads E-newsletter Twitter
Oxford	Invest in Oxfordshire www.oxfordshirelep.org.uk	E-newsletter Twitter

Key Messages

Key Messages

Within a global market, a sense of “*place*” is becoming increasingly important as a driver for investment. A high quality location, well connected to markets and areas of growth is critical to investment success.

Growth sectors and priorities will change with time, driven by innovation, technological development and globalisation. However, successful investment locations are those that both have and articulate a strong Place and People offer, promoting both their distinctiveness and genuine technology and sector strengths. It must promote key local strengths, particularly its location between the innovation of Cambridge and the manufacturing, cleantech and financial clusters it shares with neighbouring districts and exploit fully future economic development opportunities.

In seeking to provide the environment and skills needed for a High Value location and culture as depicted within the Economic Growth Plan, a particular drive for Huntingdonshire will be the facilitation of market – driven value creation through business scale up and growth. At the heart of this is the need to:

- Exploit local strengths in skills and the established manufacturing base to provide support to SME's and Start Ups
- Maximise the unique selling point of Huntingdonshire's lower cost location compared to the immediate Cambridge area

Huntingdonshire has a number of strategic advantages that can facilitate the promotion of the District:

The Key Messages are:-

- Huntingdonshire is the largest District by population in Cambridgeshire with future population growth set to exceed expectations. Huntingdonshire has a clear plan for continued growth and the potential to deliver substantial new residential and employment opportunities including Alconbury Weald, St Neots and Wyton.

- Huntingdonshire is strategically located and well connected to access regional, national and international markets with excellent links to Cambridge, London and UK's main transport hubs.
- Huntingdonshire offers a highly cost effective alternative business location to the over-heated nearby Cambridge market
- Huntingdonshire has a workforce of a million people within an hour's drive with skills levels above the national average
- Huntingdonshire has a strong and comparatively affordable housing market with significant new housing planned.
- Huntingdonshire lies at the heart of the high tech Greater Cambridgeshire economic growth region – one of the most dynamic in the country

The District has witnessed significant growth in recent years in both population and housing which has ensured it is well placed to contribute to, and benefit from, economic growth. Allied to the pillars identified above, this provides the base on which to build and further enhance the profile and appeal of Huntingdonshire to existing and future residents, workers and investors alike.

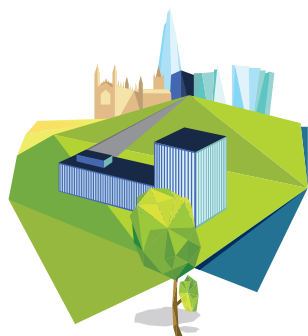
It is the promotion of these strategic opportunities that will enable the District to position itself such that it can successfully compete for future investment, talent and jobs on a local, regional, national and international level.

Affordable proximity to Cambridge, access to growth markets, skills, space, entrepreneurship, high-tech cluster environment, transport links, quality of life.

Branding Profile

Branding Profile

A clear, concise and recognisable branding profile is an integral element of any successful marketing campaign.



Huntingdonshire

LIVE • WORK • INVEST

In establishing the branding to be associated with this Marketing Strategy there was a desire to depict and capture the district in a positive manner that combines heritage with innovation.

The district's connectivity and entrepreneurial nature is an intrinsic feature and central to a location recognised as a dynamic and thriving economy. Acknowledgement is made of proximity and ease of access to major conurbations offering commerce and leisure opportunities such as Cambridge and London whilst simultaneously providing the quality of life environment increasingly required by businesses and residents alike.

The approach has aimed to align the branding with existing Huntingdonshire District Council marketing collateral and compliment the District's recognised logo through use of appropriate colors, fonts and style. It will sit alongside the District's primary profile as depicted in the imagery below.



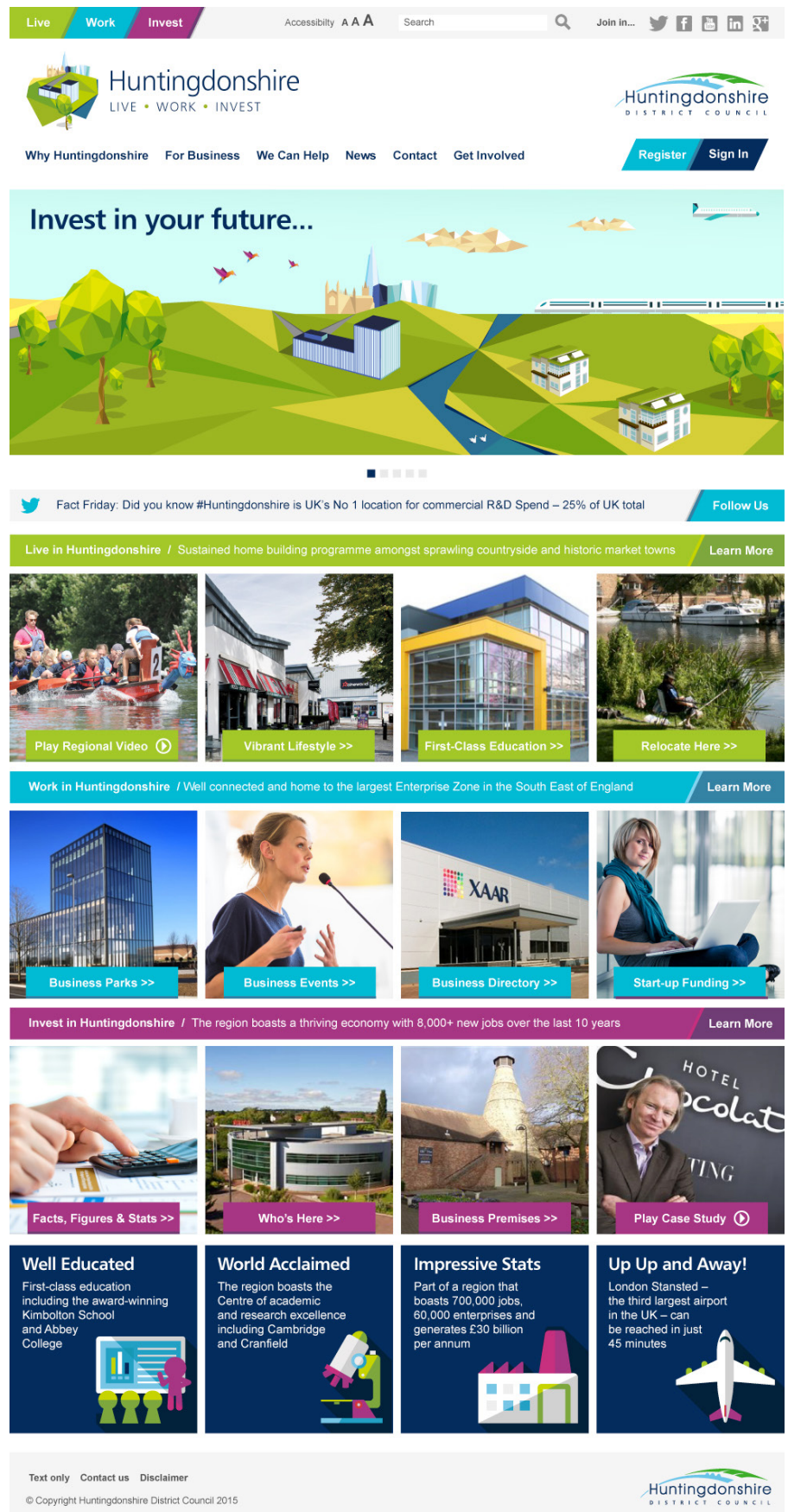
Branding Profile Continued

Branding Profile (Continued)

Going forward, this imagery will be utilised in tandem with the Key Messages in promotional collateral and official website and will accompany tailored marketing for the range of identified audiences highlighted in the next section.

The branding profile has been produced to ensure that it remains "Future Proof" throughout the period covered by the Economic Growth Plan – and has the potential to be employed via a variety of approaches including:

- Website
- E-newsletters
- Online advertising
- E-brochures
- Social media
- Press advertising
- Printed brochure marketing collateral
- Partner collaboration collateral for events and meetings
- Promotional videos
- Exterior banners
- Exhibition graphics interactive touch screen table
- Branded team wear – polo shirts, smart shirts, sweatshirts
- Branded pens, USBs, mugs biodegradable promotional carrier bags, sweets, helium balloons
- Mobile ad vans
- Black cab advertising / livery
- Stagecoach and guided bus advertising / livery
- Key transport spot advertising - train stations, airports, bus stations and london underground
- Shopping centre advertising
- Huntingdonshire District Council fleet of vehicles



Audience and Channels

Audience and Channels

Tailored marketing activity is essential to ensure that the key messaging is relayed to each target audience as effectively and cost-efficiently as possible.

The Greater Cambridge Greater Peterborough area has an enviable reputation as a dynamic economic region and as such has a track record in attracting business investment and has witnessed significant population growth. Huntingdonshire has the potential to add to and build upon this through further fostering enterprise and an entrepreneurial culture locally. To successfully promote the District,

an understanding of the audience and method of approach is imperative in conveying the key messages and attraction of Huntingdonshire as a place to Live, Work and Invest.

The following offers an insight as to the Target audience groupings and an illustration of the channels to be utilised:-

	LIVE	WORK	INVEST
Audience	• Current Residents • Skilled Workforce • Education Establishments	• Existing workforce • Out Commuters • High value sector workforce • STEM Students • Secondary Schools • Non Economically active residents	• Business Start Ups • Business Owners • Priority Sector SME's • Overseas Investors • Locally based Foreign Direct Investment
Channels	• Live Work Invest Website • Joint Promotional campaigns incl. house builders • General media outlets • Social media outlets • Partner & HDC e-newsletters & marketing outlets • High tech sector networks • Universities and Further Education • Transport hubs	• Live Work Invest Website • Joint promotional campaigns • General media outlets • Social media • Partner & HDC e-newsletters & marketing outlets • Transport hubs • Recruitment agencies • Job Search websites • Sector & Trade journals • Sector Networks • University & Further Education • Schools / business engagement	• Live Work Invest Website • Partner promotional campaigns • General & social media outlets • Partner & HDC marketing outlets • Transport hubs • Sector/Trade Journals & Networks • Property Agent's Forum • Existing business networks • Local, regional & national B2B & Trade/Sector Exhibitions • Website publicising Post cards • Business support surgeries • Regional Internationalisation Programme • Investment Conference Hosting

Strategy and Action

Strategy and Action

In order for Huntingdonshire to “Go for Growth”, and achieve the aspirations outlined in the Economic Growth Plan, a clear and identifiable phased programme of action needs to be put in place reflecting the themes of Live, Work and Invest.

This programme of promotional activity will require an understanding of the audience and the need to segment that audience in order to identify the most appropriate method of approach. Only then can relevant, tailored key messages be conveyed.

A phased delivery will enable a momentum to be established and support the opportunity to identify potential collaborative projects with both private and public sector partners, with whom a commonality of interest in promoting Huntingdonshire can be established.

To realise this potential, a range of actions aligning themselves to the key areas of focus is outlined below, highlighting the audience, method of approach and key messages.

Live in Huntingdonshire

Who do we want to speak to and Why?	How do we tell them / communicate with them?	What messages do we want to tell them?
Current inhabitants of Huntingdonshire. Why: To retain as Champions of the District	Promote joint campaigns with strategic Developer Partners operating within the district including Urban & Civic and Home Builders Specific press & social media campaigns within the district to advertise/ promote new housing developments Promote call / post cards to drive new residents to the district’s website for information including housing, leisure and education support General “Good News” press advertising campaigns in local areas including Cambridge News, Hunts Post, Peterborough Telegraph, District & Parish news publications, BBC Radio, Hunts Community Radio & other media outlets. Social Media channels including regular Twitter feeds, Facebook posts, Instagram Existing HDC & Partner e-newsletters to provide tailored messaging Bus livery campaigns using striking ‘real’ imagery including Guided Busway Transport hubs e.g. rail stations, bus stops, taxi cabs	A Bright Future: Highlight district’s ambitious and dynamic Growth Agenda Strong and affordable housing market: (in comparison with other Districts in Cambridgeshire) Well Connected: Huntingdonshire’s strategic location to key transport hubs, Cambridge, London and centres of entertainment, leisure and education.
Inhabitants within the Travel to Work Area that would be open to relocation e.g. high-skilled, workers Why: To augment the District’s existing professional and high skilled workforce	Promote joint campaigns with strategic Developer Partners including Urban & Civic and Home Builders Press & social media campaigns to promote new housing developments placed within wider catchment areas including Cambridgeshire, Cambridge City, Beds, Herts, Bucks, Northants and London. Promote call / post cards to drive audience to the district’s website for information including housing, employment, education and leisure support Media advertising campaigns in catchment areas including radio, lifestyle publications & other media outlets incl. Bedford Times, Hertfordshire Mercury, Northampton Chronicle, BBC Three Counties Radio, Heart Radio, Metro.	Quality of Life Offer: Key service centres, attractive market towns, countryside & parks and culture and heritage

Live in Huntingdonshire (Continued)

Who do we want to speak to and Why?	How do we tell them / communicate with them?	What messages do we want to tell them? Ctnd.
	Social media channels including regular Twitter feeds, Facebook posts, Instagram posts to promote new affordable housing developments, proximity to employment & quality of life Shopping Centre advertising placements in Cambridge, Bedford, Milton Keynes, Hatfield Promotional campaign in transportation hubs, Stansted, Luton, East Midlands, Cambridge Airports, Rail stations, Bus Stations, London Kings Cross	
People In Higher education establishments and sectors Why: To augment the District's existing professional and high skilled workforce	Partnerships with regional Universities to create co-branded collateral for on-site literature and joint promotion online Partnerships with high tech sector networks for joint promotion and enhanced awareness e.g. Cambridge Network, Cambridge Wireless, Cambridge Cleantech Cambridge Ahead Social media channels including regular Twitter feeds, Facebook & Instagram posts to promote new affordable housing developments, quality of life and proximity to employment Workshops within education establishments to raise awareness of key sectors, and 'real' case studies of employment opportunities and successes. Mobile Ad Vans targeting places of education Graduate fairs	Promote Edge and other initiatives that facilitate integration of schools working with business



Home Building Programmes within the District

Work in Huntingdonshire

Who do we want to speak to and Why?	How do we tell them / communicate with them?	What messages do we want to tell them? Ctn'd.
Existing workforce of Huntingdonshire Why: To be Ambassadors / Champions of the District	Promote joint campaigns with strategic Commercial Developers & Property agents operating within the district Promote Job Portal on Website Local press & media campaigns including BBC radio, Cambridge Evening News, Hunts Post, business network publications to promote good news stories, employment opportunities Promote call / post cards to drive audience to the district's website for information including employment, housing, leisure and education support Social Media channels including regular Twitter feeds, Facebook & Instagram posts Existing HDC & Partner e-newsletters to provide tailored messaging Utilise Huntingdonshire's existing business networks including Chambers, FSB, HBN, & HMA Promotional campaign in Transportation hubs, Stansted, Luton, East Midlands, Cambridge Airports, Rail stations, Bus Stations, Kings Cross	A Bright Future: Highlight district's ambitious and dynamic Growth Agenda Close links to the global innovation hub of Cambridge Area renowned for its advanced engineering, high value manufacturing and research and development Alconbury Enterprise Zone & aspirations for 8,000 jobs in High tech sectors.
Residents who commute out Why: To reduce out commuting and augment existing workforce	Promote call / post cards to drive audience to the district's website for information including employment, housing, leisure and education support Promote Job Portal on Huntingdonshire Website Local and catchment area press & media outlet campaign including Cambridge Evening News, Bedford Times, Hertfordshire Mercury, Northampton Chronicle, BBC Three Counties Radio, Heart Radio to promote employment opportunities & good news stories Social Media channels including regular Twitter feeds, Facebook & Instagram posts Existing HDC & Partner e-newsletters to provide tailored messaging Promotional campaign in Transportation hubs, Stansted, Luton, East Midlands, Cambridge Airports, Rail stations, Bus Stations, Kings Cross Bus livery campaigns using striking 'real' imagery including Guided Busway	Growth in Earnings: Recent increases in residential earnings to produce a strong comparison with other county areas, including Cambridge and South Cambridgeshire Well Connected: Huntingdonshire's strategic location to key transport hubs, Cambridge, London and centres of entertainment, leisure and education.
Travel To Work Area workforce within high tech sectors: cleantech, advanced engineering, high tech manufacturing, ICT, food, medical, design Why: To strengthen existing workforce and enhance Profile for the future	Promote joint activity with priority sector network organisations Cambridge Wireless, Cambridge Cleantech, One Nucleus, Institute for Manufacturing Local and TTWA press & media outlet campaign including Cambridge Evening News, Bedford Times, Hertfordshire Mercury, Northampton Chronicle, BBC Three Counties Radio, Heart Radio to promote good news stories & employment opportunities (Ctn'd)	Promote & showcase breadth of innovation and R&D activity within the existing business base

Work in Huntingdonshire (Continued)

Who do we want to speak to and Why?	How do we tell them / communicate with them?	What messages do we want to tell them? Ctn'd.
	Social Media channels including regular Twitter feeds, Facebook & Instagram posts Promotional campaign in transportation hubs, Stansted, Luton, East Midlands, Cambridge Airport, Rail stations, Bus Stations, Kings Cross Bus livery campaigns using striking 'real' imagery including Guided Busway	
Workforce nationally in priority high tech sectors: Cleantech, advanced engineering, high tech manufacturing, ICT, food, medical, design Why: To strengthen high tech – high value workforce and build profile	Promote joint marketing with specialist recruitment agencies to highlight employment opportunities in tandem with Huntingdonshire benefits campaign Banner advertising with leading job search websites including: www.cv-library.co.uk, www.jobsite.co.uk, www.reed.co.uk and www.monster.co.uk Promote targeting of specialist sector media/journals and conferences e.g. MIPIM UK, Med Tech Innovation Expo , The Manufacturer, Energy Engineering Promote profile raising joint activity with local priority sector network organisations Cambridge Wireless, Cambridge Cleantech, One Nucleus, Institute for Manufacturing Promote targeting of national priority sector networkse.g. Catapult centres, National Composite Centre, Advanced Manufacturing Research Centre Social Media channels including regular Twitter feeds, Facebook posts, Instagram to grow awareness and engage with the audience Promotional campaign in key transportation hubs	Industry Strengths: Specific sector strengths, significant on a UK scale, including manufacturing Hi-Tech Business: Professional, scientific and technical business units account for 15%of all businesses Skilled Workforce: Significant proportion of the population with skilled trades occupations
Residents not economically active Why: To increase employability options and ultimately labour pool	Promote call / post cards to drive residents to the District's website for information including job and training opportunities Banner advertising with leading job search websites including: www.cv-library.co.uk, www.jobsite.co.uk, www.reed.co.uk and www.monster.co.uk Promotion of Job Centre Plus and partner activity in supporting and assisting residents into training and employment Promotion of Business Start- up initiatives and support Social Media channels including regular Twitter feeds, Facebook posts, Instagram posts to promote employment and training opportunities.	Showcase quality of education from primary through to higher/ further education EDGE Programme
Students from national academic centres of excellence Why: To promote employment opportunities, augment workforce and raise profile	Promote joint marketing with specialist recruitment agencies to highlight employment opportunities & high tech sectors Promote targeting select Universities to raise profile of the area, high tech sectors and employment opportunities (Ctn'd)	Promote Alconbury Technical & Vocational Centre

Work in Huntingdonshire (Continued)

Who do we want to speak to and Why?	How do we tell them / communicate with them?	What messages do we want to tell them?
	Banner advertising with leading job search websites including: graduate-jobs.com. www.cv-library.co.uk, www.jobsite.co.uk and www.monster.co.uk Target specialist sector journals and conferences to raise profile of the area, high tech sectors and employment opportunities Promote joint activity with local priority sector network organisations Cambridge Network, Cambridge Wireless, Cambridge Cleantech, One Nucleus, and Institute for Manufacturing to grow awareness and raise profile. Social Media channels including regular Twitter feeds, Facebook posts, Instagram posts to grow awareness and raise profile. Target Graduate Career Fairs, incl. http://gradstock.co.uk/	Successful Business Start – Up Location: including proactive Start up and business support Programmes
Students in the Travel To Work Area focusing on careers within STEM sectors - science, technology, engineering and mathematics Why: To promote employment opportunities, augment workforce and raise profile	Promote targeting regional Universities and Further Education establishments to raise profile of the area, high tech sectors and employment opportunities e.g. Cambridge, Anglia Ruskin, Cranfield, Buckinghamshire, Northampton Workshops within place of education involving key industry personnel to build awareness of key sectors, backed up with 'real' case studies of employment success and opportunities. Promote EDGE to raise awareness of local apprenticeship opportunities, business opportunities and career guidance	Strong and affordable housing market (in comparison with other Districts in Cambridgeshire)
Students in secondary education within the region Why: To raise awareness of employment opportunities and sector strengths	Workshops within place of education involving key industry personnel to build awareness of key sectors, backed up with 'real' case studies of employment success and opportunities. Promote EDGE to raise awareness of local apprenticeship opportunities, business opportunities and career guidance Promote opportunities for businesses to mentor and coach schools and students, encouraging enterprising behaviour from an early age Promote Huntingdonshire 'Dragons Den' in order to generate interest in entrepreneurship Mobile Ad Vans targeting places of education	Quality of Life Offer: key service centres, attractive market towns, countryside & parks and culture and heritage

Invest in Huntingdonshire

Who do we want to speak to and Why?	How do we tell them / communicate with them?	What messages do we want to tell them? Ctn.
New Business start-ups / local and regional entrepreneurs Why: To be Ambassadors employment creation and enhance region's entrepreneur Profile	Establishment of "Go To" leading class website offering latest information, promotion and marketing of Huntingdonshire as a place to live, work and invest Proactive e-newsletters providing regular updates & good news stories to Stakeholder Partners, local business networks, property agents, Regional Business publications and sector networks Promote call / post cards to drive new businesses to the district's website for information including housing, leisure and education support information Promote establishment of property agent's Forum – to gather and disseminate investment information locally and regionally Highlight provision of business surgeries demonstrating the range of business information and assistance available Promote enhanced use of existing business & manufacturing networks e.g. FSB, Chambers of Commerce, Huntingdonshire Manufacturers Promote local press features and banner advertising on websites such as www.startups.co.uk Promotion of HDC's Huntingdonshire Business Start Up Programme Promote co-branded literature with Urban & Civic to promote the business hub within the Alconbury EZ campus and business support. Promote case studies from early tenants into the Alconbury EZ Local B2B / Exhibitions - Hunts, Peterborough, Cambs, Anglia Business Expo, Beds SME Expo, hertsb2bexpo, UKTI, IFM	A Bright Future: Highlight district's ambitious and dynamic Growth Agenda Competitively price business location compared to overbearing Cambridge market. Close links to the global innovation hub of Cambridge and academic centres of excellence Alconbury Enterprise Zone -centre of excellence that will accommodate up to 8,000 jobs in high tech sectors Area renowned for its advanced engineering, high value manufacturing and research and development
Business owners within the District who are considering expanding their operations. Why: To be Ambassadors and create employment opportunities	Establishment of "Go To" leading class website offering latest information, promotion and marketing of Huntingdonshire as a place to live, work and invest Proactive e-newsletters providing regular updates & good news stories to Stakeholder Partners, local businesses Property Agents, Regional Business Publications, sector networks, Promote call / post cards to drive new businesses to the District's website for information including housing, leisure and education support information Promote establishment of Property Agent's Forum – to gather and disseminate investment information locally and regionally Highlight provision of business surgeries demonstrating the range of business information and assistance available Promote enhanced use of existing business & manufacturing networks e.g. FSB, Chambers of Commerce, Huntingdonshire Manufacturers (Ctn)	Well Connected: Huntingdonshire's strategic location to business and consumer markets, key transport hubs, Cambridge and London. Promote & showcase innovation and R&D activity within the existing business base

Invest in Huntingdonshire (Continued)

Who do we want to speak to and Why?	How do we tell them / communicate with them?	What messages do we want to tell them?
	Work with Urban & Civic and the LEP to promote Alconbury regionally & nationally as the primary inward investment location	
Businesses within the Travel to Work Area open to relocate and/or expand their operations into the District Why: To create employment opportunities	Establishment of "Go To" leading class website offering latest information, promotion and marketing of Huntingdonshire as a place to live, work and invest Proactive e-newsletters providing regular updates & good news stories to regional property agents, regional business publications, sector networks Promote call / post cards to drive businesses to the District's website for information including housing, leisure and education support information Branded Taxis in major conurbations incl. London, Cambridge, Bedford, Northampton Promote establishment of property agent's Forum – to gather and disseminate investment information locally and regionally Highlight provision of business surgeries demonstrating the range of business information and assistance available Work with Urban & Civic and the LEP to promote Alconbury regionally & nationally as a primary inward investment location Utilise social media channels including regular Twitter feeds, Facebook posts, Instagram to grow awareness and engage with the audience	Industry Strengths: Specific sector strengths, significant on a UK scale, including manufacturing biotechnology, Agricultural & Medical technologies, composites, renewable energy, Oil & gas, smart products and digital economy Hi-Tech Business: Professional, scientific and technical business units account for 15% of all businesses Alconbury Technical & Vocational Centre Lower wage levels than other areas, presenting a more affordable offer for potential employers Strong, sustained performance in NVQ Level 4+ Successful Business Start – Up Location: with proactive Start up and business support Programmes Strong and affordable housing market (in comparison with other districts in Cambridgeshire)
SME's within the priority sectors Why: To create employment, enhance Profile and increase supply chain capacity	Establishment of "Go To" leading class website offering latest information, promotion and marketing of Huntingdonshire as a place to live, work and invest Proactive e-newsletters providing regular updates & good news stories to regional business publications, sector networks, UKTI, etc Promote call / post cards to drive new businesses to the district's website for information including housing, leisure and education support information Promote enhanced linkages with neighbouring Local Enterprise Partnership and regional/ national sector networks Work with Urban & Civic and the LEP to promote Alconbury regionally & nationally as a primary inward investment location Utilise social media channels including regular Twitter feeds, Facebook posts, Instagram to grow awareness and engage with the audience Provision of business surgeries demonstrating the range of information and assistance available Promote investigation of collaborative regional or sector supply chain initiatives e.g. West Midlands Aerospace Consortium, East Anglia Health Service Alliance	

Invest in Huntingdonshire (Continued)

Who do we want to speak to and Why?	How do we tell them / communicate with them?	What messages do we want to tell them? Ctnd.
Overseas investors – considering cost effective alternative to Cambridge Why: To create employment, enhance Profile and increase supply chain capacity	Establishment of “Go To” leading class website offering latest information, promotion and marketing of Huntingdonshire as a place to live, work and invest Proactive e-newsletters providing regular updates & good news stories to sector networks, UKTI, BIS, & intermediaries Promote enhanced linkages with the Local Enterprise Partnership, Sector networks e.g. Cambridge Wireless and Cambridge Cleantech & intermediaries Work with Urban & Civic and the LEP to promote Alconbury nationally and internationally as a primary inward investment location Promote greater linkages with region’s Internationalisation Programme activities e.g. UKTI, Chambers of Commerce, Enterprise Europe Network Promote collaborative attendance at Trade & Investment Exhibitions e.g. MIPIM UK, Medtec UK, and other sector events Proactive targeting of priority Trade and Sector journals and publications for tailored messaging including new developments and success stories e.g. The Manufacturer, Advanced Engineering, Cleantech Utilise social media channels including regular Twitter feeds, Facebook posts, Instagram to grow awareness Host major investment conferences to showcase the Enterprise Zone to property and land agents, entrepreneurs, UKTI’s sector leads and overseas officers	Quality of Life Offer: Key service centres, attractive market towns, countryside & parks and culture and heritage Showcase local schools with strong linkages to business through EDGE and other organisations



Alconbury Incubator Centre

Monitoring

The Huntingdonshire Economic Growth Plan was centered on ambition with the Strapline of “*Going for Growth*”. The development of a Marketing Strategy is an essential process in the achievement of that vision through a phased plan of action.

Monitoring those actions and highlighting success and achievements will be a key requirement as will conveying those successes to partners, residents and businesses.

The Marketing Strategy will contribute to the overall delivery of the Huntingdonshire Growth Plan via the following outcomes:

- A growth in business rates across Huntingdonshire including the Enterprise Zone
- Increasing levels of inward investment enquiries
- Improved resident based qualification levels

The Marketing Strategy’s success will also be monitored by the following outputs:

- Successful launch of the website and promotional materials
- Increasing volumes of web-site traffic
- Increasing numbers of newsletter subscriptions

Resources / Budget

The development of a Marketing Strategy has been an outstanding commitment arising from the Huntingdonshire Economic Growth Plan produced in 2013.

The commissioning and initiation of the Marketing Strategy was undertaken in 2014 / 2015 with funds allocated accordingly. Going forward and mindful of the need for the development of marketing materials to deliver the Strategy, initial funds have been identified and apportioned within the 2015 /2016 budget.

In progressing, the Strategy, recognition must be made that the more ambitious elements

are potentially dependent on the identification of external and partner funding contributions including from the private sector. At a time of ever decreasing public sector allocation this offers a possible risk. However, funding avenues will be continuously explored to identify suitable means by which to facilitate the continued promotion of the district.

