

**HUNTINGDONSHIRE DISTRICT COUNCIL**

<b>Title/Subject Matter:</b>	Huntingdonshire Marketing Strategy
<b>Meeting/Date:</b>	Overview and Scrutiny Panel (Economy and Growth)
<b>Executive Portfolio:</b>	Strategic Economic Development and Legal, Cllr Roger Harrison
<b>Report by:</b>	Economic Development Manager Sue Bedlow
<b>Ward(s) affected:</b>	All

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**Executive Summary:**

In July 2015 Cabinet endorsed the implementation of the Marketing Strategy and Branding profile for the promotion of Huntingdonshire.

Integral to that endorsement was that progress on the implementation (outputs) of the Marketing Strategy be reported to the Overview and Scrutiny Panel (Economy and Growth) at six monthly intervals and that a report on the impact (outcomes) of the Marketing work programme be presented annually.

The purpose of this brief is to provide members with the first six month report on implementation against key outputs and milestones.

**Recommendation(s):**

- Members are recommended to consider and comment on progress made against key activities contained within the Implementation Plan of the Marketing Strategy

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## **1. PURPOSE**

- 1.1 The purpose of this report is to brief members on the progress with implementation of the Huntingdonshire District Council's Economic Growth Plan Marketing Strategy.

## **2. BACKGROUND**

- 2.1 To assist the objectives of Huntingdonshire District Council's Economic Growth Plan, and its short, medium and longer term delivery, CABINET endorsed - in July 2015 - the implementation of a Marketing Strategy and Branding profile to ensure the effective promotion of the District as a location of choice to live, work and invest.

- 2.2 The endorsement was subject to:

- progress on the implementation of the Marketing Strategy being reported to Overview and Scrutiny Panel (Economy and Growth) at six monthly intervals; and,
- An annual report on the impact of the Marketing work programme to be presented to the Economy and Growth Overview and Scrutiny panel.

- 2.4 CABINET also stipulated several minor alterations to the text within the SWOT Analysis section. This included removal of the terminology Low Aspiration and relating text and alteration of the Deprivation line to read "Concentrated pockets of deprivation in some key areas with some skill shortages" These have been amended accordingly and incorporated into the Strategy

## **3. PERFORMANCE AND ANALYSIS**

- 3.1 Within the Huntingdonshire Marketing Strategy several key outcomes were identified to contribute to the overall delivery of the Huntingdonshire Growth Plan 2013- 2023. These were:

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

Progress on these will be reported to the Overview and Scrutiny Panel on an annual basis.

- 3.2 To ensure the Marketing Strategy's success in contributing to the delivery of the aforementioned outcomes, an Implementation Plan has been established. This includes the monitoring and evaluation of outputs identified in the Strategy namely:-

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

Progress against these outputs is to be reported on a 6 monthly basis. The report at Appendix 1 summarises activities to date and establishes targets and milestones over a two year period through to the end of 2017. The Implementation Plan will be reviewed annually as an integral part of the reporting on outcomes of the Marketing strategy (3.1 above).

## **4. RESOURCES**

- 4.1 A budget of £4,000 is allocated in 2015/16 for marketing activities including promotional materials, attendance at business to business fairs and advertising campaigns.

- 4.2 As previously highlighted identification of external funding opportunities will need to be found for longer term commitments and more aspirational/costly campaigns and activity including Developers, housing associations, property agents, recruitment agencies, sector and business networks as well as regional and national government and sector funding streams.

**5. RECOMMENDATION**

Members are recommended to consider and comment on the activities undertaken for the implementation and delivery of this Marketing Strategy and Branding profile for the promotion of Huntingdonshire.

**6. LIST OF APPENDICES INCLUDED**

Appendix 1

**CONTACT OFFICER:**

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**Appendix 1:**

**Huntingdonshire Marketing Strategy – Implementation Plan – 6 monthly reporting cycle – To be reviewed annually**

<b>Key Outputs</b>	<b>Comment</b>	<b>Metric</b>
Successful launch of website and initial promotional materials	A marketing strategy, promotional brochure and pop up stands have all been produced.  Initial development of the web-site – complete.	Initial materials produced - Complete  Launch event held and well attended before end of March 2016.
Increasing volumes of web-site traffic	Analytic data before November skewed by development phase of website. Little traffic anticipated before the launch event.	Google analytics provided by IMD. November 2015 to be used as baseline.
Increasing numbers of newsletter subscriptions	Baseline is the current distribution list for Economic Development communications and promotions.  First new format newsletter planned before end of February.	Baseline = 453 businesses October

## Implementation Plan

<b>C</b>	<b>Complete</b>	<b>G</b>	<b>Progress on Track</b>	<b>A</b>	<b>Progress is within acceptable</b>	<b>R</b>	<b>Progress is behind schedule</b>	<b>NS</b>	<b>Not started</b>
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Task	Action	Time frame /Key Dates / Milestone	Resource/lead	Commentary	Status
Development of Marketing material principally brochure and banners	Engagement of marketing expertise	September 2015	Econ Dev		C
Business to Business events	Attend and participate in local regional and national events	Cambridge B2B 24/9/15	Econ Dev		C
Business to Business events	Attend and participate in local regional and national events	Peterborough B2B 21/10/15	Econ Dev		C
Development of Website	Engagement of Marketing / Technical expertise	November 2015	Econ Dev		C
Establish baseline figure for website visits	Establishment of Google analytics mechanism and subsequent monthly capture of information	November 2015	Econ Dev		C
Development of Newsletter template	Produce a newsletter template	November 2015	Econ Dev		C
Establish baseline levels for inward investment and business enquiries	Establishment of data capture mechanism	November 2015	Econ Dev		C
Cleanse existing Business database	Contact and update businesses  Establish Customer Relationship Management type business database	November 2015  On-going	Development admin staff		G

Regular business surgeries at Alconbury	Collaboration with Urban & Civic and appropriate partners to host events	December 2015	Econ Dev & Urban & Civic	Inaugural event scheduled for Dec 4th cancelled due to Spending Review announcement  Monthly events scheduled throughout 2016.	A
Future Business to Business events	Development of calendar of business events for attending during 2016 and 2017	January 2016	Econ Dev	<b>2016 Activity</b>	G
Launch event for new Invest in Huntingdonshire website	Event organised for Members, Parishes, Partners and businesses	1 <sup>st</sup> Quarter 2016	Econ Dev		G
Establish comprehensive local Property Database	Target and engage local property agents	January 2016	Econ Dev		G
Introduce Proactive E-newsletters providing business relevant information, good news stories and updates	Target Stakeholder partners, local businesses and networks, property agents regional business publications and sector networks	February 2016			G
Develop additional Marketing/promotional goods	Utilise marketing expertise to identify and produce appropriate marketing/promotional goods	1st quarter 2016	Econ Dev		NS
Develop Social Media campaign to disseminate information and good news stories	Establishment of Tweeter and Facebook pages	To begin in 1st quarter 2016 Ongoing	Econ Dev Development admin staff	Insufficient human resource may delay this	A
Promote Alconbury Weald alongside Urban & Civic and the LEP as a primary Inward investment location	Work with U&C and LEP to promote the Alconbury Campus site and case studies of Alconbury Tenants in appropriate publications	2nd quarter 2016 and on-going	Econ Dev	This activity could be enhanced if additional external funding can be secured	NS

Local & regional Media advertising campaign to raise profile of the District	Identify and target media outlets in local catchment areas to deliver good news & promotional campaigns	From 2nd quarter 2016 and on-going	Econ Dev	This activity could be enhanced if additional external funding can be secured	NS
Raise profile and awareness of region amongst Overseas, International & intermediary groups and networks.	Produce and disseminate newsletter providing updates to UKTI, BIS, Chambers of Commerce, Enterprise Europe Network & intermediaries	From 3rd quarter 2016 and on-going	Econ Dev		NS
Highlight regional sectoral strength amongst the business community	Produce tailored editorial content for appropriate sectoral / trade journals showcasing strength's and opportunities	From 3rd quarter 2016 ongoing	Econ Dev	This activity could be enhanced if additional external funding can be secured	NS
Engage with regional High Tech sector networks	Exploratory discussions and engagement activities with Cambridge Wireless, Cambridge Cleantech, Cambridge Ahead, One Nucleus, Institute for Manufacturing, The Welding Institute	From 3rd quarter 2016 and on-going	Econ Dev		G
Graduate Fairs	Explore potential for working with partners such as Cambridge Network to gain a presence at graduate fairs to promote district as a great place to live and work	From 4 <sup>th</sup> quarter 2016 and on-going	Econ Dev	This activity could be enhanced if additional external funding can be secured	NS
Highlight employment opportunities arising from growth agenda	Identify opportunities to showcase employment positions via EDGE and local job providers via website	4th quarter 2016 and on-going	Econ Dev		NS
Promote Collaborative attendance at Trade & investment Exhibitions	Identify appropriate partners to attend relevant sector and trade shows	From 1st Quarter 2017	Econ Dev	<b>2017 Activity</b> This activity could be enhanced if additional external funding can be secured	NS



Raise profile of the area within selected universities	Showcase the region's employment opportunities incl Cambridge, Anglia Ruskin, Hertfordshire, Cranfield, Buckinghamshire, Northamptonshire	From 1st quarter 2017	Econ Dev		NS
Utilise local Transport hubs for promotional activity	Identify and engage local transport hubs e.g. bus stations / rail stations, taxi's for promotional campaigns	2nd quarter 2017	Econ Dev	This activity could be enhanced if additional external funding can be secured.	NS
Target national priority sector networks for promotional & awareness raising activities	Exploratory discussions with Catapult Centres, Composite clusters and alliances / consortiums e.g. West Midlands Aerospace consortium,	2nd quarter 2017	Econ Dev		NS
Joint promotional campaigns with House builders, developers	Identify and enter into exploratory discussions with suitable potential partners	From 4th Quarter 2017	Econ Dev	This activity could be enhanced if additional external funding can be secured	NS
Target businesses in local catchment area to relocate or expand operations	Work in tandem with local agent's to gather and disseminate investment information locally and regionally	From 4th Quarter 2017	Econ Dev	This activity could be enhanced if additional external funding can be secured	NS