

South Holland Economic Development Services

Summary of Opportunity Peterborough Proposal with Objectives

Ongoing Activity

- ❖ Weekly liaison to ensure effective response to external enquiries and local business growth opportunities
- ❖ Contribute to corporate projects and programmes including the Open for Business initiative
- ❖ Provide monthly activity reports highlighting progress towards achieving target of 20 new enquiries over 2 year contract period, resulting in 5 successes and creating 50 jobs.
- ❖ Monthly review meetings for the first quarter followed by quarterly review meetings thereafter.

Months 1 – 3

- ❖ Information sharing to build on existing established relationship
- ❖ Agree clear communication protocols and working arrangements including liaison with existing businesses, key partners and business forums, dealing with new contacts and meeting new GDPR requirements
- ❖ Sector analysis of the South Holland economy to identify competitive advantages of the district and the wider area
- ❖ Marketing and Communications audit to be undertaken to identify strengths and areas where support would be beneficial
- ❖ Agree baseline data on economic growth in South Holland
- ❖ 'Soft launch' of new service including introductory visits to key local agents, business service providers and strategic partners
- ❖ Roll out the first South Holland Annual Business Survey
- ❖ Support SHDC/LCC to submit bid for extension to Grants 4 Growth scheme

Months 3-6

- ❖ Produce Economic Action Plan building on baseline data, sector analysis, feedback from consultation event at Business Breakfast and other relevant sources. The Action Plan will include measures to support the regeneration and growth of Spalding and Holbeach, maintain and grow the rural economy, develop skills and improve digital infrastructure, and propose new projects/funding bids
- ❖ Produce a pro-active branding and promotional plan.
- ❖ Key Account Management/relationship management support to be provided to SMT regarding the delivery of Open for Business

Months 6-12

- ❖ Launch Economic Action Plan with new promotional materials
- ❖ Deliver Economic Action Plan
- ❖ Manage 7 new inward investment enquiries from outside the district and land 2 projects

Months 12-24

- ❖ Continued delivery of Economic Action Plan
- ❖ Manage 13 new inward investment enquiries from outside the district and land 3 projects
- ❖ Other activities and projects, as identified

Note : In 2017/18 the Department of Industry and Trade recorded 2 international project successes in the Greater Lincolnshire LEP area, including Greencore in South Holland which created 17 jobs. In 2016/17, there were 18 international project successes in the Greater Lincolnshire LEP area but none of these were located in South Holland.