

Report to Scrutiny Commission

Economic Development, Transport and Tourism

Date of Commission meeting: 16 October 2019

Inward Investment Activities

Report of the Director of Tourism, Culture and
Investment



Leicester
City Council

Useful Information:

- Ward(s) affected: All
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1. Summary

This report outlines key activities to support business growth and attract new business investment.

2. Recommendation(s) to scrutiny

Scrutiny is asked to note the contents of this report and asked to consider what other approaches might be considered to raise the profile of the area and attract investment.

3. Supporting Information**3.1 Background**

This report notes the key activities being delivered or developed by the Place Marketing Team to support growth of businesses in Leicester and to attract new investment. In recent years, significant successes such as the attraction of IBM, Hastings and Octopus energy have created several thousand new job opportunities.

The Place Marketing Team, funded jointly by the City and County Councils, delivers place marketing, inward investment and strategic tourism services across Leicester and Leicestershire.

3.2 Developing our toolkit

The Team actively promote and raise awareness of the investment opportunities within Leicester and Leicestershire, working alongside local businesses, business intermediaries, land owners, commercial agents and developers, the Leicester & Leicestershire Local Enterprise Partnership, Midlands Engine and Department for International Trade. In order to do this effectively, a 'toolkit' of supporting materials is being developed and is described below.

Website and marketing collateral

In March 2019, a new Strategic Sites map was produced to highlight key development and investment opportunities across Leicester and Leicestershire. The map demonstrates locational advantages of investing in our area, together with the support that is on offer. This is attached as an appendix – hard copies will be available at the meeting.

As part of the Collaborate ERDF Programme, we are working to significantly enhance our web presence, with a new image bank and marketing collateral. The InvestinLeicester.co.uk website is being developed to provide more client focused information, including data and detailed sector propositions, to improve targeting of businesses and their advisers. It will showcase what is great about the area in comparison to others.

Six detailed sector-based propositions are being developed to provide up-to-date information and support the early stage investment decision making process, namely:

- Space
- Advanced Manufacturing & Engineering
- Life Sciences
- IT, Professional & Financial Services
- Advanced Logistics
- Food & Drink

These were chosen to represent the parts of our economy that have capacity for growth and that build on existing strengths. The approach combines locational and people factors, such as connectivity, skills and labour availability, with cross-sectoral strengths within the area that are important to the individual business. The propositions will be tailored for use by the Invest in Leicester team to hand-hold investment enquiries.

A new Invest in Leicester brochure is in development that will showcase Leicester and Leicestershire, promoting sectoral strengths and providing site specific information for major employment sites. This will be available as a limited printed run copy, as well as on our website and Linked In page.

Other place marketing material is also being developed and will be used by the team to showcase quality of life issues including the cultural and arts offer of the city, to help make the case for people to move to and pursue careers here.

Social Media

Business networks are critical to amplify the positive business impression we are seeking to build upon. Many business professionals use Linked In to keep up-to-date in their industry, communicate, as well as seek new opportunities.

In June 2019 we established an InvestinLeicester Linked In page to help promote positive business stories and improve our business connections. To date, we have developed over 470 connections, focusing on businesses involved in the property, development and investment industry, Department for International Trade including overseas posts, local businesses, universities and business intermediaries. The effective use of hashtags and sharing is being developed to further amplify the InvestinLeicester voice.

Business Case studies and Ambassadors

One of the most effective ways of communicating a positive impression to businesses considering the area is to showcase local business success stories. The city has successfully secured major inward investment from companies such as IBM, Hastings Direct, Octopus Energy and PPL PRS. We are working with recent investors, as well as more established businesses, to develop business case studies that highlight the benefits of setting up business in Leicester, where our business ambassadors help to communicate the advantages of locating in Leicester. Having others making the case on our behalf is particularly helpful as potential investors welcome the opportunity to test our 'official' messages with others who they perceive to be more 'independent'.

Mapping existing Foreign Owned Businesses

A bid was recently submitted to the Department for International Trade for £35k to deliver a key account management project that supports the growth of foreign-owned businesses within the area. The bid was successful and we will employ a person, initially for 6 months, to identify, engage and support foreign-owned companies.

Events & Networks

It is important that we use business networks to amplify our message, so the Invest in Leicester team will be soft launching the new toolkit in partnership with the Department for International Trade at the Leicester Business Festival on 6 November 2019.

The Invest in Leicester team will also be promoting the area at the Festival of Enterprise event in the NEC, Birmingham on 23 and 24 October 2019. This event is in its 3rd year and is targeted at business owners across the Midlands and beyond.

The council work closely with Team Leicester, a private sector led partnership active in the local and regional property and development industry. Team Leicester showcase Leicester and Leicestershire at MIPIM, Cannes, described as the world's leading real estate market event and attended by global cities and regions seeking investment and development. We work with Team Leicester to organise a series of events throughout the year all focused on promoting our area, developing connections and stimulating investment. By engaging in this way we benefit from private sector business and development leaders helping showcase our city, which is even more effective than a local authority in isolation. A pre-MIPIM event is currently being planned for 31 October as part of the Leicester Business Festival and Team Leicester will form part of the Midlands Engine/Department for International Trade delegation for MIPIM in March 2020.

Improving data and links with property agents

The Invest in Leicester team maintain a databank of employment sites and vacant offices and industrial units working alongside local and regional commercial property agents and developers, as well as the two local authority property teams. A meeting is due to be held on 13 November 2019 to explore opportunities for better working, including how we can best help agents to promote the area.

Are there any other ways that Members consider would be cost effective in promoting Leicester for inward investment ?

3.3 Enquiries and Successes

Enquiries are received by the team through a variety of sources:-

- Web-based
- Direct through contacts and intermediaries
- Department for International Trade

There are a number of different types of enquiries that are handled, ranging from local businesses seeking to expand to international businesses keen to establish a UK presence.

During the period 2018/19 the team received 199 new enquiries. In Q1 2019/2020 71 enquiries have been received.

The support that is requested ranges from simple property enquiries, such as searching for 1,500sqft of office space, to detailed major investments that require new employment land, support by way of grants and/or loans and a more innovative approach to securing the investment.

The council is also in regular dialogue with previous investors to help them continue their growth trajectory, for example IBM, Hastings Direct and Octopus Energy, as well as supporting new investors, including:-

- IBM Client Innovation Centre – IT & Consultancy services - continued business and employment growth
- Imperial Corporate Events – corporate events - expansion and relocation to Mercury Place
- Hastings Direct – insurance - continued business and employment growth
- Mattioli Woods – wealth management - relocation and expansion to new build offices in New Walk
- PPL PRS – music licencing – expansion from London and continued business and employment growth at Mercury Place
- Williams Commerce – e-commerce – retention within City and business expansion
- Octopus Energy – energy supplier - continued business and employment growth with relocation to Colton Square

- Omnidea – space - international investment as part of new Space Park
- Unlimited Wellbeing – healthcare – expansion from Nottingham
- Calibrate Consulting – digital consultancy - expansion from London
- Yu Energy – energy supplier – business growth and expansion to Waterside
- Speedel – business logistics – relocation and expansion
- Global Payments – payment technology – relocation to Watermead Business Park
- Sarstedt – medical equipment - expansion and relocation to Optimus Point

The team also continue to work, often on a confidential basis with businesses seeking to grow within and relocate to the City.

4. Financial, legal and other implications

4.1 Financial implications

There are no financial implications arising directly from this report.

4.2 Legal implications

There are no legal implications arising directly from this report.

4.3. Climate Change implications

There are no climate change implications arising directly from this report.

4.4 Equality Impact Assessment

There are no equality implications arising directly from this report.

4.5 Other Implications

None applicable.