



# + TEAM LINCOLNSHIRE

SHAPING THE FUTURE OF TEAM LINCOLNSHIRE TOGETHER

# TODAY IS ALL ABOUT...

+ CELEBRATING OUR SUCCESSES

+ BUILDING ON OUR MOMENTUM

+ A STRATEGY FOR THE FUTURE

+ THE ROLE OF BEING AN AMBASSADOR





# + CELEBRATING OUR SUCCESSES





# + THIS YEAR WE ALL SHOWED A LITTLE #TLC

+ TEAM LINCOLNSHIRE



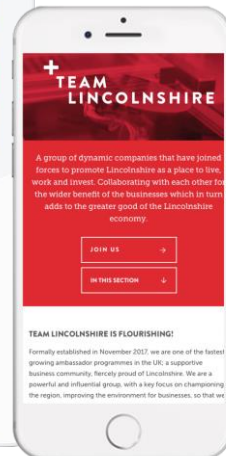
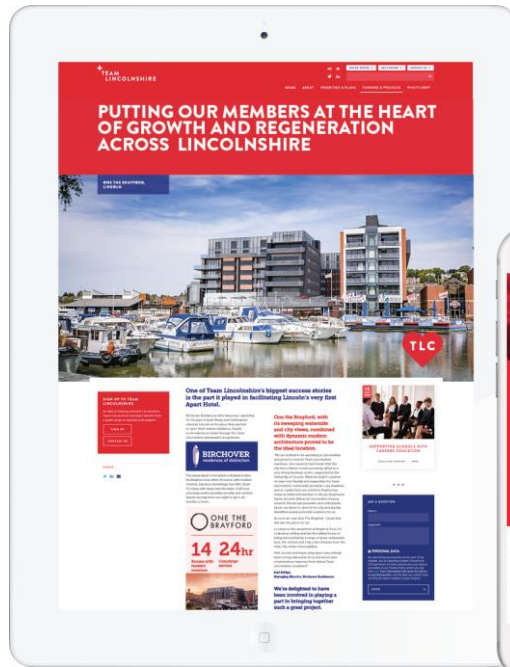
#TeamLincolnshireCares



Let's build on that momentum

- + 2020 showed what we're capable of when we work together
- + How do we build on that to champion Greater Lincolnshire?
- + Where can we focus our collective power to make the most impact?

+ IN THIS TOGETHER



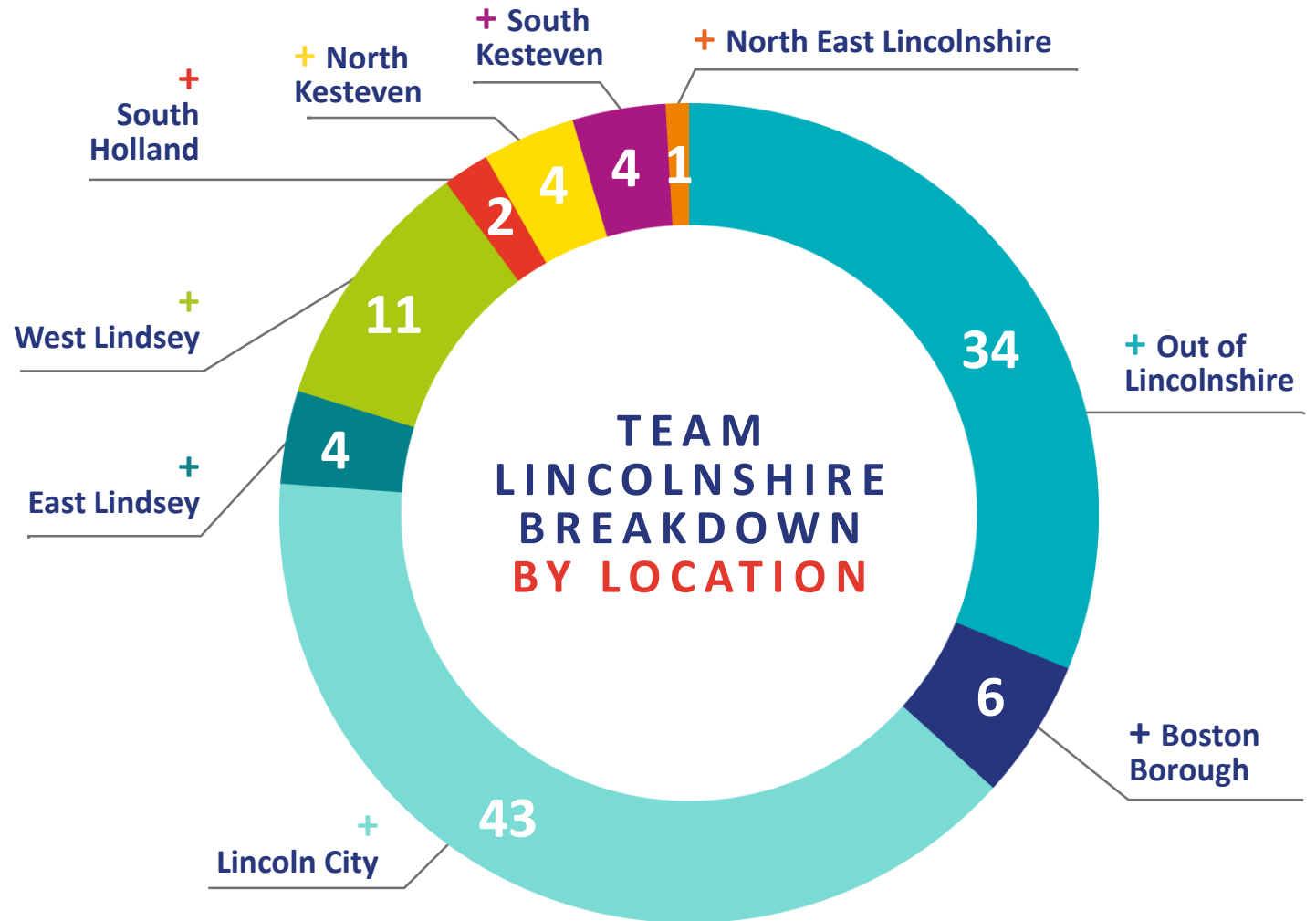
+ SHAPING THE FUTURE OF TEAM LINCOLNSHIRE TOGETHER

# + CURRENT MEMBERSHIP

+ TEAM LINCOLNSHIRE

# 109 MEMBERS

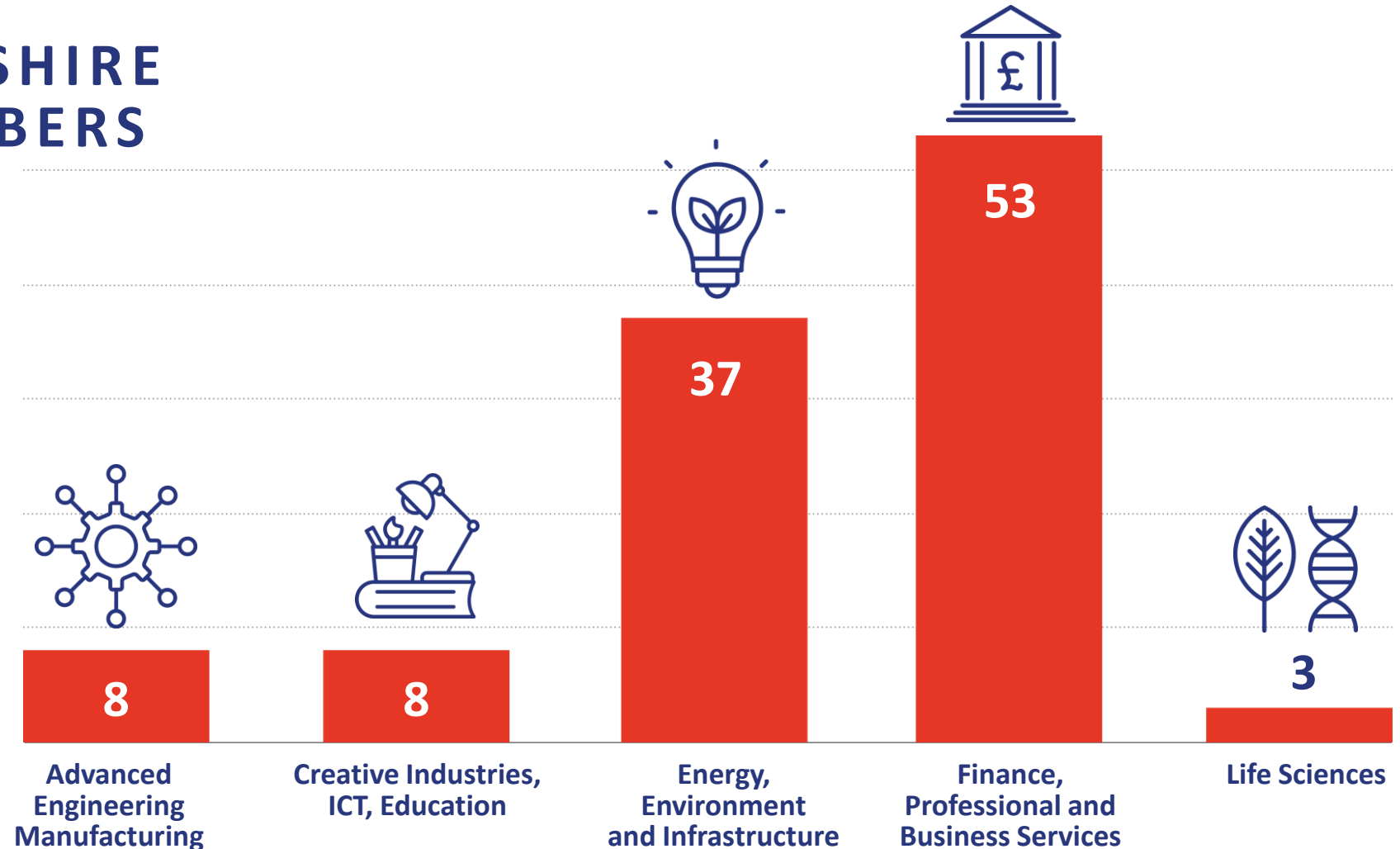
across Greater Lincolnshire and beyond... and the numbers are increasing



# + WE'RE FROM A RANGE OF SECTORS

## TEAM LINCOLNSHIRE BUSINESS MEMBERS BY SECTOR

We are broadening our range of sectors from across the Greater Lincolnshire region

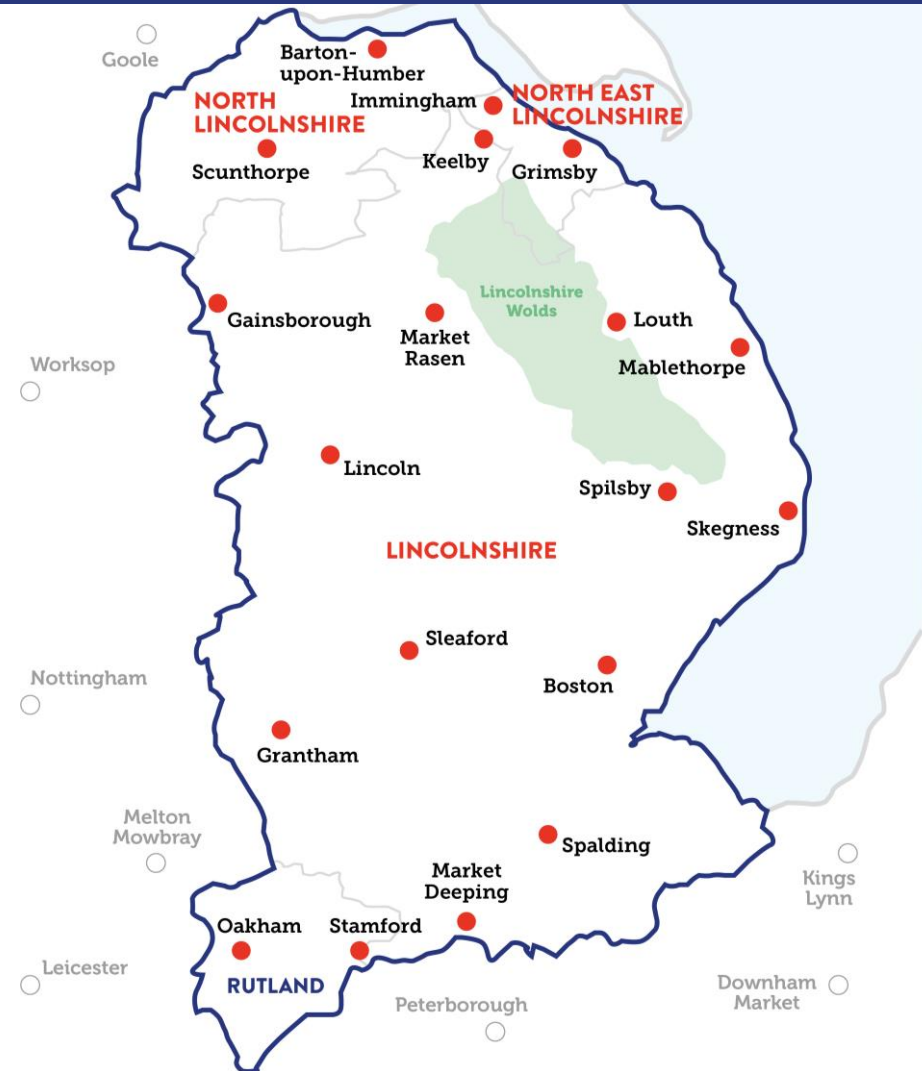


# + WHAT GEOGRAPHICAL AREA DO WE COVER?

+ TEAM LINCOLNSHIRE



**WE'RE CALLED TEAM LINCOLNSHIRE,**  
but as you can see we represent the whole of  
**Greater Lincolnshire, Humber area and Rutland.**



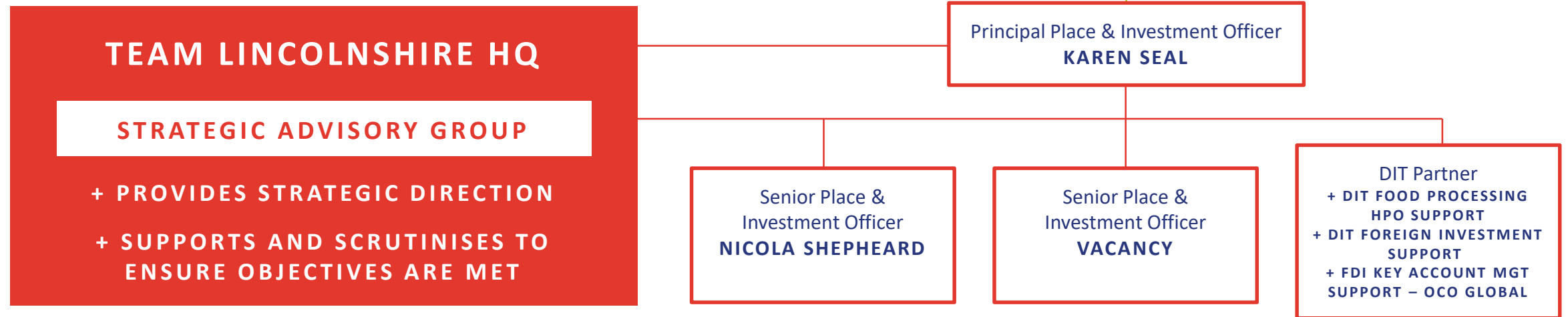
+ SHAPING THE FUTURE OF TEAM LINCOLNSHIRE TOGETHER

# + TEAM LINCOLNSHIRE HQ – A POWERFUL VOICE

+ TEAM  
LINCOLNSHIRE

We're an independent, autonomous body which is funded through our members, Lincolnshire County Council and the Greater Lincolnshire Local Enterprise Partnership.

Team Lincolnshire HQ sits within LCC's Place and Investment Team – administering and delivering the programme on behalf of the ambassadors.





# TAKING TEAM LINCOLNSHIRE TO THE NEXT LEVEL

+ CLEAR VISION & VALUES

+ A MEMBERS' CHARTER

+ INVESTOR STRATEGY

+ DELIVERY PLAN

# + DEFINING OUR BRAND NARRATIVE



## WHO WE ARE

Team Lincolnshire is a powerful, independent partnership of ambitious, forward-thinking private and public sector organisations, united by the common goal of championing a stronger local economy.

### What geographical area do we cover?

We're called Team Lincolnshire, but as you can see we represent the whole of Greater Lincolnshire, Humber area and Rutland.

[BACK TO BRAND NARRATIVE](#) 



## OUR POSITIONING STATEMENT

We love Greater Lincolnshire and are proud of our communities, our businesses and our quality of life. We're Team Lincolnshire, a fast-growing ambassador programme made up of ambitious organisations who are building on the region's successes to make it an even more desirable place to live, learn, work and invest.

Through strong leadership and governance, clear strategic objectives and a shared, common purpose, we break down barriers, foster selfless collaboration and create a more fertile environment for businesses of all sizes. It's all about working together to encourage investment, strengthen our economy and champion Greater Lincolnshire on the regional, national and international stage.

[BACK TO BRAND NARRATIVE](#) 





## OUR VISION

To enable Greater Lincolnshire to flourish and become an even more desirable place to live, learn, work and invest.

[BACK TO BRAND NARRATIVE](#) 



## OUR VALUES

### Passionate

We love Greater Lincolnshire and are committed to its sustainable growth, environmental protection and economic success.

### Collaborative

Working together selflessly gives us a more powerful voice, breaks down barriers and creates new economic opportunities we all benefit from.

### Supportive

We share our skills, knowledge and experiences to help each other and attract investment.

[BACK TO BRAND NARRATIVE](#) 



### Proactive

We look for new and creative ways to help local businesses and actively promote Greater Lincolnshire.

### Trustworthy

We are an independent, politically neutral non-governmental organisation, trusted by our members to protect their interests and leave a positive legacy for Greater Lincolnshire.

## TEAM LINCOLNSHIRE MEMBERS' CHARTER

- + Promote Greater Lincolnshire as a great place to live, learn, work and grow a business.
- + Provide help and support to all organisations in Greater Lincolnshire.
- + Work collaboratively and collectively to explore business opportunities and achieve better outcomes for all.
- + Open communication channels to connect with others and drive prosperity.
- + Promote the benefits of Team Lincolnshire to potential new members and the wider community.
- + Share ideas and best practice that will benefit other members and Greater Lincolnshire.
- + Act with integrity and honesty, placing respect and trust at the forefront of everything we do.
- + Act in an environmentally responsible way.

[BACK TO BRAND NARRATIVE](#) ↻



## OUR VALUE PROPOSITION FOR GREATER LINCOLNSHIRE BUSINESSES

Join Team Lincolnshire and become part of a dynamic partnership of local organisations working together to grow their businesses, share their expertise, promote Greater Lincolnshire and improve the quality of life for our communities.

Whether you're looking to access new markets, increase your skills and knowledge or take your business to the next level, Team Lincolnshire will help you make the right connections and unlock a wealth of advice and support.

### How we do this:

To grow and support our members, we have created a detailed marketing and communications plan. This will raise awareness and the real value of Team Lincolnshire, promote specific campaigns, such as #TLC, and highlight inspiring success stories.

Specific activities will include:

Cutting edge events/webinars, peer to peer networking and opportunities for global promotion and showcasing Greater Lincolnshire.

[BACK TO BRAND NARRATIVE](#) ↻





## OUR VALUE PROPOSITION FOR POTENTIAL INVESTORS

Welcome to Greater Lincolnshire, a thriving place to see your business grow. We know that finding the right area to invest in is a pivotal decision, with myriad factors to consider including location, infrastructure, quality of life, levels of support and access to a skilled, well-educated workforce.

At Team Lincolnshire, we're on your side. We bring together the public and private sector to help you discover our region and provide you with everything you need to make an informed decision about investing here. We're here to give you a refreshingly clear, simple and effective way to get to know Greater Lincolnshire, and all the benefits our region has to offer.

[BACK TO BRAND NARRATIVE](#) 

### How we do this:

We've published a two-year Investor Development Strategy for Greater Lincolnshire, setting out objectives for attracting and supporting companies initially in the construction and food manufacturing sectors, as well as those looking for business relocation. In this strategy, we have created a work programme and a number of activities to enable us to achieve these objectives.

They will be delivered through:

Cutting edge events/webinars, peer to peer networking and opportunities for global promotion and showcasing Greater Lincolnshire.



# + RAISING OUR PROFILE



+ Promote Team  
Lincolnshire  
activities



+ Encourage  
businesses  
to join



+ Source and  
promote  
success stories



+ Raise awareness  
of specific  
campaigns,  
such as #TLC



+ Keep stakeholders  
aware of activities,  
opportunities  
and progress

## STRATEGIC OBJECTIVES



**1** Attract business investment into our construction sector



**2** Attract business investment into the food manufacturing sector



**3** Attract office-based businesses looking to relocate



**4** Attract investment that benefits all



**5** Provide investors with a comprehensive soft-landing package





## ATTRACT BUSINESS INVESTMENT INTO OUR CONSTRUCTION SECTOR

### WHY?

- + Town Deal funding allocations
- + Major housing allocation in local plans
- + Market towns / rural areas more desirable now
- + Largest Enterprise Zone in the country

### AIMS

- + Seek external investment in Town Deal Fund action plans
- + Explain opportunities for specific sites to current and new partners
- + Work with current and new partners to make sites viable
- + Provide material for businesses to articulate quality of life to potential residents and employees

1



## ATTRACT BUSINESS INVESTMENT INTO THE FOOD MANUFACTURING SECTOR

### WHY?

- + South Lincolnshire Food Enterprise Zone
- + Central Lincolnshire FEZ and Grimsby Europarc FEZ
- + Potential free port status
- + Largest seafood processing cluster
- + Leaders in automation, robotics and digitalisation

### AIMS

- + Achieve High Potential Opportunity Investment status for Holbeach
- + Promote assets to Dutch and Chinese food tech companies
- + Seek investment in speculative units from UK-based investors

2



## ATTRACT OFFICE-BASED BUSINESSES LOOKING TO RELOCATE

### WHY?

- + Great accessibility for Lincoln, Grantham and Stamford
- + High number of town fringe office developments with parking

### AIMS

- + Build strategic relationship with government relocation agency
- + Raise our profile to those in areas under cost pressure

# 3





## ATTRACT INVESTMENT THAT BENEFITS ALL

### WHY?

- + Facilitate new investment into all parts of Greater Lincolnshire
- + Opportunities for B2B investment and new contracts for existing businesses

### AIMS

- + Align messages so businesses know why to invest here
- + Create opportunities for Greater Lincolnshire business ambassadors to meet decision makers and shape policies

# 4



## PROVIDE INVESTORS WITH A COMPREHENSIVE SOFT-LANDING PACKAGE

### WHY?

- + Shows that public and private sectors welcome them
- + Provides immediate support and information to showcase our assets

### AIMS

- + Establish a team approach so potential investors meet the best private and public sector advocates
- + Create tailored support packages that meet investor briefs and showcase our strengths
- + Upskill public sector to liaise effectively with investors
- + Prepare funders, training orgs, utility providers, etc so they can immediately respond to investors

5

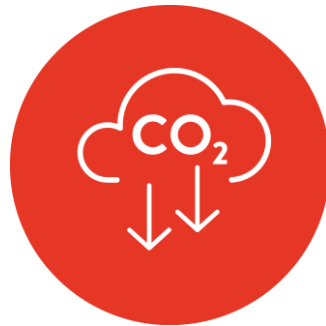
# + BUT WHAT ABOUT MY SECTOR?

EVENTS AND ACTIVITIES WILL INVOLVE  
ALL SECTORS – BUT MEASURES WILL  
ALIGN TO STRATEGIC OBJECTIVES

FOCUS FOR 2022-24:



+ Renewables / energy



+ Carbon reduction



+ Visitor economy



+ Health and care



+ Digital technology



## HOW TOGETHER WE CAN DELIVER THE STRATEGIC OBJECTIVES

### We will...

- + Open dialogue with investors and stakeholders for Humber estuary and offshore wind
- + Engage with North, North East Lincolnshire and Rutland to tailor events around their key sectors and investment opportunities
- + Capture the full Greater Lincolnshire complement of assets
- + Increase the profile of Team Lincolnshire within the new LEP boundaries
- + Tailor events to meet new and emerging themes



## HOW TOGETHER WE CAN DELIVER THE STRATEGIC OBJECTIVES

- + Promote the FEZ and connect potential investors and supply chains to key stakeholders
- + Hold showcase briefings and produce promotional collateral on the food sector
- + Be true ambassadors and promote Greater Lincolnshire's offer
- + Hold events to promote Town Deal offers
- + Make introductions between current / new investors, developers and stakeholders
- + Connect with organisations such as Midlands Engine, Home England, etc
- + Hold focused investment briefings on key drivers – Town Deals, the Future of the Housing Market, etc





## HOW WE'LL DELIVER THE STRATEGIC OBJECTIVES

- + Improve the relationship between local SMEs and council procurement
- + Map TL members' skills, knowledge and connections to deliver strategy
- + Identify TL members willing to take on ambassadorial role for ministerial round tables, investment meetings, etc
- + Understand opportunities to promote investment messages – MIPIM, Midlands Forum 4 Growth, etc
- + Share TL member ideas & best practice with stakeholder and partners to develop investment opportunities



**1** Increase in high-quality buildings that enhance the county's built environment



**2** Growth in food manufacturing / agri-tech businesses, providing higher quality jobs



**3** More office developments following hybrid model, with increased high-street footfall



**4** Investors rate the relationship with Greater Lincolnshire better than with our rivals



**5** TL members see tangible benefits and encourage others to join



WE WILL MEASURE THE SUCCESSES OF THESE STRATEGIC OBJECTIVES VIA A SET OF AGREED KPIs

# + HOW YOU CAN GET INVOLVED

+ TEAM  
LINCOLNSHIRE



+ Share good news  
Stories with us



+ Promote Greater Lincolnshire  
to other businesses, investors,  
key stakeholders – shout about  
how great it is to live, work, learn  
and invest in our region



+ Tell us when you  
are collaborating and  
working with fellow  
Team Lincolnshire members



+ Let us know  
how we can help to  
break down barriers for  
your business or sector



+ Promote Team Lincolnshire  
through social media –  
tag us in your posts on  
LinkedIn and Twitter



+ Tell us if your company  
is expanding or relocating  
to the area – we can support  
you with the process



+ Host a TLC Coffee Club



+ Tell us what hot topics  
you would like to see  
talked about in Webinars  
or physical events

+ TEAM  
LINCOLNSHIRE

Mark Dodds

Helen Andrews

Niki Shephard

Shruti

Iain Hibbert iPad

Joe Peck

Karen Seal

Jez Ashberry

Lee Wallhead

John McCay

+ OVER TO YOU FOR QUESTIONS...

Kate Swarbrooke

Tim Downing

T Francis

Nick Pettit

Fay Paterson nmcn

Nick Gregory

Andy Gutherson

Richard Hardesty

Kate Strawson

Lisa Cawdron

Keith Reynolds

Sara Howe

Caby Sims

Garry Wilkinson

Rachel Linstead

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