

URN: 22-078

Subject: GENERATE Marketing and Promotion Interim Update

Report to: Executive Leadership Team 4th January 2022
Economic Development Committee, 9th January 2022

Report by: Sara Rushworth, Renewables Marketing Manager

SUBJECT MATTER

This report was requested at the previous Economic Development Committee in November and provides members with an overview of the plan for GENERATE 2023/24 with a summary of the marketing activity and outcomes using the underspend from the original Pot B Marketing budget allocated to the project.

RECOMMENDATION

Members are asked to:

1. Review and comment on the report

1. Introduction

- 1.1. At the last Economic Development Committee in November 2022 a request was made for the 2023/24 plan to be brought to the committee in January 2023 for comment.
- 1.2. An underspend of circa £98k has been identified from existing budget and the committee approved a proposal to utilise this money in order to extend the project to the end March 2024. The underspend was due to the COVID pandemic at the start of this project which resulted in the postponement of several physical events and reduced the presence of GENERATE at those events which did take place.
- 1.3. The overarching focus of the activity will remain on;
 - a) a marketing and promotion strategy for all (public and private) stakeholders to champion.
 - b) a streamlined approach to the promotion of the capacity and capabilities of the location in respect of the clean energy value chain and as a destination for inward investment in local, national and international markets.

1. Work to Date

- 1.1. At its meeting in November, committee members received an update on GENERATE activity for the previous 4 months and a recommendation to roll over the underspend from the existing budget to allow activity to continue post March 2023 to March 2024.
- 1.2. Since November the GENERATE team attended Offshore Energy, Amsterdam. This was the final large exhibition and conference in the 2022/23 events calendar.
- 1.3. At Offshore Energy, Amsterdam the GENERATE team took a 21m² stand, shared with EEEGR (East of England Energy Group), this was positioned next to the RenewableUK stand. In attending the aims were to re-establish dialogue with existing business that are either in the current pipeline or located in the region and to liaise with businesses and establish their needs and requirements.
- 1.4. The event was also the location for the launch of the new film and 3D rendering promoting the Operations and Maintenance Campus and provided a valuable international audience. The new O&M short film was shown at the round table meetings and played on the stand throughout the 2 days. Feedback over the 2 days was very positive, it will be collated and fed into the working group.
- 1.5. Presence at Amsterdam was positively received with the audience having a good understanding of the regions offering. Several businesses working within the O&M sector but without an existing presence in the UK actively engaged with the team. The event also provided a forum for comment from and dialogue with the sector about the proposed O&M Campus facilities mix; effectively soft market testing.
- 1.6. Several round table meeting booked by delegates arranged ahead of the event took place involving 10 people, and 7 one-to-one meetings pre-booked by delegates also took place. General discussions were around the opportunities to grow business in the East of England. The pre-text to the discussions were; GENERATE's partners operate a range of assets and infrastructure including ports, industrial areas and sites allocated for offshore energy related manufacture, construction, operations and maintenance, ready to facilitate your businesses' rapid expansion in the UK's energy powerhouse, Great Yarmouth and the East of England.
- 1.7. A full press release and media campaign took place at the end of October to announce the release of the new promotional video and 3D rendering of the O&M Campus (see annexe 1). Talking head videos endorsing the short film were also produced and circulated featuring Rt Hon Brandon Lewis and Cllr Graham Plant.
- 1.8. Below is a summary of the channels used to promote the video and the total audience for each of these, for GENERATE operated social media the likes and impressions can also be reported;

Channel	Audience	Likes/impressions
GENERATE LinkedIn	1,255	1849
GENERATE Twitter	147	370
Insight Energy LinkedIn	1,910	

Norfolk and Suffolk Unlimited Socials	3,006
New Anglia LEP Socials	15,179
GYBC Twitter	6,659
GYBC Newsletter (circa)	1,700
EEEEGR Newsletter	TBC
4C Offshore newsletter	TBC

- 1.9. Work is underway to get the Operations and Maintenance Campus promotional video displayed throughout the town centre on available screens.

2. Next Steps

- 2.1. Delivery in the 12 month extension to this project will focus on ensuring that spend is optimized to achieve the best return, based on key learnings from the past 18 months.
- 2.2. In December a detailed strategy and delivery plan for 2023/24 will be sent to the Funding and Governance Group (FAG group), the strategic stakeholders for this project, to approve at their next meeting on 24th January. This document outlines the focus of activities and outcomes for the extension of the project from March 2023 to March 2024 and will be reviewed and amended where requested by the FAG group.
- 2.3. All activity will be based on impact and need; identifying the primary needs of the region and assessing how to make the most impact with the limited budget available. For example, the cost of exhibiting abroad is high, with the stand and space accounting for most of the budget. The GENERATE team is confident they can achieve a similar impact to this year using a smaller budget through representation at international events that dispenses with expensive and logistically-challenging dedicated stands and fielding larger teams of inward investment staff and/or making greater use of 'pod' space within third party stands, e.g. UK or EEEGR pavilions. The team will rely on experience and relationships already forged as well as strategic planning and targeting ahead of and at the event.
- 2.4. GYBC has made a substantial investment in the new O&M campus and there is a significant need to promote the project now more than ever, GENERATE will provide and deliver a strategic promotional plan to do this.
- 2.5. All activity will continue to coalesce around the three themes as set out in the original strategy;
- Awareness
 - Stakeholder Engagement and Endorsement
 - Lead generation and data
- 2.6. The budget will be allocated as below;

Description	Budget	Outcomes
Marketing Manager Resource	£55,000	

European Events	£10,950	Presence and representation at strategic events
UK Events	£20,130	Progression of existing leads and relationships
Hosting Local events	£2,000	New leads generated Awareness of region raised
Membership and Courses	£6,150	Relationship and Development
Website hosting, security certification, amends	£1,500	Digital presence and information
Misc design and printing	£1,000	Accurate and compelling marketing material
Contingency	£1,270	
TOTAL	£98,000	

*any additional underspend will be allocated to enhancing or increasing the number of events

Activity	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
Prospectus 2023 launched												
Digital directory												
Wind Europe, Copenhagen												
SNS2023, Norfolk												
World Hydrogen Summit, Rotterdam												
Offshore Wind O&M Expo, Hull												
International Conference on Wind Energy and Energy Production, London												
Supply chain report (V1 and updates)												
Global Offshore Wind 2023, London												
Local supply chain events												
Offshore Europe, Aberdeen												
Offshore Energy, Amsterdam												

- 2.7. A final reconciliation will be done at the end of this financial year to finalise exact budget available for 2023/24 activity.
- 2.8. A key area of focus for the marketing manager will be to explore funding options to continue activity beyond March 2024.
- 2.9. The Marketing Manager is now a member of and present on the O&M Campus working group and will work with the wider team to promote the project.

3. Financial Implications

3.1. All the activity outlined within this report utilises the underspend from the original project budget. An extension to the GENERATE Marketing MoU, overseen by the multi-agency Funding and Governance Group, is in progress.

3.2. This underspend and monies remain SPECIFICALLY allocated through Pot B for cluster marketing.

4. Risk Implications

4.1. Competition from other regions for inward investment across the industry remains fierce, with each having their own strong identity such as the Tees (*NOF* and *Energi Coast*), Scotland (*Deep Wind*) and the Humber, which are all competing in national and international markets. If GNERATE is no longer funded this could undo all the work that has taken place to engrain the region and brand within the industry and impact the opportunities available.

5. Legal Implications

5.1. This extension would require agreement to roll over the marketing budget and the existing Enterprise Zone Marketing MoU to be extended. All key partners to the MoU – East Suffolk Council, Suffolk County Council, Norfolk County Council and New Anglia LEP are supportive.

6. Conclusion

6.1. This interim report provides a summary of the proposed marketing activity and use of the underspend budget from current allocated Pot B marketing budget for 2023/2024. An outline of activity to be undertaken as part of the GENERATE project moving forwards from March 2023 is detailed with timings and members are asked to review and comment upon the content of this report.

7. Background Papers

- Annex 1 – 3D rendering of O&M Campus

Areas of consideration: e.g., does this report raise any of the following issues and if so how have these been considered/mitigated against?

Area for consideration	Comment
Monitoring Officer Consultation:	As part of the ELT process
Section 151 Officer Consultation:	As part of the ELT process
Existing Council Policies:	Not applicable
Financial Implications (including VAT and tax):	As outlined in the Report
Legal Implications (including human rights):	As outlined in the Report
Risk Implications:	As identified in the Report
Equality Issues/EQIA assessment:	None

Crime and Disorder:	None
Every Child Matters:	Not applicable

