



URN: 22-078

Subject: GENERATE Marketing & Promotion Update

Report to: Executive Leadership Team, 22nd February 2023
Economic Development Committee, 6th March 2023

Report by: Sara Rushworth, Renewables Marketing Manager

SUBJECT MATTER

This report provides members with an update on GENERATE, and a summary of the marketing activity since the last Economic Development Committee meeting held in January 2023. It also outlines the planned activity for Q1 2023/24

RECOMMENDATION

Members are asked to:

1. Review and comment on the report

1. Introduction

- 1.1. The energy sector and its supply chain remain a priority for the Council and its partners, with significant investment being allocated in the Port through the Operations & Maintenance Campus, the growth and expansion of the cluster on South Denes and the business incubator project.
- 1.2. The GENERATE brand works collaboratively with industry to create and maintain an overarching brand to unify the 'voice' of the region. This included the creation of a comprehensive messaging matrix that can be utilised to promote the investment opportunities in the region, which is kept updated. GENERATE's role is to co-ordinate and deliver branding and promotion for the area (essentially Great Yarmouth and Lowestoft) as well as wrap-around inward investment support.
- 1.3. GENERATE provides:
 - a) A regional presence at UK and international renewable energy conferences and exhibition
 - b) Marketing and promotional material for use by all (public and private) stakeholders to champion the region based on data

2. Work to Date

- 2.1. At its meeting in January, committee members received an update on GENERATE activity since the previous committee meeting in November 2022 together with an overview of the activity plan for 2023/24. The committee were asked to consider and approve the forward plan, which they did.
- 2.2. The final event in the 2022/23 events calendar was the postponed EEEGR House of commons event which took place on 25th January 2023.
- 2.3. GENERATE were one of the sponsors for the House of Commons event alongside Vattenfall, Scottish Power Renewables, Sizewell C, Ørsted, Seaway7 and Equinor. The event was hosted by Peter Aldous MP and attended by 150+ energy leaders, all with significant clean energy projects taking place in the East of England. GENERATE and New Anglia Local Enterprise Partnership's David Dukes presented an update on projects including the Great Yarmouth Operations and Maintenance Campus.
- 2.4. The 12-month PR contract with PIER concluded at the end of January, a full report of activity and results is available in annex 1. The agency achieved or exceeded each of the agreed outputs with results as below;

KPI & Output targets	Actual
3 x comments distributed to target media outside of local press	2 press releases and 4 comments
Secure 24 pieces of coverage with 20% in key media targets	51 pieces with 20% in key titles
1 x national press story	ITV.com
Creation of infographic	Completed
Case studies written up x 3 and 1 x video created	2 case studies
LinkedIn lead generation test campaign	Completed
Increase Social Media audience	Completed

- 2.5. The total media coverage achieved was 51 pieces of media including a piece on ITV.com and 7 broadcasts this resulted in a reach of circa 2.5million.
- 2.6. An annual review of 2022 event attendance took place in February to identify the key learnings from 2022 and how presence can be maximised in the 2023 plan in light of the reduced budget and resulting change in approach to international events. A representative from each of the GENERATE partners and attendees from 2022 events were invited and asked for their input.
- 2.7. The review summarised that each event attended has been successful with KPIs being met or exceeded, the intangible benefits from these events has also been invaluable with knowledge gained, relationships established and awareness of the region raised. Learnings to incorporate into planning for 2023 include increased and more focused pre-event communication aimed at scheduling meetings with key players ahead of the event and ensuring businesses are

aware of GENERATE’s presence. Improved fact finding incorporated into the post event communications and continued focus on touching base with local businesses at each event to ensure they are supported.

- 2.8. Outputs/targets have now been extended to March 2024 and remain as proposed in September 2021 with the current position summarised, below.

Description	Pipeline	Realised
New leads being actively managed	32	3
O&M leads being actively managed	8	0
Target of £5,000,000 inward investment in active pipeline	£5,012,00	£20,240
Target of 50 jobs created	998	40
Target of 50 apprenticeships created	TBC	TBC

- 2.9. The total number of businesses that GENERATE have interacted with totals 397. These vary in value with some having a general interest in finding out about the projects and energy sector in the region, others are supply chain companies who may look to relocate or set up new/satellite office and some are larger opportunities that could result in significant investment.
- 2.10. Conversations are ongoing, although have slowed, with 3 manufacturers who could bring significant investment and jobs to the region. There are also 8 live leads who have signaled interest in the Operations & Maintenance campus. Inward investment leads of this nature do take longer to come to fruition and are resource intensive with reliance on several other partners, and departments.
- 2.11. GENERATE will continue to work to progress existing leads and identify new leads through the promotion of Great Yarmouth as a one stop shop for renewable energy and the ideal location for businesses within the operations and maintenance sector. Delivery of capital works required to land these inward investment opportunities remains a critical part of this process which GENERATE works to facilitate.
- 2.12. GENERATE continues to foster a positive and proactive relationship with the Property and Inward Investment teams within, and outside of the Council, ensuring clear communication and accurate promotion of relevant inward investment opportunities. When and where applicable GENERATE will also facilitate introductions. To date this process has been effective in managing and progressing leads, collating feedback and ensuring future opportunities are identified primarily for the Operations & Maintenance Campus.

3. Implementation of the GENERATE Marketing Strategy

- 3.1. The GENERATE strategy has been updated for 2023/24 to reflect the reduced budget the main proportion of spend, after resources, will be allocated to events, ensuring GENERATE promotes and represents the region, specifically Great Yarmouth, at renewable energy events

in the UK and internationally.

- 3.2. The use of social media platforms to promote GENERATE activity and amplify key messages remains critical to the strategy. The focus of messages being to raise awareness of the huge opportunity in the region in order to attract investment in line with the revised marketing strategy.
- 3.3. GENERATE are sponsors of a hydrogen energy event organised by East Suffolk Council which aims to inform the local supply chain about the hydrogen projects in the region and identify ways in which they could be part of, and benefit from, these projects. The plan is to replicate this event in Great Yarmouth later in the year.
- 3.4. Sizewell C is a huge opportunity for the local supply chain. GENERATE, working with the Inward Investment team at GYBC, will build on the current relationship with the Sizewell C supply chain to ensure the opportunity is communicated to the supply chain in Great Yarmouth in a timely and effective manner. This follows on from previous work by the Inward Investment team who organised an event, jointly with the Sizewell C Supply Chain, in October 2022 which took place at the Enterprise Hub.
- 3.5. Other priorities include:
 - Considered and data driven allocation of the existing Enterprise Zone Pot B-capitalised EEEZ Marketing Budget MoU to ensure that outcomes are maximized for all stakeholders.
 - Nurturing relationships with industry stakeholders and third-party event organisers to ensure where there are relevant energy related opportunities GENERATE material/participation is included.
 - Work on a new searchable digital directory, which will sit on the GENERATE website and, support a revised supply chain matrix is ongoing. A response is yet to be received from a third party who has access to updated energy sector data to find out what the nationally agreed segmentation criteria is.
 - Supply chain data and research work continues to quantify the supply chain and complete a top level gap analysis. This work will leverage knowledge from the Great Yarmouth inward investment team and other partners.
 - Relationships with the local supply chain and key stakeholders continue on an ongoing basis, these remain informal, via meetings, social media and the GYBC business newsletter.
- 3.6. GYBC Communications are briefed on any the new marketing material or initiatives to ensure a joined up approach where relevant.
- 3.7. The overlap of the work and objectives of GENERATE and the inward investment team remains significant with knowledge sharing and close working essential to success. An energy specific business engagement plan is being worked on to ensure existing and future opportunities are maximized for the benefit of the borough through investment and job creation.
- 3.8. GENERATE's KPIs are agreed by the multi-agency Enterprise Zone Funding & Governance Group. Current performance up to the end of Jan 2023 is as follows with draft target for 2023/24 detailed;

Strategic reach	Annual Target	Achieved	2023/24 Target*
Physical events hosted/co-hosted	0	6	4
Virtual events hosted	6	1	0
Data/contact information	100	502	100
Leads generated	20	70	20
Advertising reach	Annual Target	Achieved	2023/24 Target*
Print advert	12	12	0
Digital Adverts (months live)	6	6	0
Digital reach	Annual Target	Achieved	Target 2023/24*
LinkedIn followers	1,000	1302	1600
Twitter followers	500	209	500

* targets for end March 2024 (there is no budget for advertising.)

4. Next Steps

- 4.1. The revised marketing strategy has been approved and work is ongoing to agree expanded KPIs for 2023/24 annual performance focusing not just on leads generated but also on awareness, event organisation/attendance and data analysis.
- 4.2. The next three months are particularly busy for events with both a national and international event taking place, in addition there are three smaller expos scheduled where GENERATE will send delegates for fact finding purposes.
- 4.3. The first major event in the 2023/24 programme is WindEurope, Copenhagen at the end of April. This will be the first international event where the new, more cost-effective approach, taking no stand space, will be trialled. Significant work will take place ahead of the event to promote our attendance, prearrange meetings and identify potential investors to target at the event. The promotion of the Operations & Maintenance campus will be a priority.
- 4.4. In May EEEGR's SNS event will take place at Norfolk showground, conversations are ongoing with EEEGR to see how GENERATE's presence can be maximized. This is a key event in the GENERATE calendar, a crucial opportunity to support the local supply chain and promote the work of the local authorities and the project taking place.
- 4.5. The GENERATE prospectus and offshore wind brochure will be revised and updated with the latest data and news on projects. These will be ready to take to the events from April onwards.
- 4.6. The next 12 months are a critical time for the new Operations & Maintenance Campus with Phase 1 in progress and due for completion in 12 months. A promotional plan is in draft format to go live at the start of April, activity concentrates on raising awareness of the project

within the region, nationally and internationally aiming to generate more interest, arrange site visits and progress leads.

- 4.7. The Delivery Group which is made up of operational representative from all GENERATE partners; Great Yarmouth Borough Council, East Suffolk County Council, Suffolk County Council, Norfolk County Council and the New Anglia LEP, in addition to the Funding and Governance Group will contribute and support on all activity.

5. Financial Implications

- 5.1. All the activity incorporated with this project up to the end of March 2024, falls within the agreed financial parameters of the EEEZ Marketing MoU, overseen by the multi-agency Funding & Governance Group.
- 5.2. The extension of the GENERATE project utilised the underspend from the original budget. Monies are SPECIFICALLY allocated through Pot B for cluster marketing and as such form part of the overall budget as per 5.1.

6. Risk Implications

- 6.1. Competition from other regions remain 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. The presence of GENERATE at the main offshore wind events nationally and internationally has been welcomed by industry, post GOW22 several business have registered interest in joining the GENERATE stand in 2023.
- 6.2. The brand is still relatively young and work needs to continue to ensure it's profile does not diminish, or more crucially, dialogue/facilitation with potential investors and key stakeholders falter, there is a risk that the competitiveness of the area is reduced, and investment lost.
- 6.3. The East of England Energy Group (EEEGR) has recently signalled it is going through a difficult time which, moving forwards, may impact their ability to promote the region to its full potential. This could place further responsibility on GENERATE to bridge any gaps that may arise.

7. Legal Implications

- 7.1. This extension required agreement to roll over the marketing budget and the existing Enterprise Zone Marketing MoU to be extended. This has all been agreed and documented.

8. Conclusion

- 8.1. This report provides a summary of the marketing activity in the past two month in respect of the GENERATE brand and outlines the operational focus for the first quarter of 2023/24, including the key progression of investment prospects/leads and promotion of the Operations & Maintenance campus at events.

9. Background Papers

- Annex 1 – GENERATE PR review document

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 & Disorder:	None
Every Child Matters:	Not applicable

GENERATE

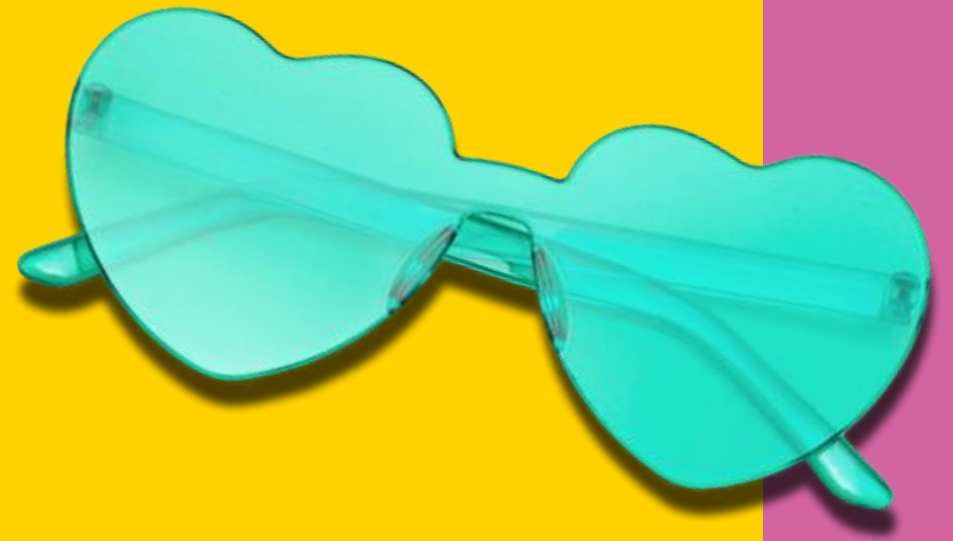
Project review –
December 22

December 2022



Output Summary

- 2 Press releases
- 4 Proactive comments
- Infographic
- LinkedIn campaign
- Media training
- Lobbying and relationship building
- 2 Case studies
- Social media posts



KPI'S

- Comments distributed on three important stories for the East of England (EA2 & 1N, Vanguard, Sizewell)
Gain press and radio coverage for the region (outside of Archant)
- Secure 24 pieces of coverage with 20% in key media targets
- 1 x national press story
- Increase followers on Twitter from 127 to 300; increase numbers following GENERATE on LinkedIn, at 1,000 Jan 2022



KPI's

Results

- 4 comments distributed, radio and media coverage secured across UK
- Secured 51 pieces of coverage with 20% in key titles
- 1x national press story (itv.com)
- LinkedIn followers 1,281
- Twitter followers 149





Coverage highlights

Press releases and proactive comments

Top stats

Coverage at a glance

- 50x appearances in the media
- 2,525,000+ reach
- 7x broadcasts
- 1x national coverage (itv.com)



Pier

Boreas Approval

VATTENFALL'S BOREAS WIND FARM HAS BEEN GIVEN DEVELOPMENT CONSENT

His comments were echoed by Ian Pease, business development manager at **GENERATE**, the East of England's energy investment partnership, who said: "Today's welcome announcement approving Vattenfall's Boreas wind farm confirms the East of England's place as the powerhouse of the UK's thriving offshore renewables industry. The East of England is at the centre of the Government's plans for a green industrial revolution, producing the lion's share of the UK's low carbon energy from offshore wind, nuclear and onshore renewables."



Business in
East Anglia

NORFOLK WIRE
BUSINESS NEWS

Pier

Vattenfall Vanguard Wind Farm Planning Decisions



GENERATE HAILS 'NEXT STEP' FOR REGION AS MAJOR WIND FARM APPROVED

GENERATE, the East of England's pioneering energy investment partnership, has welcomed a delayed announcement that Vattenfall's Norfolk Vanguard wind farm has been given development consent by Secretary of State for Business, Energy and Industrial Strategy (BEIS), Kwasi Kwarteng.

East Anglia One North and East Anglia Two

reNEWS.BIZ

 insightenergy

itv

EAST ANGLIAN
DAILY TIMES

RECHARGE
Global news and intelligence for the Energy Transition



Ian Pease, energy development manager at Generate, also welcomed the wind farm plans (Image: Archant)

Ian Pease, energy development manager at Generate, said: "We are really pleased to see planning permission granted for the East Anglia TWO and ONE North wind farms.

"The East of England as the UK's leading renewable energy producer is on track to supply 50% of the UK's 40GW offshore wind target by 2030 and these projects form an important part of that. By combining offshore and onshore wind, solar, nuclear power and gas, the East of England is driving the UK's energy transition, helping to keep the country on track for net zero by 2050."

Energy Strategy

WINDPOWER MONTHLY

Ian Pease, energy development manager for the East of England's Generate Energy told Windpower Monthly that "it's incredible news" and a real boost for East Anglia, which "has versatile offshore energy ports, a highly-skilled energy supply chain and unrivalled centres of energy innovation".

SUFFOLK
DIRECTOR

EAST OF ENGLAND A "KEY HUB FOR RENEWABLE ENERGY", SAYS GLOBAL LEADER

The need to produce clean energy closer to home is sharper than ever; a need that is clearly recognised within the government's recently revealed energy security strategy.



2022 Coverage Statistics



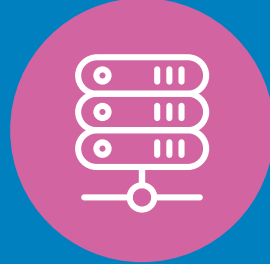
51

Pieces of coverage



2.5m

Estimated reach



10

Pieces of coverage in key titles



1

National Story (ITV.com)



7

Broadcasts

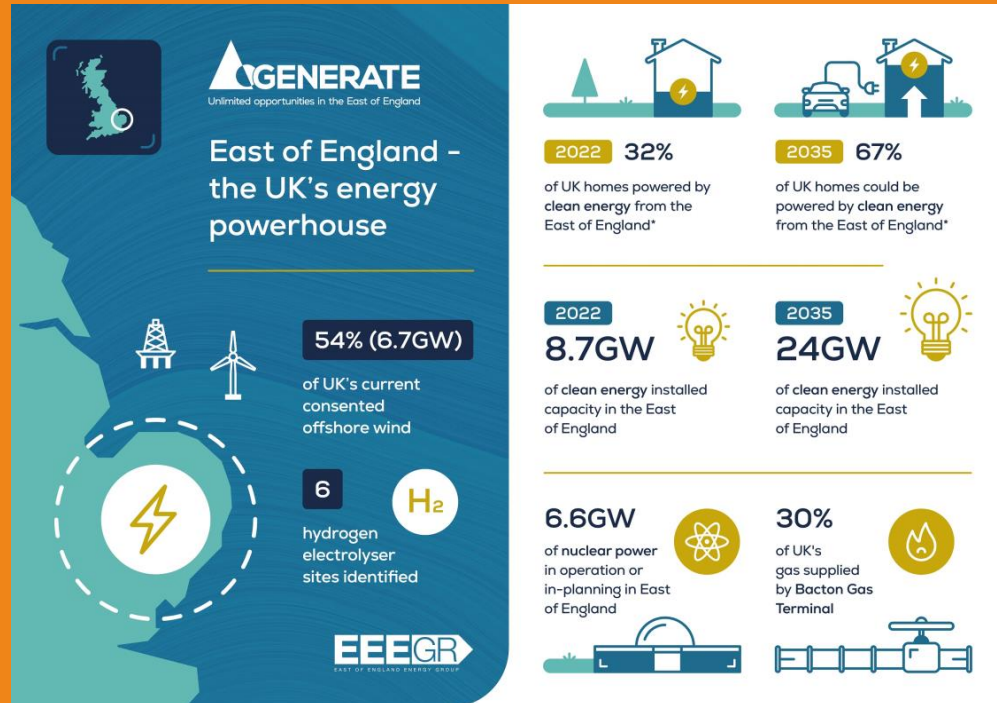
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Infographic

Promoting the East of England

GENERATE's Infographic

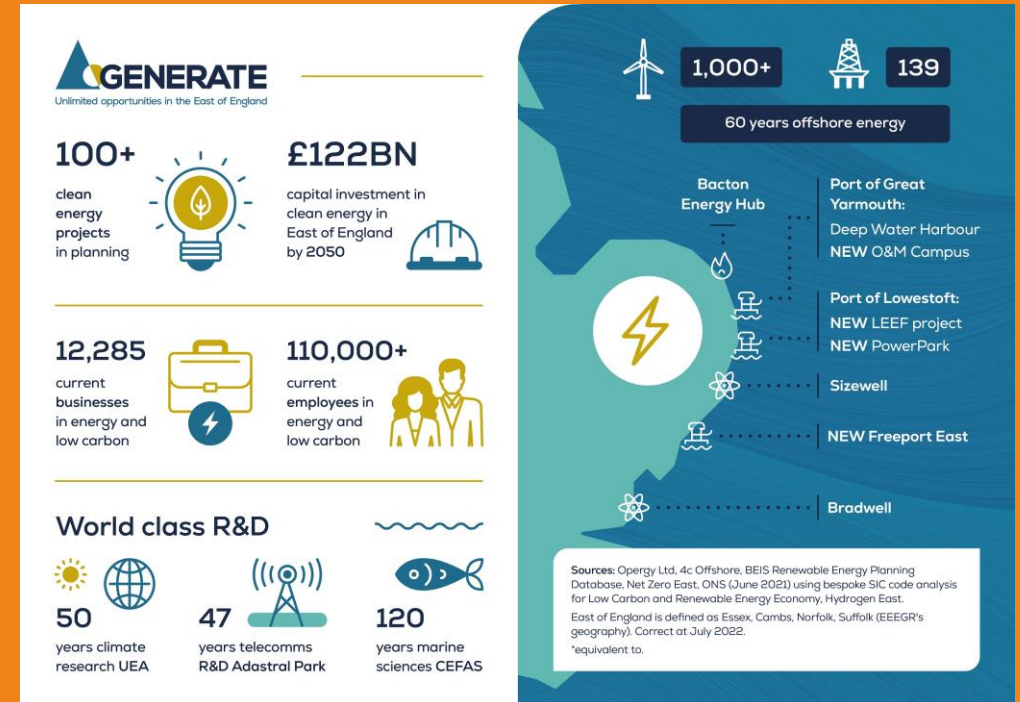


Distributed across the UK to

- 200 key stakeholders
- 250+ media outlets

Featured by stakeholders

- Presentations and meetings
- Stats used in further media articles



GENERATE's Infographic

Media coverage

H₂ VIEW

EAST ANGLIAN DAILY TIMES

Hydrogen Central
Hydrogen Industry News & Market Intelligence

DEEPMCAFEE



Avalonon Sea

www.bizeast.com

NORFOLK WIRE
BUSINESS NEWS

reNEWS.BIZ



East of England - the UK's energy powerhouse

54% (6.7GW)
of UK's current consented offshore wind

6 H₂
hydrogen electrolyser sites identified



2022 32%
of UK homes powered by clean energy from the East of England*



2035 67%
of UK homes could be powered by clean energy from the East of England

2022 8.7GW
of clean energy installed capacity in the East of England



2035 24GW
of clean energy installed capacity in the East of England

6.6GW
of nuclear power in operation or in-planning in East of England



30%
of UK's gas supplied by Bacton Gas Terminal



H2 View @h2_view

#Cleanenergy from the East of England alone could power the equivalent of 20m UK homes by 2035, according to new forecasts on energy production from Generate. #H2View #hydrogennow #hydrogen



h2-view.com
Clean energy from East of England could power 20m UK homes by 2035
Clean energy from the East of England alone could power the equivalent of 20m UK homes by 2035, according to new forecasts on energy production from ...

Lobbying and Relationship Building

- Key stakeholder list created and shared
 - Ministers
 - MPs
 - Top tier and level 1 companies
- Infographic and press release shared with above key stakeholders

“With many thanks for these very helpful statistics, which will be very helpful in promoting the East of England’s energy potential in Westminster”

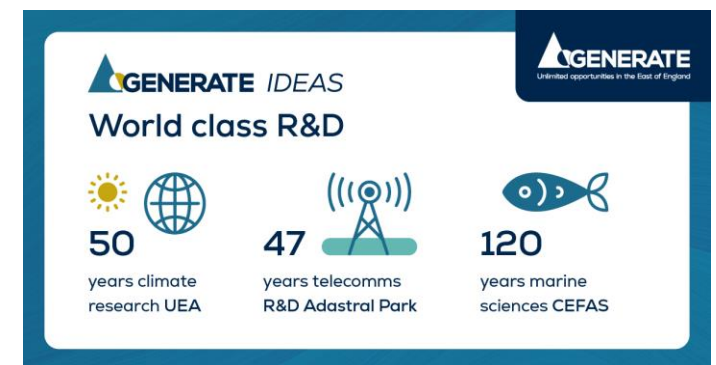
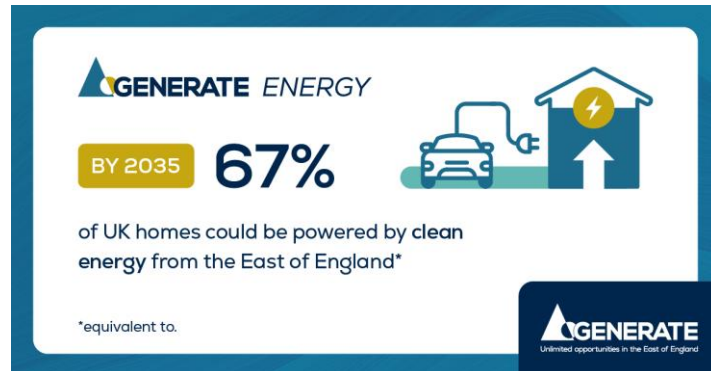
Peter Aldous, MP

Social media

Growing Generate online

Social posts

Promoting the infographic across LinkedIn and Twitter



- 20+ reposts across social channels
- 40+ engagements across socials
- List of people to follow created and shared

LinkedIn campaign

Lead generation test



Wind Week advert



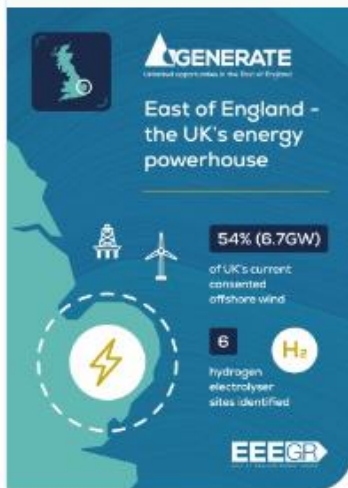
GENERATE

1,268 followers

Promoted

Experience what the East of England can bring to your business this [#WindWeek](#) with an exclusive tour of the UK's energy powerhouse. Held on the 27th of October, book your tickets today!

[#GENERATE](#) [#offshorewind](#) [#EastofEngland](#) [#Energy](#) [#EEEGR](#) [#OrbisEnergy](#)



Take a tour of the UK's energy powerhouse



Visit offshore wind ports [#East](#)

- Excellent CTR of 0.99%
- Targeted businesses across the UK and East of England

Key statistics



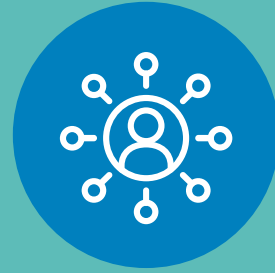
£147.24

Total
spend



21

Website
visits



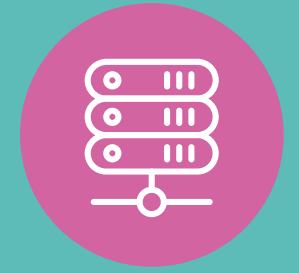
2,113

Impressions



0.99%

Click
through
ratio



£7.01

Cost per
result

Demographics

Industry/ area	Impressions	Clicks	Click Through Ratio
Operations	732	7	0.96%
Business Development	667	10	1.5%
Information technology	121	3	2.48%
Engineering	232	Below reporting minimum	
Sales	216		
Administrative	190		
Program and Project Management	138		
Research	85		
Finance	76		
Human Resources	76		
Entrepreneurship	71		
Support	70		
Community and Social Services	70		





Who did we reach?

Companies

- Solar Energy UK
- BSI
- EDF
- Drax
- Siemens Gamesa
- RWE
- Repowering London



Who did we reach?

Company size

1001-500 employees – 0.55% CTR

10,0001+ employees – 1.06% CTR

11-50 employees – 1.27% CTR

2-10 employees – 1.33% CTR

Final deliverables

Media training and case studies



Media Training

- 1x media training day with Ian Pease
 - Practice questions and interview techniques with a former journalist
- 1x media training handbook created



Case Studies

N-Ergise – Great Yarmouth

Case study researched, drafted and shared



Windcat - Lowestoft

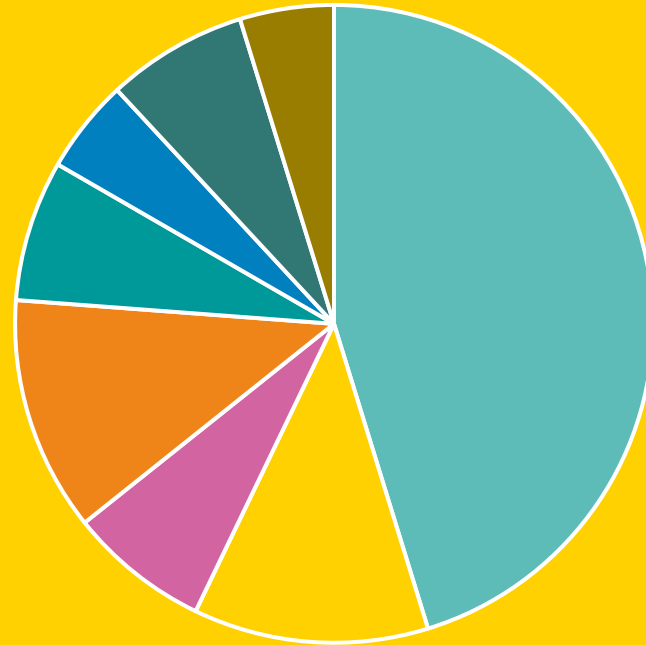
Case study researched, drafted and shared



Pier's time

- Promised 40 days of activity
- Delivered 42 days

Time spent 2022 (days)



■ Infographic ■ Comments ■ Lobbying ■ Press releases ■ Case studies ■ Social media ■ Deep dive ■ Media training



Looking forward

Growing GENERATE in 2023

Pier



GENERATE budget for one-off pieces

	Rate
Press release – drafting, issuing, follow up (3 days per release)	£1,950
LinkedIn campaign (1 day planning, 0.5 day maintenance, 0.5 day analysis and reporting - does not include direct LinkedIn budget)	£1,300
Preparing proactive/reactive commentary and distribution (2 days per piece)	£1,300
SEO guidance and social media management	£650 per day
Organising and producing photography and video assets	£650 per day



Thank you!



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