

Cabinet Report



Listening Learning Leading

Report of Head of Housing and Development

Author: Gerry Brough

Telephone: 01235 422470

E-mail: Gerry.brough@southandvale.gov.uk

Wards affected: n/a

South Cabinet member responsible: Robert Simister

Tel: 01491 576352

E-mail: Robert.Simister@southoxon.gov.uk

To: CABINET

Dates: 15.06.17

Science Vale and Enterprise Zone Marketing Plan

Recommendations

(a) That Cabinet agree to spend £183,000 for the Science Vale UK and Enterprise Zone 2017/18 marketing campaign production and advertising placement, from the previously approved DCLG grant funds budget, to implement the attached marketing plan.

(b) That Cabinet agree to submit the attached Enterprise Zone Marketing Plan to OxLEP and DCLG, in accordance with the Enterprise Zone Implementation Plan previously agreed by all EZ partners (including SODC).

Purpose of Report

1. This report makes the case for spending £183,000 on a social media and advertising campaign targeted at specific audiences, for the purpose of driving traffic to the new www.sciencevale.com website, generating relocation enquiries and securing inward investment projects.
2. As part of the condition of the Didcot Growth Accelerator Enterprise Zone award, a marketing plan needs to be submitted to the Secretary for State within six months of entering into the Didcot Growth Accelerator Enterprise Zone Memorandum of Understanding (MOU).

Corporate Objectives

3. Accepting the recommendations in this paper will contribute to the following corporate priorities:

Corporate Priority	Contributes to (Yes/No)
• Invest in the District's future	Yes
• Unlock the potential of Didcot	Yes
• Homes and jobs for everyone	Yes
• Build thriving communities	Yes
• Services that reflect residents needs	No
• Be tough on enforcement	No

Background

4. The attached marketing plan and budget, brings together the lifestyle website (www.sciencevale.com) and the campaign activity. These activities will be used to drive our target audiences to visit the website and ultimately turn website page visits into enterprise zone business landings.
5. The plan will increase awareness of the Science Vale UK brand and the two enterprise zone sub brands (Science Vale Oxford and Didcot Growth Accelerator) after a four year gap in awareness raising, promotional activity.
6. The plan will help strengthen the delivery of 20,000 new jobs and 15,000 new homes by 2031, showcasing the areas opportunities for businesses and families to live and work in Science Vale UK and Didcot Garden Town.
7. The 2017/18 plan will drive awareness and traffic to the website through the use of digital media advertising (on-line and off-line), alongside a social media campaign to keep costs down and enable monitoring of each marketing activity.
8. The campaign will use a series of messages to our target audience with the BE campaign branding. These messages will be delivered via film, advertising, email newsletters, events, the website, a digital brochure and PR.
9. The BE campaign messages tested early this year were successfully received with 84.21% of respondents feeling positive about the campaign after looking at the creative. In addition the BE campaign positively changed perceptions with a 43% baseline increase. 87.84% agreed that Science Vale UK was an innovative and exciting place to do business after seeing the creative.
10. The advertising campaign is planned to coincide with MIPIM UK, the largest property event in the UK. It attracts UK and international relocation professionals. OxLEP has a stand at this event.
11. Due to the costs of advertising and the focus on MIPIM UK, advertising will be primarily digital at high passenger volume travel points. The costs of Heathrow and Gatwick advertising (starting at approximately £20,000 per digital site per two week slot) were felt to be outside the scope of the current budget.
12. All inward investment enquiries will be passed to the Enterprise Zone Manager and business site developers for them to contact and discuss the requirements in detail.

13. The metrics to assess the impact of the campaign work will be Google website analytics, social media accounts analytics and Evolutive metrics which is the Oxfordshire wide councils CRM business database.
14. The metrics that result from monitoring will be used to improve the effectiveness of the next campaign, ensuring as far as possible, best value for the council.

Options

15. Do Nothing: Failing to actively promote Science Vale and its business and lifestyle opportunities could lead to a situation where future new businesses and job opportunities are dominated by low value logistics. This would have a potentially adverse impact on the value of new investment into the area, income levels and both domestic and non-domestic rates generation. Science Vale would not be visible as a high quality living and working environment where highly skilled jobs and high value-added commercial activities are prevalent, leading to a possible erosion in the areas' competitive positioning within the UK (in relation to both labour and investment). This will make it more difficult to grow business rates income that can help deliver new, planned infrastructure.
16. Initiate a promotional campaign different from the one proposed: The proposed campaign delivers strong messages to targeted audiences in an extremely cost effective manner. The messages have been tested on the target audiences and scored very high in terms of their impact. No other equally cost effective campaign is apparent.
17. Initiate the proposed campaign but at a lower or higher cost (i.e. by undertaking more or less advertising or using different media channels i.e. a different promotional mix): The proposed campaign has been developed based on advice from external marketing consultants. The promotional mix has been chosen to target our key audiences and fit with available media delivery channels, i.e. mainly digital, in as cost effective manner as possible. Feedback metrics will be used to evaluate the impact of this mix and can be used to change the mix for subsequent campaigns if necessary. However, the proposed mix is regarded as the best possible initial mix.
18. Initiate the proposed campaign as proposed: For the reasons touched on above, the proposed campaign represents a professional, well balanced and cost effective campaign. Its' digital focus reduces production costs and means that the material can be equally well distributed through a variety of digital platforms, from digital posters to social media channels.

Financial Implications

19. Funding for the campaign will come from DCLG grant funds that have previously been allocated for this purpose i.e. Science Vale marketing, including Enterprise Zones and Garden Town marketing as part of a previous cabinet decision.

Legal Implications

20. There are no legal implications other than those pertaining to the use of copyright images and compliance with advertising code of practice standards. These issues have been taken into account when producing the proposed promotional material

Risks

21. That the marketing plan and associated promotional campaign does not have the desired impact and fails to generate a significant amount of additional website traffic.

22. That the marketing plan and associated promotional campaign generates significant additional website traffic that is not converted into real investment enquiries/projects.

23. That the marketing plan and associated promotional campaign creates a substantial increase in website traffic and in new investment enquiries/projects, to the point where we do not have the capacity to respond to enquiries in a timely and constructive manner.

24. That new investment projects are not of a high quality in terms of the number and type of jobs being created or the amount of business rates generated – in which case the ability to deliver new “planned for” infrastructure, based on growing business rates, could be jeopardised.

Other implications

25. None apparent.

Conclusion

26. The proposed marketing plan represents a balanced, logical and pragmatic approach to marketing Science Vale and our Enterprise Zones, which aims to achieve maximum impact at minimal cost.

27. Cabinet are therefore asked to support the proposed marketing plan and approve the associated expenditure required to implement it.

Background Papers

None

Appendices

Appendix 1: Science Vale UK and Enterprise Zones Marketing Plan 2017/18.