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**By:** Mark Dance, Cabinet Member for Economic Development and Regeneration  
Barbara Cooper, Director for Economic and Spatial Development

**To:** Economic Development Cabinet Committee, 9<sup>th</sup> January 2013

**Subject:** Grow for it: East Kent – update report

**Classification:** Unrestricted

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## **1. Summary**

This report provides an update for members on the progress of the 'Grow for it' campaign and the emerging programme for the next 3 months.

## **2. Background**

2.1 At the November meeting of this Committee, members received a presentation from Charlotte Hastings from Seven Hills outlining the background, marketing messages and proposed activities for a 'Grow for it' East Kent campaign. Ms Hastings explained that the objective of the campaign was to promote and exploit the advantages of East Kent including the Expansion East Kent RGF monies; the Enterprise Zone status at Discovery Park; the location in respect of both London and Europe; the relatively low cost employment space; and the good quality of life.

2.2 It was agreed that officers would provide regular update reports for this committee.

## **3. Progress**

3.1 Since the November meeting Seven Hills, working alongside KCC's events, web and press teams have delivered a number of activities including:

- An advertising campaign featuring key messages of lifestyle, value and accessibility such as 'Swap your oysters for oysters' and 'From bank to beach in 48 minutes'. This highly visual campaign comprised adverts on bus sides of 57 routes in London and on escalators at three key commuter hubs at Victoria, Kings Cross/St Pancras and Old Street underground stations. The campaign ran from 28<sup>th</sup>/29<sup>th</sup> November to 12<sup>th</sup>/13<sup>th</sup> December. We are awaiting feedback as to its impact which will then help shape the next phase of the campaign.
- Launched 'Grow for It' to local businesses at an event on 28<sup>th</sup> November at Dover Cruise terminal. Over 300 people attended the event and heard presentations from Paul Carter, Michael Hayman (CEO of Seven Hills), and Doug Richard (Dragons Den entrepreneur). In addition, the first seven businesses to be awarded RGF monies were presented with their cheques. The event generated significant interest in the campaign from both media and local business people. Pledge cards were left on every seat encouraging attendees to say how they could help the campaign. 109 Pledge cards were returned offering to help and support the campaign by becoming an advocate; organising an event; telling their business story as publicity

for the area; using the marketing tool kit; and offering space for advertising. Since the event over 20 further companies have contacted Seven Hills offering support. The support included offers to include the marketing tool kit within their own web sites; to be an advocate for the campaign and to be a local deliverer of specific services. Each of the contacts have been followed up by Seven Hills and passed to KCC where the business had asked for specific help or advice. There was also an ideas wall available on the night and the ideas received included – support for start ups; more events on seafront at Ramsgate; support tourism with grants and loans; support social enterprises as well as private business; pull together more voices to make a louder noise.

- Website launched.

3.2 Members may recall that a London launch had also been planned for November but unfortunately a key speaker had to pull out this has been deferred until the New Year.

#### **4. Next Steps**

4.1 The campaign will now move into 2013 and the programme includes:

- A digital and creative debate for 21st February, using GEEK (Games Expo East Kent) in Margate as the host with a working title of 'Wanted Digital Pioneers – innovations for the 21<sup>st</sup> century'.
- A tourism conference being planned for late March to coincide with English Tourism Week
- Planning for bio tech and life sciences and low carbon debates in the summer as well as an event possibly on the beach
- Further development of the web site and social media platforms
- Planning another bus tour for locations across East Kent, primarily to sell the message of the RGF monies and support for businesses.
- Plan for second round of advertising
- Regular meetings with the Leaders and Chief Executive of the 4 local authorities as well as separate meetings with the Economic Development officer leads.
- Discussions with each of the district councils and other partners on how messages/campaign can be included on advertising spaces, public realm and within individual communication plans.
- Design and deliver business packs

#### **5. Monitoring and Evaluation**

5.1 The campaign is being monitored through regular weekly conference calls and meetings with the Seven Hills team. In addition, Seven Hills will provide the following monitoring and evaluation information on a quarterly basis and will identify a baseline position for each as appropriate:

- Web traffic – to be monitored for first 6 months from launch, with targets developed thereafter
- Matrix of media coverage on quarterly basis with indices including number of national/regional articles with tone

- Number of events delivered – within the first six months this would include 2 launch events, Global Entrepreneurship Week bus tour and two of the sector debate events.
- Numbers signing up to the newsletter – a target of 750 by the end of 6 months
- Number of businesses and partners downloading tool kits – a target of 150 by end of 6 months
- Delivery of ad campaign – photoshoot, copywriting, booking advertising space and reporting back on footfall figures, photography

## 6. **Conclusion**

- 6.1 A good start has been made with the campaign generating interest in both the business and media community. We now have to build on this momentum and maintain and grow interest going forward.

### **Recommendation**

Members of Economic Development Cabinet Committee are asked to note progress with the 'Grow for it' campaign and the proposed next steps outlined in paragraph 4.

### **Contact Officers:**

Barbara Cooper, Director of Economic Development, tel: 01622 221856  
Email: barbara.cooper@kent.gov.uk