

## HAMPSHIRE COUNTY COUNCIL

### Decision Report

<b>Decision Maker:</b>	Executive Member – Economic Development and Rural Affairs
<b>Date:</b>	7 November 2012
<b>Title:</b>	Invest in Hampshire Website
<b>Reference:</b>	4350
<b>Report From:</b>	Director of Economy, Transport and Environment

**Contact name:** Chris Shephard

**Tel:** 01962 846876

**Email:** [chris.shephard@hants.gov.uk](mailto:chris.shephard@hants.gov.uk)

#### 1. Executive Summary

1.1. The purpose of this paper is to gain approval for £31,000, enabling the further development of the Invest in Hampshire website, including the commissioning of a new photographic image library, which would be used on the website and for other inward investment related activities.

#### 2. Contextual information

2.1. The website [www.investinhampshire.co.uk](http://www.investinhampshire.co.uk) has been running since February 2011. It is the main tool in Hampshire County Council's drive to attract inward investment to the County.

2.2. To date, Invest in Hampshire's successes have been largely based on individual officers' relationships with UK Trade & Investment, the national organisation that promotes the UK for Inward Investment (UKTI). The data and images contained on [www.investinhampshire.co.uk](http://www.investinhampshire.co.uk) has helped position Hampshire as a strong investment location amongst client facing UKTI officers.

2.3. Since 2011 Invest in Hampshire has promoted Hampshire as a location for business investment. However, it has had a limited reach outside of UKTI and has struggled to reach key private sector professionals in the industry.

2.4. The appointment of the new Assistant Director for Economic Development in July this year has brought a different approach to this agenda, which aims to take the Invest in Hampshire offer up a level. By liaising with the professional intermediary consultancies working in this sector such as Deloitte, Buck Consultants and Oberkorn Consulting, as well as analysing the market leading websites for best practice, it is believed a wider audience can be reached resulting in more enquiries being generated.

- 2.5. A best practice review of websites, including websites such as [www.businessbirmingham.co.uk](http://www.businessbirmingham.co.uk), [www.investbrisbane.com](http://www.investbrisbane.com), [www.locateinkent.com](http://www.locateinkent.com), [www.investmentnz.govt.nz](http://www.investmentnz.govt.nz), [www.investhk.gov.hk](http://www.investhk.gov.hk), [www.investinmanchester.com](http://www.investinmanchester.com) suggests that [www.investinhampshire.co.uk](http://www.investinhampshire.co.uk) could become a stronger, more attractive, and crucially a more visited website, if more appropriate imagery was used, and if the data required by investors was provided in a more effective way.
- 2.6. Some examples of changes to the website include: altering the interactive map to take note of Hampshire's proximity to Heathrow; using larger, more striking photographic images of Hampshire's corporate businesses and locations as key visuals, rather than the current montages. This would make the Invest in Hampshire video more prominent and would utilise the social media to better effect. A development of a series of detailed sector propositions are also proposed and these would be downloadable from the revised website.
- 2.7. In order to bring the website into line with industry leaders it is also important to commission a new photographic image library. This would focus on two key elements: Brand Photography, for example images of the logos, company products and who have premises in Hampshire, and secondly, Building Photography to communicate the architecture, facilities and capabilities of iconic business locations in the county. Current best practice examples have striking corporate images, which, along with clear statements of intent around specific key sectors, help to create an attractive business location image.

### **3. Finance**

- 3.1. To complete the required changes to the website, along with commissioning a new suite of images, agreement for an investment of £31,000 is requested.
- 3.2. A 12 month extension has been granted to the current tender with the Southampton based agency Lee Peck Group, who have been briefed on the work required, subject to Executive Member approval.
- 3.3. A process has begun to select and commission a photographer to provide the image library. This will cost £4,750 + VAT for 5 days work, and will be ready later in November, again subject to Executive Member approval.

### **4. Performance**

- 4.1. Performance to date is as follows: September 2012: 456 visitors, 83% of which were new visitors. Top 5 countries visiting the site; UK, USA, Portugal, India, Malaysia. Average visit duration or dwell time 02.23mins
- 4.2. And for the last year (1 Sep 2011 - 30 Sep 2012): 5519 visitors, 80% of which were new visitors. Top 5 countries visiting the site; UK, USA, India, China, Germany. Average visit duration 02.42mins

- 4.3. Performance of the revised website will be benchmarked against the same measurements, leading to an increased number of inward investment enquiries.

## **5. Future direction**

- 5.1. Website development is a fast moving industry, with key players setting the benchmarks higher and higher. It is therefore proposed that [www.investinhampshire.co.uk](http://www.investinhampshire.co.uk) be reviewed on a yearly basis in line with the contract extension with Lee Peck Group, in order to keep the website as current as possible.
- 5.2. In the months leading up to the contract extension ending, it is intended to include Invest in Hampshire in a wider review of Economic Development projects that communicate directly with the private sector and consider whether a consistent approach to branding can be achieved.

## **6. Recommendation**

- 6.1. That funding of £31,000 be approved to further develop the Invest in Hampshire website, including the commissioning of new photographic images.

**CORPORATE OR LEGAL INFORMATION:****Links to the Corporate Strategy**

<b>Hampshire safer and more secure for all:</b>	no
Corporate Improvement plan link number (if appropriate):	
<b>Maximising well-being:</b>	no
Corporate Improvement plan link number (if appropriate):	
<b>Enhancing our quality of place:</b>	yes
Corporate Improvement plan link number (if appropriate):	

**Section 100 D - Local Government Act 1972 - background documents**

**The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)**

DocumentLocation

None

## **IMPACT ASSESSMENTS:**

### **1. Equalities Impact Assessment:**

- 1.1 The proposals in this report have been developed with due regard to the requirements of the Equality Act 2010, including the Public Sector Equality Duty and the Council's equality objectives. An assessment of the impacts in this service area can be found at <http://documents.hants.gov.uk/equality-impact-assessments/ete/3-2-business.doc>.

It is considered that the issues covered by this report will not have impacts requiring further specific actions by the Council above those already established in its existing policies and working procedures.

### **2. Impact on Crime and Disorder:**

- 2.1. None

### **3. Climate Change:**

- a) How does what is being proposed impact on our carbon footprint / energy consumption?

No significant change is anticipated.

- b) How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?

It is considered that the issues covered by this report will not have impacts requiring further specific actions by the Council above those already established in its existing policies and working procedures.