

HAMPSHIRE COUNTY COUNCIL**Decision Report**

Decision Maker:	Executive Member – Economic Development and Rural Affairs
Date:	7 November 2012
Title:	Lead Generation Intelligence
Reference:	4360
Report From:	Director of Economy, Transport and Environment

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1. Executive Summary

1.1. The purpose of this paper is to seek approval to procure an appropriate source of on-line market intelligence in relation to potential inward investment projects.

1.2. This paper seeks to:

- set out the need for this expenditure;
- considers the potential benefits of the purchase of this market intelligence data; and
- considers staffing implications.

2. Background

2.1. Hampshire, along with all other parts of the UK, competes in an increasingly competitive global market for the attraction of quality inward investment, in order to create jobs, grow the local economy, benefit local supply chains and stimulate the property market.

2.2. Although Hampshire County Council works in partnership with the National Inward Investment Organisation, UKTI, the County Council must proactively pursue inward investment opportunities in its own right, capitalising on its key sector strengths across advanced manufacturing (specifically aerospace, defence and marine related), business, finance and professional services, and IT/communications.

2.3. The County Council must become more effective at generating and converting business investment related enquiries, along with its partners including the two LEPs, the two City Councils and the local District Councils.

3. Proposed Solution

- 3.1. Alongside more effective marketing of Hampshire as a leading business location, through the Invest in Hampshire website, e-newsletter, PR and other activities, it is proposed to procure an effective on-line database of live prospects, such as fDi Markets.
- 3.2. fDi Markets is the only on-line database tracking crossborder 'greenfield' investment which covers all sectors and countries worldwide. It provides real-time monitoring of investment projects, capital investment and job creation with tools to track and profile companies investing overseas. The 'Investor Signals' module tracks early-warning signals that a company may be considering investment before it has decided where to invest.

4. Potential Benefits

- 4.1. The potential benefits of having access to such market intelligence include the following:
 - a) Early notification of companies considering investing in the UK;
 - b) Opportunity to analyse / evaluate which potential investment projects Hampshire has a strong offer in terms of its key sector strengths and other criteria;
 - c) Provides potential new prospects to be contacted in advance of competitor locations;
 - d) Increases the number of quality inward investment prospects to be pursued by the Economic Development team; and
 - e) The market intelligence will also positively inform key account management activities in relation to strategically important companies already based in Hampshire, if they have investment plans in the pipeline.

5. Staffing Implications

- 5.1. If approval is given to procure such a market intelligence source, staff training will be required to ensure effective and efficient use of the database.
- 5.2. It is proposed that a specific member of the Economic Development team be allocated the responsibility to utilise the database, with appropriate 'back up' resources in terms of an additional member of staff also familiar with the database to cover during times of annual leave or sickness.
- 5.3. Consideration also needs to be given to ensuring that the Economic Development team has the staff time, expertise and resources so that potential leads can be followed up to develop more significant engagement with potential investors.

6. Costs/Funding

- 6.1. Final costs for procuring a market intelligence database as described above are not yet finalised, but a budget of £10,000 per annum is proposed.
- 6.2. This would be funded through the core Economic Development budget.
- 6.3. Please note that it is proposed that the use of such a database is trialled for a period of 12 months to determine the added value, including the number of inward investment leads generated.

7. Recommendation

- 7.1. That approval be given to procure an appropriate source of on-line market intelligence in relation to potential inward investment projects.

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

Hampshire safer and more secure for all:	no
Corporate Improvement plan link number (if appropriate):	
Maximising well-being:	yes
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	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. If successful, this proposal will enable attraction of more inward investment into Hampshire, creating more jobs locally and having a positive impact on employment levels and thereby potentially on crime / disorder levels.

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.