

## APPENDIX 4 – CONSULTATION DRAFT

Outcome Sponsor:

Outcome Lead:

# Promotion of Gloucestershire

**Key Drivers = Supporting Growth and Investment, Enhancing Quality of Life, Place Shaping and Connectivity**

**Priority Outcome: – Attracting inward investment and tourists through promotion of Gloucestershire as a great place in which to invest and live in and to visit. Addressing economic needs of ‘place’, from the urban heart to the deeply rural, ensuring the County attracts, locates, grows and retains businesses and talent for future generations.**

**Why is this a priority?** Inward investment is vital to the Gloucestershire economy and the County needs to exploit its advantages, its location, its special environment, its skills base and its high standards of education to attract investors and visitors. Tourism is one of the key sectors in the economy, particularly in the Cotswolds / Forest of Dean and there is a need to grow both the visitor numbers and spend over the year

**Where do we want to be in three years time?** By March 2014 Gloucestershire needs to have:

- Become more distinctive, recognised and used its assets to attract and retain Foreign Direct Investment (FDI), businesses, individuals and visitors
- Have attracted a steady stream of investors who are successful and feel they have made the right decision.
- Established an exemplary inward investment service to all potential investors.
- Increased its profile as a place in which to invest in the BRIC countries (Brasil, Russia, India and China).
- Increased its profile as a tourist destination in the BRIC countries.
- Maintained its reputation for high quality education as this is one of the key factors in individuals deciding to move to the County.
- Strengthened the County’s offer to visitors through an effective re-organisation of the Destination Management Organisation (DMO)

### What will be done in 2011/12

Improvement Activity	Planned Benefits	Key Resources	Dates	Lead	Partners
<p><b>Brand Gloucestershire Development</b> - Ongoing development of a strong Gloucestershire brand and a complementary campaign to promote the distinctive assets/investment opportunities within the County</p> <ul style="list-style-type: none"> <li>• We will maintain the immediacy and relevance of the GFirst website <a href="http://www.gfirst.co.uk">www.gfirst.co.uk</a></li> </ul>	<p>Gloucestershire’s profile will be raised, locally, regionally and nationally to create an increase in inward investment enquiries and support to the profitability of</p>	<p>GFirst funds  The Gloucestershir</p>	<p>Review April 2012</p>	<p>GFirst  GFirst</p>	<p>Enterprise Strategy Group, BMC<sup>1</sup> Employers/Businesses Gloucestershire Ambassadors</p>

<sup>1</sup> BMC - a consortium of Gloucestershire Business Membership Organisations (Chamber of Commerce, FSB, CBI, IoD, NFU, CLA, etc)

<ul style="list-style-type: none"> <li>We will seek the help of the Gloucestershire Ambassadors to play a more active role in promoting 'Brand Gloucestershire' particularly to their overseas business contacts.</li> <li>We will work with the Tourism Sector to promote the 'Brand Gloucestershire' as a tourist destination nationally and overseas, particularly in the BRIC countries.</li> <li>We will plan to promote 'Brand Gloucestershire' effectively during the 2012 Olympic Games.</li> <li>Effective use of the media including digital techniques</li> </ul> <p><b>Inward Investment Service</b> – continue to provide within GFirst a central point to handle inward investment enquiries in partnership with developers, agents and local authorities that exceeds the expectations of the enquirer.</p> <p>Launch the Invest in Gloucestershire club to engage the private sector in the promotion of Gloucestershire as an investment destination.</p> <p>Maximise branding/marketing opportunities</p>	<p>existing businesses.</p> <p>Gloucestershire Tourism sector will benefit from increased visitor numbers and spend. Plans will be in place to take advantage international visitors to the 2012 Olympic Games</p> <p>Effective promotion of sites and premises Inward investment enquiries that develop into inward investment in the County Enquiry follow up procedures Agent dialogue Identification of market intelligence</p>	<p>e Ambassadors</p> <p>Tourism businesses</p> <p>GFirst resources</p> <p>GFirst resources</p>	<p>Review April 2012</p>	<p>DMO/Tourism Task Force</p> <p>GFirst</p> <p>GFirst</p>	<p>District authorities</p> <p><b>DISTRICT ROLE ?</b></p> <p>Tourism businesses</p> <p>Developers, Property Agents and District Councils</p>
<p><b>International Gloucestershire Ambassadors</b> – promote through <i>Linked In</i> and other business social media outlets, an international Gloucestershire Ambassadors Club aimed at spreading 'Brand Gloucestershire' globally, generating international business opportunities and a broad reaching network of business people who support and promote the County and its businesses.</p>	<p>Increase the promotion of the county and it's businesses Capitalising on the existence of international students in the County</p>	<p>GFirst</p>	<p>Start May 2011</p>	<p>GFirst</p>	<p>Businesses, University of Gloucestershire the Royal Agricultural College and Hartpury College</p>
<p><b>Gloucestershire Destination Management Organisation (DMO)</b> – further develop an effective Gloucestershire DMO with the proactive support of the Tourism Sector through an industry led Tourism Task Force, recognising that after 2012 there are unlikely to be substantial public funds to support tourism</p>	<p>An effective DMO, which is widely supported by the industry as it is seen to be growing both visitor numbers and spend.</p>	<p>Diminishing local authority funds in 2011/12</p>	<p><b>Review Oct 2011</b></p>	<p>GFirst</p>	<p>Visit Britain, GCC, District Councils, Natonal Trust, Major Tourist Destinations in Gloucestershire,</p>
<p><b>How will we know what difference we have made?</b></p>					
<p>Indicator</p>	<p>Baseline</p>	<p>Targets 2011/2012</p>	<p>Lead</p>	<p>Links</p>	
<p><b>Resources</b> <i>To be developed .....</i></p>					