

## Marketing & Promotion

*Report of Roberta Willner, Officer Group*

### Summary

This report presents the opportunity to deliver a marketing campaign to raise Greater Thetford's profile with a primary aim to attract skilled workers to Thetford. Any proposed activity will align with current wider campaigns.

### Recommendations

- (i) It is recommended that the GTDP lead on the development and delivery of a marketing campaign targeted at attracting skilled workers to relocate to Thetford. The campaign will also be aiming to attract business investment, supporting wider Cambridge Norwich Tech Corridor and Locate:Norfolk initiatives.
- (ii) If the Board is supportive, a full marketing and promotion business case can be presented at a future Board meeting for consideration.

## 1. Introduction

- 1.1 The Greater Thetford Development Partnership Officer's Group has identified that there are a number of significant opportunities associated with Thetford's growth plans and infrastructure improvements. Those opportunities can assist in attracting investment and businesses to the area, as well as attracting more skilled people to locate to Thetford.
- 1.2 A discussion took place at the GTDP Officer Group meeting on 23 February, where officers agreed that a marketing campaign, targeted at attracting skilled workers to the area was desirable. Opportunities exist to promote Thetford's growth plans, new sites, infrastructure improvements, as well as existing Heritage and leisure attractions. If the GTDP Board see added value in such a campaign, the GTDP Officer Group will bring back a fully costed business case, drawing on existing partnerships and business networks for support.

## 2. Officer Group Proposals

- 2.1 Considering the significant growth and associated opportunities, the GTDP Officer's Group would like to recommend a targeted marketing campaign is launched, with the focus of attracting skilled workers to live in Thetford. It is anticipated many will live in Thetford to commute to larger economic centres, but we will also promote the job opportunities in and around Thetford, with the ambition to attract more talent to work for local businesses.

- 2.2 The opportunities associated with great connectivity, allocated employment sites with development opportunities, combined with existing business clusters and networks also presents Thetford as an investable location for businesses. It is important that Thetford's connectivity, low cost base and development opportunities are communicated effectively to potential investors as part of the campaign.
- 2.3 The marketing campaign will need to be targeted to ensure impact. It is suggested the Cambridge Norwich Tech Corridor is used as the lead brand for the campaign, as an established brand with wider support, although this can be assessed as part of a full business case for the campaign.
- 2.4 In order to focus the campaign, five main messages need to be promoted:
1. Location – proximity to economic centres, travel to work time
  2. Low cost base and housing growth – cost comparisons, housing in Thetford
  3. Lifestyle offer – Thetford forest, Center Parcs, heritage offer, educational institutes, facilities, Cinema, river, amenities – rail & bus networks etc.
  4. Business Clusters, networks and business hubs
  5. Development opportunities – employment sites
- 2.5 Potential vehicles for promotion of the campaign will need to be assessed as part of the business case, but are likely to include:
- Business networks – NAAME, GNMG, Cambridge wireless
  - Business Ambassadors – businesses in Thetford can support the campaign and communicate the key messages to their networks and supply chains
  - Recruitment sites – job adverts
  - Academic institutes – It is beneficial to promote Thetford as a low cost location to graduates, who may be looking for their next home and have flexibility as to where they can live

### 3. Contribution to Board Objectives

- 3.1 The delivery of a targeted marketing campaign will support the work of the Board and support work on the following Board Objectives:
- **Achieve more** through collaboration and coordination, to make life better for people in the Greater Thetford area.
  - **Encourage growth**: by demonstrating our joint commitment to supporting the development of the Greater Thetford area as a great place to live, work and do business.
  - **Attract investment**: by accessing grants and funding only available to partnerships, attracting inward investment to build the area into an East Anglian hub.

### 4. Recommendations

- (i) It is recommended that the GTDP lead on the development and delivery of a marketing campaign targeted at attracting skilled workers to relocate to Thetford. The campaign will also be aiming to attract business investment, supporting wider Cambridge Norwich Tech Corridor and Locate:Norfolk initiatives.

- (ii) If the Board is supportive, a full marketing and promotion business case can be presented at a future Board meeting for consideration.

## 5. Appendices

Appendix 1 : Background Paper

### Officer Contact

If you have any questions about matters contained in this paper please get in touch with:

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