



Presentation to Babergh District Council

Choose Suffolk is an initiative of the Suffolk Development Agency

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Key Objectives

Choose Suffolk is an initiative of the Suffolk Development Agency

What is Choose Suffolk?

- 'Not for Profit' Ltd company – public/private partnership
- Suffolk's 'Sub Regional Economic Partnership' – SREP
- Lead agency with regards to developing the economy of Suffolk
- Delivering economic development in partnership with local authorities, skills organisations and the private sector through a five-year strategy
- Expanding Suffolk's Horizons Economic Strategy



What does Choose Suffolk do?

Three core activities:

- Tourism – through the Choose Suffolk Tourism Partnership
- Inward Investment – attracting and retaining business
- Suffolk Observatory – providing data and research

Additional project work as the conduit between the public and private sectors



Inward Investment

Introduction to Inward Investment

- Why we are here
- What we do
- Why Suffolk is well placed
- Future



Progress

- 2001
 - Reactive
 - 100 enquiries a year
 - 90% regional
- 2009
 - Proactive
 - Up to 80 a month
 - 90% via web

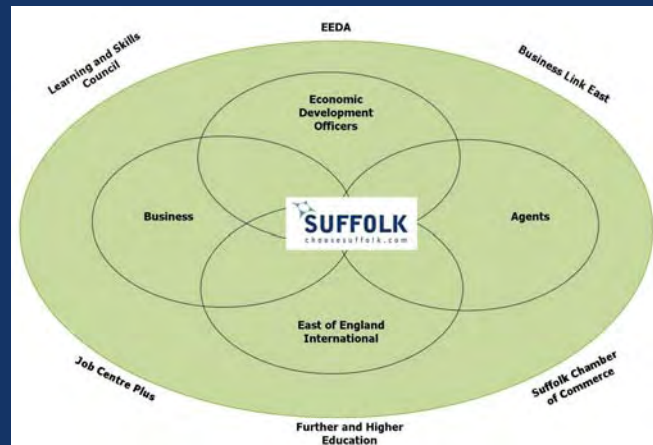


What we do

- Attract / Retain / Grow
- Access to over 25 agent / 800 premises
- Business Case
- Access to networks
- Marketing of Suffolk as a business location



Background – structure



Background – Value added

- Business Engagement
- One product
- Economies of Scale
- Business Case / Bespoke service
- Retentions / Growth
- Sector Focus



Campaigns and Features



Big In Babergh – Pix Europe



Big In Babergh – Hadleigh Maid



Promotion of Strategic Sites



Statistics and Information

- Record of Done Deals
- Sudbury, Hadleigh, Long Melford, Sproughton consistently top searched towns – up to 200
- Unique business visitors for April – June 434
- Total Suffolk jobs created and safeguarded – 484 (268 Babergh)
- Compared well to rest of region



Testimonials

“When relocating our newly established business into Ipswich it was a hard task to find an independent property resource. We found Choose Suffolk extremely helpful, with lots of up to date and relevant information on the area.”

Mad Rabbit Recruitment

“I wish to thank everyone at Choose Suffolk for developing a web site that is straight forward, user friendly and saved our company £1,000’s. Thank you Choose Suffolk.”

Zeta Digital FM



Future

- One-to-one contact with businesses – bespoke business case
- Promotion of sectors
- Ambassadors
- London Based



Why Suffolk is well placed

- Excellent communication and transport links
- Qualified, motivated and available workforce
- Key relevant business sectors
- High quality of life
- business support network and business contacts
- Public sector support
- Land and premises



Suffolk in 90 seconds

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Tourism

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What we do

'work with the public, private and not-for-profit sectors to co-ordinate countywide tourism initiatives and increase the economic value of tourism to Suffolk'

Tourism Value

£1.6 billion to Suffolk economy

Employs 30,000 people in Suffolk

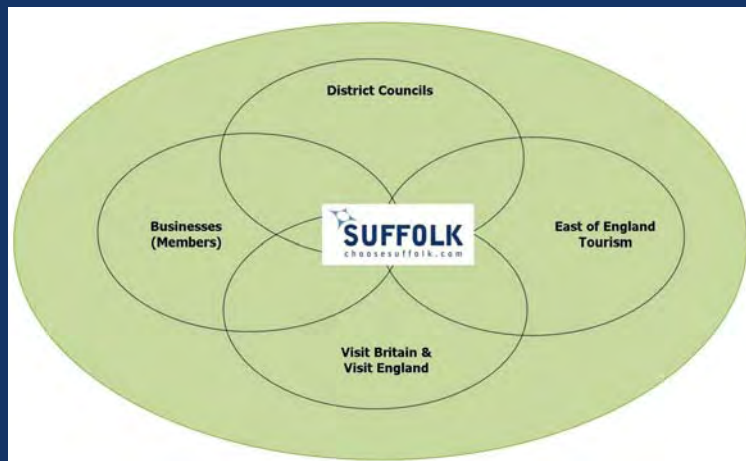


Core Activity

- Marketing Suffolk – a premier destination to live, work and visit
- Sector Advocate – champion tourism and business
- Sector Skills and Intelligence



Tourism Family



Current Tourism Statistics for Suffolk

- Value of Tourism £1.6bn per year
- Day trips - £759m
- Overnights - £232m – dominated by short breaks
- High % visitors from London SE and E&W Midlands
- 76% repeat visitor ratio



Main Campaigns

- Great Days Out in Suffolk
- Short Breaks in Suffolk

Total Campaign Spend – approx £100k
(30% from private sector)



Real



- Authentic
- Feel at home
- Sense and belonging



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Indulgent



- Refresh
- Reinvigorate
- Spoil yourself



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Fun



- Active
- Outdoors
- Events

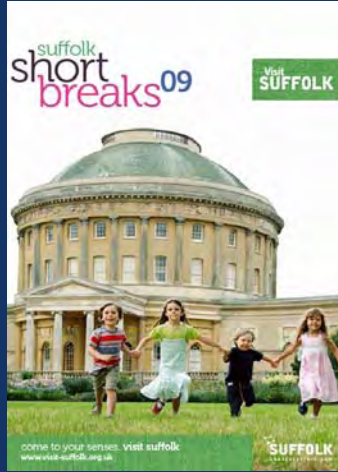


Reaching the consumer

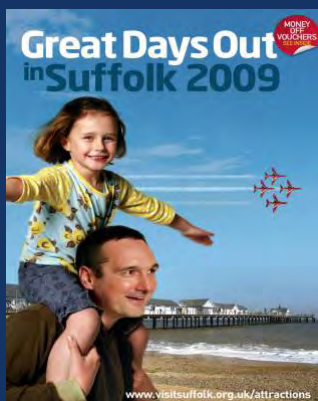
- London Tube Campaign – Four weeks from March 23rd
- Regional/local press campaign – Herts, Beds, Cambs, Essex, Norfolk
- Advertorials
- Brochure distribution – approx 330,00 for Great Days Out
- Online banners
- E-Newsletters
- Refreshed Visit Suffolk Website



Suffolk Short Breaks



Great Days Out



Print Advertising

trails of the unexpected Visit SUFFOLK

Stay on the lookout for deer as you cycle through the stunning greenery of Hildon Forest. The woodland is home to Suffolk's most famous UFO incident, so perhaps its natural beauty may lead you to something altogether more supernatural...



come to your senses. visit suffolk for great ideas and special offers go to www.visit-suffolk.org.uk

SUFFOLK

king for a day Visit SUFFOLK

History lessons don't come better than Theddlethorpe Castle. And as you walk atop its 400 curtain wall and survey the beautiful landscape, being the city's royal tower's owner on hand after all.



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SUFFOLK

welcome to our **super markets** Visit SUFFOLK

Suffolk is full of delicious produce and every local produce that's guaranteed to be fresh. Because you do stumble upon a hidden gem in the market, don't let it pass you by. Visit our super markets and fresh local produce.



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SUFFOLK

real good fun Visit SUFFOLK

Real good fun for the whole family. Suffolk's coastline is full of beautiful views and activities. Visit our super markets and fresh local produce.



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Outdoor Advertising – Tube Cards

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welcome to our **super markets** Visit SUFFOLK



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Visit Suffolk – web performance

- 35,108 new visitors since relaunch
- Over a quarter of a million page views
- Bounce rate down 41% to 22%
- Time on site up to 4 minutes
- Pages per visit up from 5.6 to 7.5
- Numbers of visitors up by 36%

- Referrals / analysis

- Full campaign evaluation



Promotion of Babergh

Website

- Explore feature
- Featured Events – eg Walking Festival

Brochure

- Great Days Out
- Short Breaks

Events

- Suffolk's Big Weekend
- Excursions – group operator trade event
- Networking events – eg Arts & Heritage Group



Some Babergh members of Choose Suffolk Tourism Partnership

- Stoke-by-Nayland Hotel
- Kentwell Hall
- Melford Hall
- The Swan in Lavenham
- Guildhall Lavenham
- The Great House, Lavenham
- Bridge Street Barns
- The Crown at Bildeston



Public Relations



Events - Suffolk's Big Weekend



20 – 21 June 2009



Events – Destination Suffolk

Tourism Conference, Trinity Park, Ipswich

March 2009

250 delegates



Events - Suffolk 2012



Suffolk Observatory

Choose Suffolk is an initiative of the Suffolk Development Agency

What do we do?

- Host and operate the Suffolk Observatory
- Collate and disseminate local economic data
- Provide research



Suffolk Observatory

- Set up in 2002
- Main function: to provide local data in a simple format
- Innovative way to provide local data



Suffolk Observatory

- 4,650 registered users
- 110 datasets
- Data provided at various levels
 - National, regional, county, district/borough, town and ward



Suffolk Observatory

- Five functions...



Suffolk Observatory

- Data Wizard

Unemployment Rate for June 2009

Area	No. unemployed male	Rate (%) unemployed male	No. unemployed female	Rate (%) unemployed female	No. unemployed persons	Rate (%) unemployed persons
Alton	43	2.6	12	1.1	55	2.4
Barnes	31	2.6	12	1.1	43	1.9
Bourton	16	2.5	11	1.9	27	2.2
Brett Vale	22	3.7	5	0.9	27	2.4
Brook	35	2.9	13	1.3	48	2.1
Bure St Mary	20	4.1	4	1.3	24	2.8
Chadwell	17	3.0	3	0.6	20	1.8
Claydon	33	3.2	15	1.6	48	2.4
East Stanfield	61	5.0	19	1.8	80	3.3
Great Cornard North	46	5.9	25	2.3	71	4.1
Great Cornard South	74	5.4	23	2.5	107	4.0
Hadleigh North	54	4.9	23	1.9	77	3.4
Hadleigh South	43	3.8	7	0.7	50	2.3
Harbrook	14	1.9	6	0.9	20	1.5
Lavenham	13	2.5	7	1.6	20	2.1
Lavenham Heath	9	1.7	-	-	10	1.0
Lang Stifford	39	5.2	24	2.4	63	3.9
Lower Brett	17	2.6	6	1.0	23	1.9
Mid Stanford	29	2.2	8	0.7	37	1.5
North	11	2.2	10	1.8	21	2.1
South	20	3.0	9	1.2	29	2.1
Southwood	20	3.0	9	1.2	29	2.1



Suffolk Observatory

- Revamp and enhance
- “Data warehouse”
- Suffolk Intelligence Network - Partnership
 - County Council/Districts/Boroughs
 - PCTs
 - Emergency Services
 - Other public sector organisations



Suffolk Observatory

- **Increased functionality**
 - Partners can upload and analyse own data
 - Comprehensive yet simple tools for public
- **New political boundaries**
- **Bespoke boundaries**
- **Innovative and unique**



Suffolk Observatory

- **Provide data on request**
- **Analyse data**
- **Produce annual profiles of each district/borough**



Suffolk Observatory

- Internal intelligence
 - Inward Investment
 - Data and information for inward investment/retention business cases
 - Tourism
 - A quarterly tourism intelligence bulletin
 - Surveys of visitors to the county



Suffolk Observatory

- Provide research on a commercial basis:
 - Surveys – face-to-face, postal, online
 - Focus groups
 - ACORN profiling



Suffolk Observatory

Summary

- Collate and disseminate data
- Aiming to provide a new and improved Observatory
- Offer a cost-effective research service



We Offer

- Creativity, innovation, added value and value for money
 - Handholding and the commercial property site
 - Economic Profiles
 - *Why Choose Suffolk Talking Heads*
 - *Suffolk USP The Elevator Pitch*
 - Tourism Campaigns
 - Marketing Platforms
 - Membership
 - Data sets
 - Research



Q&A



Thank you