



Essex County Council

Place Services and Economic Growth Policy and Scrutiny Committee

10:30	Thursday, 20 February 2020	Committee Room 1, County Hall, Chelmsford, CM1 1QH
--------------	---------------------------------------	---

For information about the meeting please ask for:

Lisa Siggins, Democratic Services Officer

Telephone: 033301 34594

Email: democratic.services@essex.gov.uk

		Pages
1	Membership, Apologies, Substitutions and Declarations of Interest	4 - 4
2	Minutes To approve as a correct record the Minutes of the meeting held on 23 January 2020.	5 - 7
3	Questions from the public A period of up to 15 minutes will be allowed for members of the public to ask questions or make representations on any item on the agenda for this meeting. No statement or question shall be longer than three minutes and speakers will be timed. On arrival, and before the start of the meeting, please register with the Democratic Services Officer.	
4	Update on Visit Essex and Marketing Essex Members to receive report (PSEG/02/20) and a presentation from Councillor Tony Ball, Cabinet Member for Economic Development, Dee O'Rourke, Head of Culture and Green Spaces, and Lisa Bone, Strategic Tourism Manager.	8 - 20

- 5 Date of next meeting**
To note that the next Committee activity day will be on Thursday, 19th March 2020.
- 6 Urgent Business**
To consider any matter which in the opinion of the Chairman should be considered in public by reason of special circumstances (to be specified) as a matter of urgency.
- 7 Urgent Exempt Business**
To consider in private any other matter which in the opinion of the Chairman should be considered by reason of special circumstances (to be specified) as a matter of urgency.

Exempt Items

(During consideration of these items the meeting is not likely to be open to the press and public)

The following items of business have not been published on the grounds that they involve the likely disclosure of exempt information falling within Part I of Schedule 12A of the Local Government Act 1972. Members are asked to consider whether or not the press and public should be excluded during the consideration of these items. If so it will be necessary for the meeting to pass a formal resolution:

That the press and public are excluded from the meeting during the consideration of the remaining items of business on the grounds that they involve the likely disclosure of exempt information falling within Schedule 12A to the Local Government Act 1972, the specific paragraph(s) of Schedule 12A engaged being set out in the report or appendix relating to that item of business.

Essex County Council and Committees Information

All Council and Committee Meetings are held in public unless the business is exempt in accordance with the requirements of the Local Government Act 1972. If there is exempted business, it will be clearly marked as an Exempt Item on the agenda and members of the public and any representatives of the media will be asked to leave the meeting room for that item.

The agenda is available on the [Essex County Council website](#) and by then following the links from [Running the Council](#) or you can go directly to the [Meetings Calendar](#) to see what is happening this month.

ECC Guest Wifi

For members of the public, you can now access free wifi in County Hall.

- Please log in to 'ECC Guest'

- Follow the instructions on your web browser

Attendance at meetings

Most meetings are held at County Hall, Chelmsford, CM1 1LX. [A map and directions to County Hall can be found on our website.](#)

Access to the meeting and reasonable adjustments

County Hall is accessible via ramped access to the building for people with physical disabilities.

The Council Chamber and Committee Rooms are accessible by lift and are located on the first and second floors of County Hall.

Induction loop facilities are available in most Meeting Rooms. Specialist headsets are available from Reception.

With sufficient notice, documents can be made available in alternative formats, for further information about this or about the meeting in general please contact the named officer on the agenda pack or email democratic.services@essex.gov.uk

Audio recording of meetings

Please note that in the interests of improving access to the Council's meetings, a sound recording is made of the public parts of many of the Council's Committees. The Chairman will make an announcement at the start of the meeting if it is being recorded.

If you are unable to attend and wish to see if the recording is available, you can find out by checking the [Calendar of Meetings](#) any time after the meeting starts. Any audio available can be accessed via the 'On air now!' box in the centre of the page, or the links immediately below it.

Should you wish to record the meeting, please contact the officer shown on the agenda front page.

Agenda item 1

Committee: Place Services and Economic Growth Policy and Scrutiny Committee

Enquiries to: Peter Randall, Senior Democratic Services Officer

Membership, Apologies, Substitutions and Declarations of Interest

Recommendations:

To note

1. Membership as shown below
2. Apologies and substitutions
3. Declarations of interest to be made by Members in accordance with the Members' Code of Conduct

Membership

(Quorum: 5)

Councillor I Grundy
Councillor B Aspinell
Councillor T Cutmore
Councillor A Erskine
Councillor I Henderson
Councillor S Hillier
Councillor P Honeywood
Councillor D Kendall
Councillor B Massey
Councillor R Moore
Councillor C Pond
Councillor R Pratt
Councillor W Schmitt
Councillor C Weston

Chairman

Minutes of the meeting of the Place Services and Economic Growth Policy and Scrutiny Committee, held in Committee Room 1 County Hall, Chelmsford, CM1 1QH on Thursday, 23 January 2020

Present:

Councillor I Grundy (Chairman)	Councillor D Kendall
Councillor T Cutmore	Councillor B Massey
Councillor I Erskine	Councillor R Moore
Councillor I Henderson	Councillor R Pratt
Councillor S Hillier	Councillor W Schmitt
Councillor P Honeywood	

1 Membership, Apologies, Substitutions and Declarations of Interest

The report of the Membership, Apologies and Declarations was received, and it was noted that

1. The membership of the Committee was unchanged since the last meeting;
2. Councillors C Pond and B Aspinell had sent their apologies.
3. A Code interest was declared by Councillor P Honeywood, as the Cabinet Member for Housing at Tendring District Council.

2 Minutes

The minutes of the meeting held on 18 December were agreed as a correct record and signed by the Chairman.

3 Questions from the public

There were none.

4 Essex Housing Strategy

Members received report (**PSEG/01/20**) and a presentation from Councillor Tony Ball, Cabinet Member for Economic Development, Lee Heley, Head of Housing Growth, Steve Evison, Director, Strategic Commissioning & Policy, and Daniel Baker, Housing Growth Lead.

The Chairman introduced this item and highlighted that a number of members in the room were 'twin hatters, meaning they served as both county and district/borough councillors. While not a traditional interest, it was agreed that this was important for context.

The presentation can be found [here](#).

Following the presentation, members were invited to ask questions and the areas raised included:

- Engagement with the public and key partners -It was confirmed that partnership working was essential and there will be joint endeavours with District Councils and Housing Associations via the relevant forums.
- Provision of the necessary infrastructure – Members felt that this was imperative. An example was given regarding the provision of health services, with it being confirmed that there is engagement with NHS estate teams. Members were advised that the Housing Delivery Test was a significant change to the planning process.
- Influence of Essex County Council over housing needs- the provision of bungalows was given as an example. It was confirmed that housing should be adaptable for changing needs, with walk in showers etc.
- Empty homes and housing for key workers – it was confirmed that these issues would be considered.

Members were advised that the public consultation is likely commence in the Summer and that the Committee would have further a further opportunity to scrutinise prior to a final decision being made.

The Chairman thanked Councillor Ball and the officers for their attendance at the meeting.

5 Date of next meeting

The Committee noted that the next Committee activity day will be on Thursday, 20th February 2020.

6 Future meeting dates.

The following future meeting dates were agreed:

- Thursday 21 May 2020
- Thursday 25 June 2020
- Thursday 16 July 2020
- Thursday 24 September 2020
- Thursday 29 October 2020
- Thursday 26 November 2020
- Thursday 17 December 2020
- Thursday 21 January 2021
- Thursday 25 February 2021
- Thursday 25 March 2021
- Thursday 22 April 2021

There being no urgent business the meeting closed at 12.55 pm

Chairman

AGENDA ITEM 4

Report title: Update on Visit Essex and Marketing Essex		PSEG/02/20
Report to: Place Services and Economic Growth Policy and Scrutiny Committee		
Report author: Dee O'Rourke, Head of Culture and Green Spaces; Lisa Bone, Strategic Tourism Manager		
Date: 20/02/19		For: Discussion
Enquiries to: Dee.Orouke@essex.gov.uk		
County Divisions affected: All Essex		

1. Purpose of Report

This report and presentation aim to provide information to Place Services and Economic Growth Policy and Scrutiny Committee on the outcome of the recent place marketing activities undertaken by Visit Essex through their autumn 2019 Campaign which forms the basis of Visit Essex' new direction of travel to be a strategic place-marketing body promoting Essex as a great place to live, work, visit, study and invest.

2. Background

Visit Essex has traditionally focused on the tourism industry which contributes £3.4 billion annually to the Essex economy. Since 2010 Visit Essex has operated a membership model, however this model is now saturated and the organisation needs to look at new ways to become financially self-sustaining and to add value to the work of the Council's economic growth team.

Essex is a great county of amazing contrasts but due to certain perceptions there is a lack of awareness of all that the county has to offer. A recent study of families and millennials showed that these currently held perceptions of Essex are often a barrier for visitors, investors, students and potential residents. To start addressing this and to build the case for a new strategic direction, the Council invested in a promotional campaign which aimed:

- To raise awareness of Essex as a place, highlighting its contrasting landscapes and diverse communities, particularly amongst opinion formers and influencers;
- To challenge some negative perceptions currently held by those outside the county;
- To bring together flagship businesses and organisations that haven't previously worked together to talk about Essex positively, with a united voice;
- To provide a foundation for further place promotion in the future especially in 2020 when Essex will celebrate high-profile anniversaries and host a number of large events and festivals including, the Mayflower 400th anniversary, the Beagle, Marconi 100, the Science and Creativity festival, Thames Estuary festival etc.

The autumn Campaign resulted in:

- **60 ambassadors** recruited to challenge the Essex stereotype: authors Martina Cole and Gillian Darley, sports people including Anne Wafula Strike and Nabila Tejpar, as well as Michelin star chefs the Galvin Brothers, and artist Elsa James;
- **5000 Calendars** featuring 15 Essex ambassadors distributed to influencers including media, MPs, government agencies, local authorities etc.;
- **A Kings Cross station** promotion where calendars and local wine were handed out and research was undertaken. 59% of respondents stated that had changed their opinion of Essex as a result of the pop-up stand, 88% felt positively about Essex. Approximately 1,000 people engaged;
- **PR and media coverage** to the value of **£29,000**, including Telegraph online, Property Week, Women and Home magazine etc. plus BBC Essex radio interviews x3, and BBC Look East TV items x2;
- **A Film** to be launched in 2020 with a selection of ambassadors;
- **Social Media Reach** to 4,431,226 people, plus 600,000 people who tuned in to the Look East TV coverage;

These positive outcomes have laid the foundations for the next phase of our work which is to understand how Visit Essex can better support the Council's economic development agenda by transitioning to a place-marketing agency.

3. Place Marketing

Place-marketing will support the Council to:

- Create a great place to grow up, live, work, invest, study and visit;
- Enable inclusive economic growth and target economic development to areas of opportunity.
- Support the delivery of new and improved physical, economic, and social assets across Essex through private and public investment.
- Raise awareness of and promote Essex's key assets with a clear message as to why people should come to Essex.
- Develop a narrative which helps to re-position Essex and set out of Vision for the future of Essex as a place.

Repositioning of Visit Essex, to be more strategic and focus on wider place-marketing will benefit other businesses aside from tourism attractions and accommodation providers, allowing Visit Essex or Marketing Essex (working title) and ECC to seek investment from wider stakeholders e.g. transport providers, universities and large businesses across the county who see the benefit in being part of this well-connected and vibrant county.

4. Appendices

Appendix A – PSEG presentation 20/02/20



Visit Essex

Lisa Bone

Place Scrutiny 20th February 2020

Visit Essex

- Hosted within Culture and green spaces within ECC
- Destination management organisation
- Membership of 265
- Structure and board set up in 2010
- Promotion and development of tourism
- £3.6billion to economy

Marketing Essex, a new proposition

- Visit Essex proposes to shift its focus to be more strategic in its marketing of Essex, diversifying the product it promotes and identifying new external markets;
- Marketing Essex will develop a brand or 'sense of place' for Essex, helps to re-position ;
- The new focus will include promotion to investors, businesses, students and visitors to attract people to Essex as a great place to live, work, invest, study and visit.
- Bring to life the Essex vision "find a way to capture our many local characteristics, the things that make Essex unique and special, to inspire pride in ourselves and so bring visitor, investment, opportunities and new people to Essex."

Marketing Essex

- Led by the private sector and supported by ECC and the local authorities
- Work with other boards and organisations e.g. Essex business board, SELEP, Essex Partners and the Essex Assembly.
- Support the delivery of economic growth and quality of life across Essex.
- Ensure that the brand values match the product that already exists and new developments that are emerging.
- Bring together key stakeholders to be ambassadors
- Sets out why people should come to Essex to live, work, study, invest and visit over other destinations.

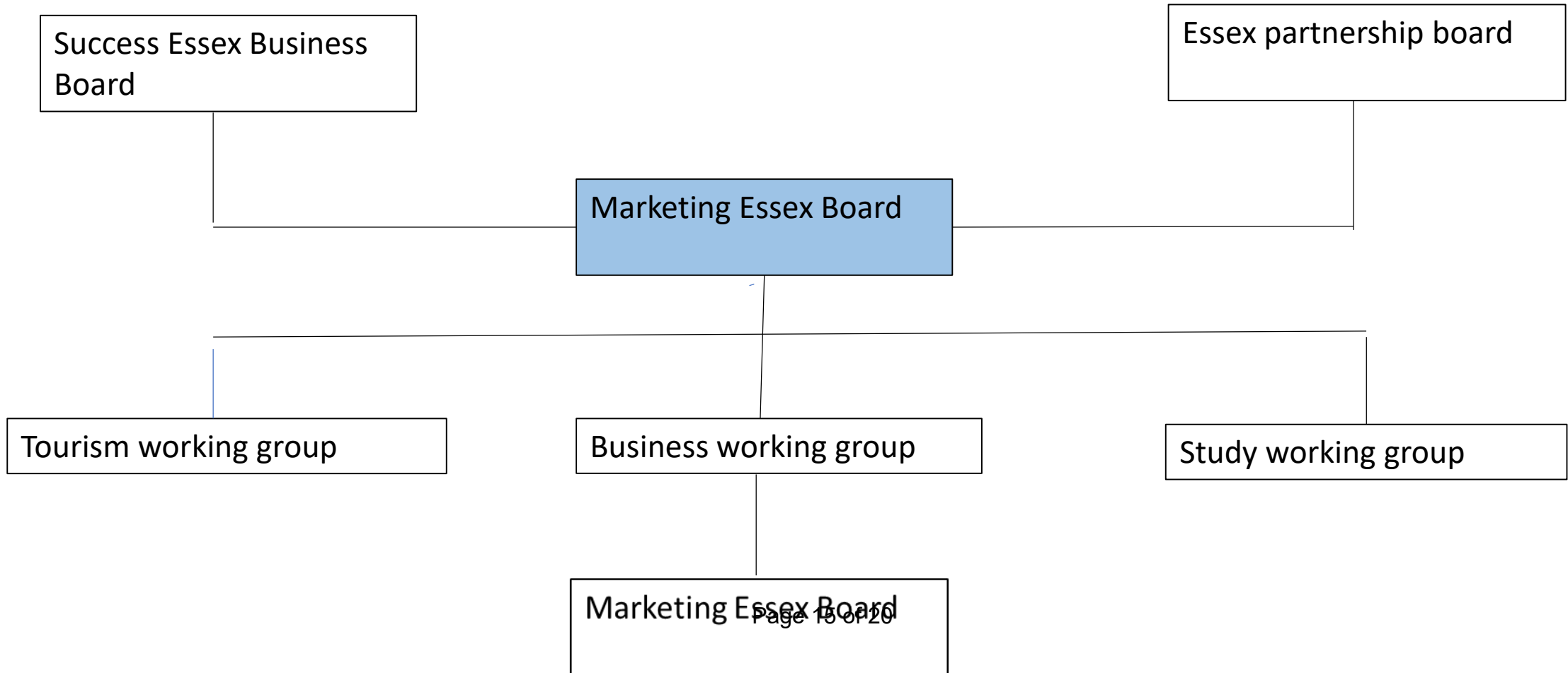
Place marketing – a strategic approach

Place marketing has developed over the last 20 years, internationally and nationally, to become a key requirement for the effective implementation of strategies and growth plans for our cities, towns and counties.

It enables a place to speak about itself to those who live within it and those who come to visit, work, invest, study and play, in ways which build emotional connection, pride and loyalty. In order to effectively deliver this approach for Essex the following activities are now required:

- Develop a powerful narrative for Essex, by doing this we can effectively re-position Essex and challenge some of the negative perceptions that perpetuate, and differentiate us from others
- A narrative for Essex cannot be set by one organisation it needs to be a collective representation of the key stakeholders and investors that are delivering the vision and are therefore able to drive forward the narrative and encourage others to adopt it;
- Undertake audience and market appraisal and research; identify the key markets internally and externally to understand their needs where the potential barriers are;
- Mapping and product analysis to understand Essex's key assets, USPs, and where the key opportunities lie.

Marketing Essex structure



Why this is important

- To create and control our own narrative
- Challenging perceptions
- Collaborating together to gain a stronger voice to government and access funding
- Maximise benefits from new developments and opportunities

Emerging themes

- Quality of life
- Sustainability/ green agenda
- Our relationship with London
- Mixed economy
- Building sustainable communities

To date

- A stakeholder dinner hosted by Cllr Finch and Gavin Jones
- “This is Essex” campaign



Next steps

- Set up a network for collaboration
 - Research and mapping
 - Establish a vision for the county what do we want to be known for
 - Common themes
 - Priority areas, sectors, USPs, audiences
 - Test barriers and opportunities with target audiences
 - Develop a narrative
- Develop a place board
- Create Marketing Essex

What's in it for you

- To help develop the narrative of Essex and provide a strategic direction in the vision for the future and that you can use
- The ability to communicate about your businesses to a much wider audience e.g. students who may come and work for you
- Benefit from marketing campaigns with promotional opportunities
- To help attract external audiences positioning Essex as a great place for opportunity and dispelling the perceptions.
- A network to share information and collaborate, find out what's happening in the county and how it may affect/ benefit you