

Bolsover District Council

Executive

6th November 2017

Marketing Bolsover District – A Journey Through Bolsover

Report of the Portfolio Holder – Efficiency and Business Development

This report is public

Purpose of the Report

- To seek Executive approval for a £25k investment to market Bolsover District to a wide range of audiences including investors, businesses, tourists, general public and the local community.

1 Report Details

- 1.1 In January 2016 Growth Scrutiny Committee recommended the Council produce a marketing strategy to promote the District and attract inward investment.
- 1.2 In March 2016, Growth Scrutiny Committee considered how a Development Prospectus could promote business and residential development opportunities and enhance the relationship with developers to generate Growth.
- 1.3 The first elements of this are well underway. The production of a Business Bolsover information pack is completed and is used at events and networking forums to promote what we offer. The next element is the development of a website specifically designed to encourage businesses to the District and show them what sites are available for investment or growth. The development of the site has been done with no expenditure to the authority, other than officer time, and is expected to be ready and live by November/December 2017.
- 1.4 The next stage is the production of a high quality and innovative video that portrays the District in a positive light and promotes what we have to offer. The proposal would be a short (approx 40-60 seconds) introductory video that highlights what we can offer including tourism, business, leisure, culture, town centres, etc and then more in-depth videos of each of these areas.
- 1.5 These videos can then be edited to suit our needs and used across a wide range of mediums so we can 'sell' the District to visitors, business via (but not limited to): business presentations, attracting inward investment (i.e. hotel chains, retail companies, etc), exhibitions, trade shows, websites, social media, local communities.

- 1.6 The promotion of the video would also require investment so we can spread the word about the District and use new technology where appropriate. We would look to create specific marketing campaigns for the various areas covered in the films, using free advertising where possible. But we would also need to utilise advertising in publications, road signs, social media and websites, signs and interactive notices in town and village centres and information in business premises.
- 1.7 The £25,000 cost would be split as follows (the costs are estimates at this point):
- £15,000 to produce the videos which would include innovative drone footage (real time and 360 degree), animation, voice-overs, music and video updates up until 2022.
 - Internal Print Re-Charge - Produce 5,000 copies of an events booklet per year for the next five years (external advertisements will be sought to try and bring some income in for this).
 - £7,000 for adverts online, in trade magazines, regional and national media and adverts on roundabouts, road signs and interactive notices.
 - £3,000 to produce 5,000 copies of an A2 folded to A5 16page booklet for each of the four town centre's (Bolsover, Clowne, Shirebrook, South Normanton) showcasing and promoting what they have to offer. This will be produced in 2018 and then refreshed in 2020. (External advertisements will be sought to bring this cost down).
- 1.8 To also assist with the promotion of the District, it is felt that by increasing the number of editions of Intouch from three to four per year would add weight and provide an additional medium for us to 'spread the message' about what we are doing within the District and to our local communities. An extra edition would cost £7,500 (£5,500 for distribution and £2,000 for printing) per year and external advertisements will be sought to help bring this cost down. This additional resource will be dealt with through the ongoing budget process.

2 Conclusions and Reasons for Recommendation

- 2.1 The report recommends an increase in the number of Intouch editions published per year and the production of a promotional video to showcase what the District has to offer and to promote it to various companies and businesses and also create specific marketing campaigns arising from the videos.
- 2.2 Promoting the District in an innovative way can have added benefits such as attracting more investment, business expansion and increasing the numbers of tourists visiting and spending money in the local economy.

3 Consultation and Equality Impact

- 3.1 The video and marketing tools used will be inclusive of the full breadth of our society.
- 3.2 Consultation with various departments needs to be undertaken and a small working party of officers, together with the Cabinet Member for Promotion would be established to script and direct the videos and produce the Intouch publication.

4 Alternative Options and Reasons for Rejection

- 4.1 Do nothing. Continue to do the same as every other authority and compete to attract investment into the area as we always have.

5 Implications

5.1 Finance and Risk Implications

- 5.1.1 The funding can be financed through the Transformation Reserve. The £25k investment is a one-off but the potential longer-term benefits in terms of the numbers of tourist attracted into the District and business investment could far outweigh this.

5.2 Legal Implications including Data Protection

- 5.2.1 All the necessary licenses and permissions for use of the drone, film footage, music and imagery will be undertaken by the company responsible for producing the video.

5.3 Human Resources Implications

- 5.3.1 None arising from this report

6 Recommendations

- 6.1 That £25k be allocated from the Transformation Reserve budget to fund the production of the video and associated marketing materials.

7 Decision Information

Is the decision a Key Decision? A Key Decision is an executive decision which has a significant impact on two or more District wards or which results in income or expenditure to the Council above the following thresholds: <i>BDC:</i> <i>Revenue - £75,000</i> <input type="checkbox"/> <i>Capital - £150,000</i> <input type="checkbox"/> <i>NEDDC:</i> <i>Revenue - £100,000</i> <input type="checkbox"/> <i>Capital - £250,000</i> <input type="checkbox"/> <input checked="" type="checkbox"/> <i>Please indicate which threshold applies</i>	No
Is the decision subject to Call-In? (Only Key Decisions are subject to Call-In)	No
District Wards Affected	All
Links to Corporate Plan priorities or Policy Framework	All

8 Document Information

Appendix No	Title
Background Papers (These are unpublished works which have been relied on to a material extent when preparing the report. They must be listed in the section below. If the report is going to Cabinet (NEDDC) or Executive (BDC) you must provide copies of the background papers)	
Report Author	Contact Number
S. Chambers – Communications Manager	x2323

Report Reference –