

# Engagement report – Team Lincolnshire Ambassador Survey

A review of the Team Lincolnshire Ambassador programme by members



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## 1 Executive summary

The Team Lincolnshire ambassador survey has now closed. Thank you to all ambassadors who took part. The information provided is valuable to us and the survey results are informing our decision-making on the services we provide.

The Team Lincolnshire Ambassador survey gave ambassadors the chance to:

- Tell us what matters to you as an ambassador
- Help us identify the best ways to keep you involved and informed
- Identify ways we can support your business to access more opportunities for growth
- Show us where we can enhance our service

## 2 Key findings

There were 22 responses from 140 ambassadors, all of which were via the Let's Talk survey. This represents an engagement rate of around 15% of all Team Lincolnshire ambassadors. This followed targeted communications using the weekly bulletin, monthly newsletter, email invitation, LinkedIn and Twitter during an eight-week period. The survey was live between 8 August and 30 September 2022.

Respondents were representative of all districts within Greater Lincolnshire except North Lincolnshire and North East Lincolnshire

- Most respondents were from businesses based in the City of Lincoln
- A number of responses were received from ambassadors based outside of Greater Lincolnshire
- Survey responses spanned a broad range of industry sectors with half of respondents representing property, construction and professional services
- 82% of members surveyed said they are extremely or very satisfied with the ambassador programme, two thirds of survey respondents saying they were extremely or very likely to recommend Team Lincolnshire to another business
- The Bulletin and Newsletter were the most preferred methods of communication for ambassadors to stay up to date with Team Lincolnshire news and developments. This was closely followed by LinkedIn, Twitter and the website
- Respondents said the biggest benefits to their business from being a Team Lincolnshire ambassador were new contacts, increased regional knowledge and collaboration
- Ambassadors surveyed said they wanted to see Team Lincolnshire deliver a range of physical and virtual events covering a broad range of topics
- Nine ambassadors requested a follow up meeting with team Lincolnshire HQ to discuss how Team Lincolnshire could further support their business

### **3 Introduction**

Team Lincolnshire is a fast-growing ambassador programme made up of ambitious public and private organisations working together to make our region an even more desirable place to live, learn, work and invest.

Working together we break down barriers, foster collaboration and create a more fertile environment for businesses of all sizes. It's all about attracting investment, encouraging sustainable growth and promoting Greater Lincolnshire on the regional, national and international stage.

Whether you're looking to access new markets, increase your skills and knowledge or take your business to the next level, Team Lincolnshire will help you make the right connections and unlock a wealth of advice and support.

It is important that we gain feedback from our ambassadors. The information gathered in the engagement survey will help us to continuously improve Team Lincolnshire's offer and ensure the ambassadorial programme continues to grow - supporting the region's economy.

Thank you to everyone who completed the annual feedback survey in respect of the 2021/22 financial year. This report contains the analysis of ambassador feedback and the next steps that come from that.

This report will be made available in full on the Team Lincolnshire website. We will also use a range of channels to keep valued Team Lincolnshire ambassadors informed of future developments, including the website, monthly newsletter, bulletins, e-shots, LinkedIn and Twitter.

Ambassadors can also share their suggestions at any time for improving the Team Lincolnshire ambassador programme by emailing [Teamlincolnshire@lincolnshire.gov.uk](mailto:Teamlincolnshire@lincolnshire.gov.uk) or telephoning Team Lincolnshire HQ on 01522 550617, which emphasises our commitment to continuous improvement.

### **4 Methodology**

Designed to gather a detailed overview of the Team Lincolnshire ambassador programme, a Let's Talk Lincolnshire survey was developed with the Engagement Team. This was promoted to all Team Lincolnshire ambassadors via direct e-shot, the weekly bulletin, monthly newsletters and across LinkedIn and Twitter with a link to complete the survey. The survey was open to responses from Monday 8<sup>th</sup> August until Friday 30<sup>th</sup> September 2022.

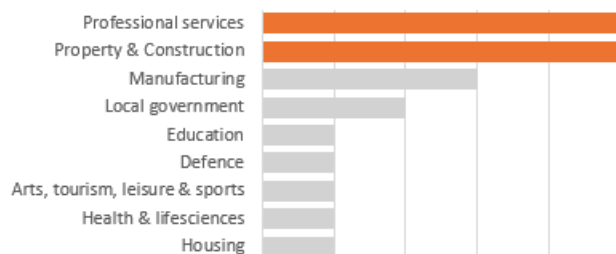
Of Team Lincolnshire's 140 ambassadors, 22 completed the annual feedback survey.

An email address was provided in case of queries.

## 5 Findings

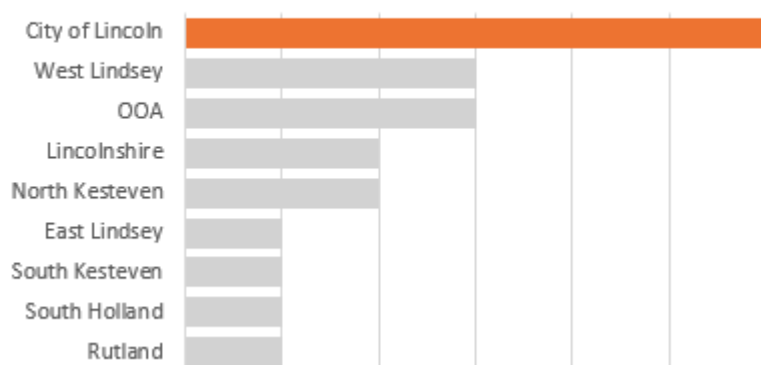
**Ambassadors responded from a range of sectors:**

'Sector': **Professional services** and **Property & Construction** appear most often.

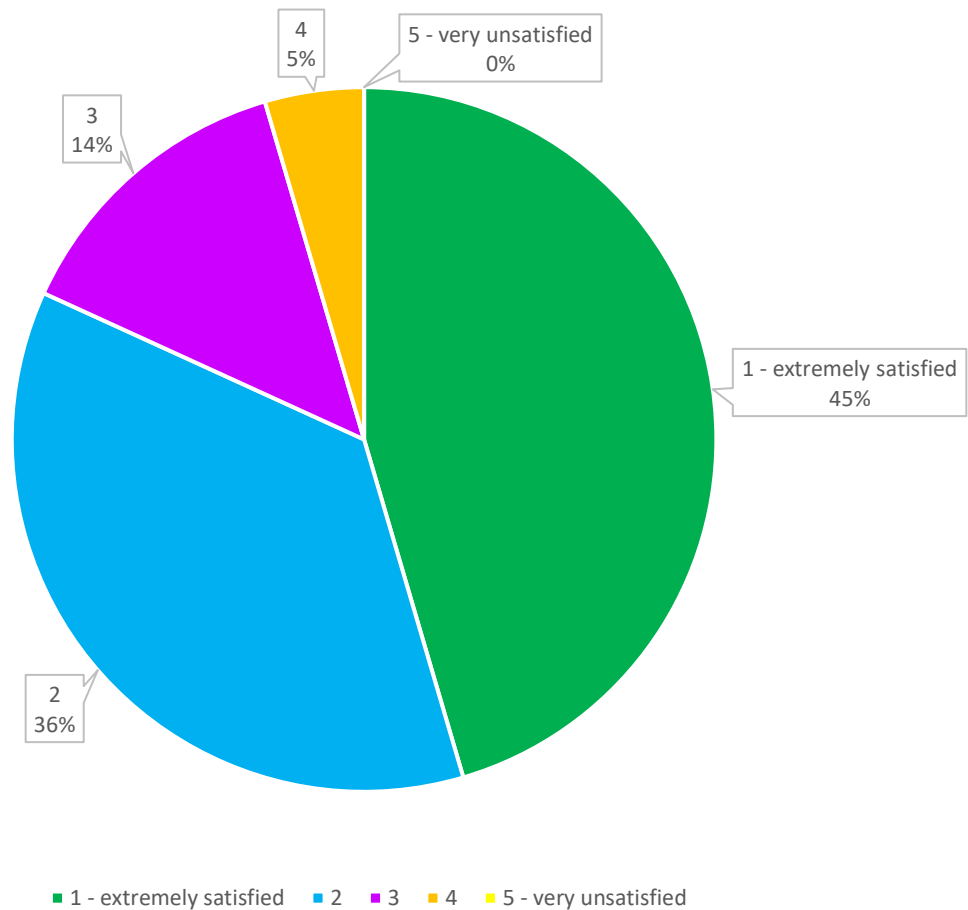


**Where ambassadors who responded are located:**

'Location': **City of Lincoln** appears most often.



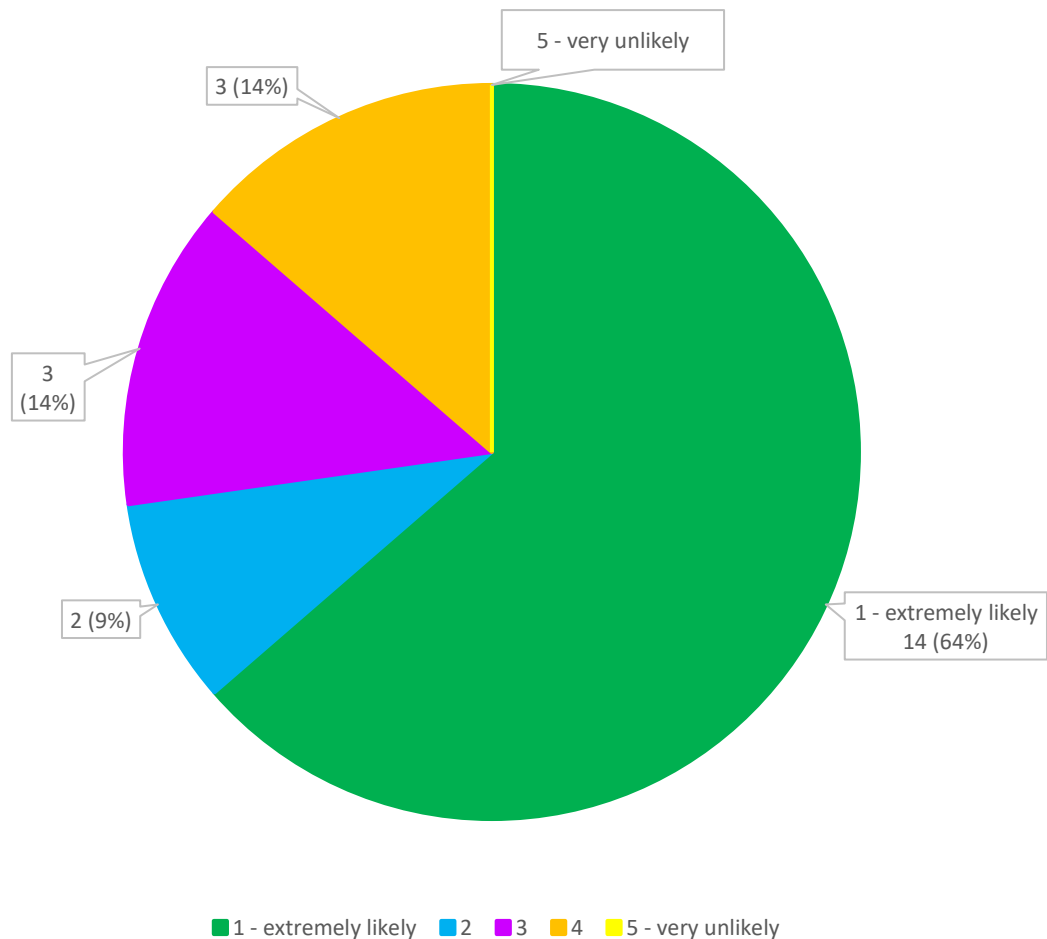
On a Scale of 1 – 5 (1 being extremely satisfied to 5 being very unsatisfied) how satisfied have you been with the Team Lincolnshire Ambassador Programme throughout 2021/22?



How has your business directly benefitted from being a Team Lincolnshire Ambassador? Please rank these in order of biggest benefit: 1 being the most important benefit and 7 being of least benefit

OPTIONS	AVG. RANK
New contacts	2.55
Increased regional knowledge	2.64
Collaboration	2.82
Access to new markets/sectors	3.95
New Business	4.86
Job creation	5.55

**On a Scale of 1 – 5 (1 being extremely likely and 5 being very unlikely) how likely are you to recommend Team Lincolnshire to another business?**



**During the pandemic and until April 2022 we kept Team Lincolnshire ambassadors connected by holding virtual #TLC Coffee Clubs over Zoom. Would you find a benefit to the return of the virtual #TLC Coffee Clubs?**

Thirteen of the 22 ambassadors who completed the survey said they would find a benefit to the return of the virtual #TLC Coffee Clubs.

**If yes, please suggest any topics that you would like to see us running in future #TLC Coffee Clubs:**

- Economics –resilience, guidance and support
- LCC and GLLEP offering for local businesses
- Local updates
- Education and skills gaps
- Zero Carbon recruitment into county
- Sources and best practice for management training
- Construction project focused
- Energy – utilities, flood resilience, renewables and sustainability
- Planning – proposed and ideological ambitions for Lincolnshire
- Procurement and supply chain
- Health and wellbeing in the workplace

**Team Lincolnshire will be delivering a series of webinars. What topics would you like to see covered in future webinars?**

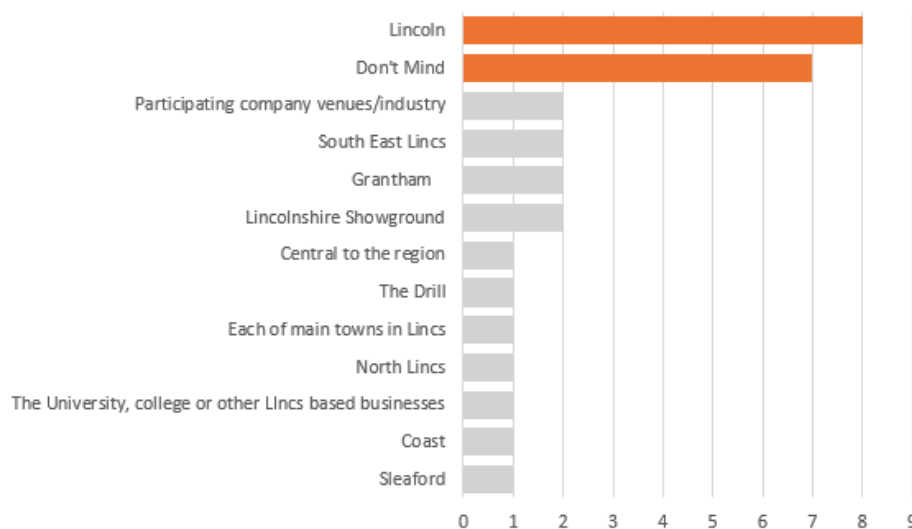
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Team Lincolnshire will be delivering a series of physical events. Please rank the following events in order of preference to show which you would get the most benefit from with 1 being the most important benefit and 7 being of least benefit:

OPTIONS	AVG. RANK
Short networking session at the beginning or end of day for TL members only	2.77
Short networking session where TL members can bring a guest	3.41
Industry Insight Tours with Networking	3.50
Flagship Half Day Conference	3.59
Flagship Evening Dinner Event	4.59
Flagship Day Conference	4.77
Sponsored Events – Daytime or Evening	5.36

Which locations would you like to see a physical event held in?

'Event locations': **Lincoln** and **Don't Mind** appear most often.





**What topics would you like to have covered in future physical events?**

- Recruitment, retention, employment law
- employee health and wellbeing
- Pressing matters – inflation, energy prices, flood resilience, recession, devolution, navigating political uncertainty and ambiguity, economic updates
- Overview of growth, budgets, planning, Levelling Up, UKSPF, coastal issues, future funding & grants
- Public procurement, supply chain, CSR
- Zero carbon, sustainability
- Industry insights, new developments, planning
- Wider regional showcases – to promote LCC and GLLEP offerings

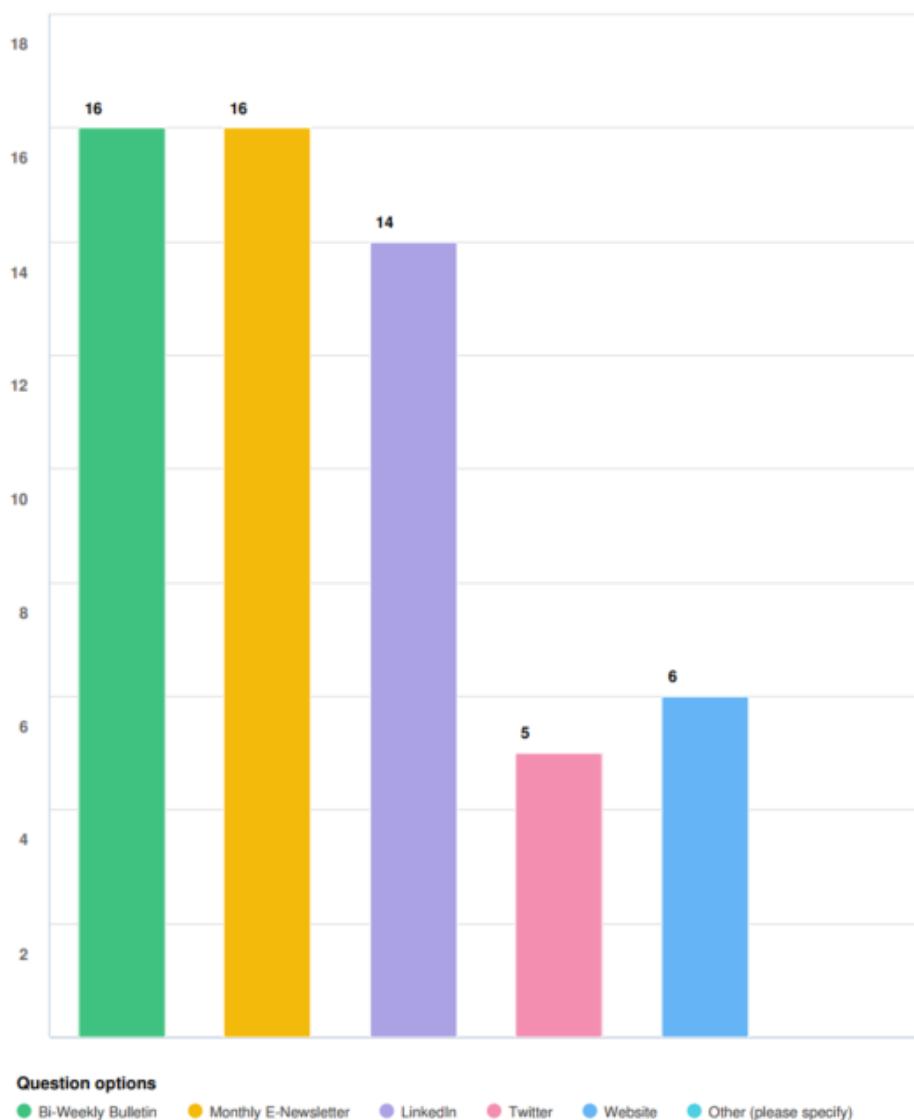
**What do you want, as a member, from the Team Lincolnshire Ambassador Programme? Please rank in order of preference to show which of the following you get the most benefit from with 1 being the most important and 9 being of least importance:**

OPTIONS	AVG. RANK
Intelligence on what is happening in the region	2.82
Introductions/Connections	3.14
Raised Profile through News Articles and social media	3.27
Physical Events Team Lincolnshire members only	4.09
Physical Events Open to All	4.23
Virtual events including webinars	5.91
#TLC Virtual Coffee Clubs	6.32
Business support	6.55
Other	8.68

**How do you feel the Team Lincolnshire Ambassador Programme could be improved to provide your business with more opportunities for growth?**

- Lots of physical events, meetings with members and relationship building
- Introductions and connections with supply chain, accessing public sector funding
- Showcase more case studies and stories to attract more opportunities and raise our profile
- Keep growing the network
- A focus on what technology and skills are available in the region
- Opportunities to see who else is a Team Lincolnshire member
- More opportunities to connect with fellow ambassadors

**How would you prefer to stay up-to-date with Team Lincolnshire news and developments?**



**The Team Lincolnshire Steering Group sits once a quarter and is made up of a mixture of ambassadors across public and private sector. The Group is the driver of Team Lincolnshire and ensures ownership of and delivery of the Business Plan. Would you be interested in becoming a member of the Steering Group?**

Half of ambassadors surveyed said they would be interested in becoming a member of the Steering Group.

**Would you like a one-to-one meeting with Team Lincolnshire HQ to talk about how Team Lincolnshire can further support your business?**

Nine ambassadors who completed the survey have requested a meeting. Team Lincolnshire HQ will be in contact with those businesses in due course.

## 6 Conclusions and next steps

The information gathered in the Team Lincolnshire Ambassador Survey will help us to continuously improve Team Lincolnshire's offer and ensure the ambassadorial programme continues to grow and support the region's economy.

Thank you to everyone who completed the annual feedback survey in respect of the 2021-22 financial year. Team Lincolnshire HQ was hoping for a higher response rate and will be looking at alternative methods of engagement next year to encourage greater participation amongst members.

All survey responses made by ambassadors in respect of the 2021-22 year have been summarised in this report and analysed by Team Lincolnshire HQ. As a result of this data and evidence, a number of key actions are now being taken, underpinned by what ambassadors said they wanted to see, including:

- A programme of events is being planned for the coming 2023 calendar year covering webinars, industry insights, physical and virtual events. All events will be featured on Team Lincolnshire's website [Teamlincolnshire.com](https://teamlincolnshire.com). Ambassadors will continue to be emailed an e-shot invitation to each upcoming event and all events will continue to be promoted within the bulletin, monthly newsletter and social media channels LinkedIn and Twitter.
- January 2023 will see a return of the #TLC Coffee Clubs which will be held once a quarter over Zoom and featuring a diverse range of presenters on topics ambassadors said they wanted to hear more about including economic intelligence.
- Physical networking events for Team Lincolnshire members only (plus a guest where applicable) will take place once a quarter with a focus on introductions, contacts and making connections. Ambassadors said that they would prefer events in a morning or late afternoon rather than half or whole day events, with Team Lincolnshire providing a forum for facilitating introductions. Seven ambassadors surveyed said they would like events to be held in locations across Greater Lincolnshire but 'didn't mind' where, whilst eight ambassadors cited Lincoln as their preferred choice. We shall continue to hold events across

the whole of the region.

- Team Lincolnshire HQ will also be delivering industry insights and a series of topical webinars and briefings in association with key stakeholders such as the Greater Lincolnshire Local Enterprise Partnership, in response to a number of ambassadors saying that this was something they wanted to hear more about.
- Team Lincolnshire HQ shall continue to fly the flag for the region and promote opportunities within Greater Lincolnshire through attendance at flagship, national and international events including FPC Future, MIPIM, UKREiiF and DSEI.
- Ambassadors who engaged with the feedback survey said that their preferred communication tool to remain up-to-date with news from Team Lincolnshire HQ was via a bi-weekly bulletin. The weekly bulletin will now be published every other Friday commencing in November 2022.
- Ambassadors also said they wanted Team Lincolnshire to showcase more case studies and stories to raise their profile through news articles on the website and on social media. A rolling programme of monthly 'Spotlight On' features are now being planned with ambassadors from across the region and covering all industry sectors.
- Half of ambassadors surveyed said they would be interested in becoming a member of the Team Lincolnshire Steering Group while nine ambassadors requested a meeting to discuss how Team Lincolnshire can further support their businesses. A member of Team Lincolnshire HQ will now be contacting ambassadors with the information they requested or to arrange a meeting.

Thank you to everyone who took part in the annual feedback survey.

If you did not take part in the survey but have a comment to make about the Team Lincolnshire Ambassador Programme, you can contact Team Lincolnshire HQ at any time by emailing [Teamlincolnshire@lincolnshire.gov.uk](mailto:Teamlincolnshire@lincolnshire.gov.uk) to have your say.

We are always listening.

**TEAM LINCOLNSHIRE HQ**