



THINK BOSTON | think business



served by One Team



Creating a strong, successful and resilient economy that works for all



Welcome to the Borough of Boston

Our Vision:

To create a strong, successful and resilient economy that works for all by positioning the borough as a destination of choice for investing, working, living and visiting.



Boston Borough Council are pleased to offer this outline business case response to the investment opportunity of **Plant and Bean**. We have a strong track record of successful working with business partners and are pleased to extend our full support to both Brecks Foods and Plant and Bean.

Boston is one of the powerhouses of South East Lincolnshire and home to a vast range of businesses, a diverse economy and considerable growth opportunities and why Boston is a perfect place to invest, grow and locate to.

Our support to business is clear and set out in our economic plan defined through a series of strategic 'model for growth' themes designed to underpin the sustainable growth to ensure that the borough stays competitive and a location of choice.



Promote & support **inward investment** into the borough



To support business **development & growth** of new and existing businesses



Work collaboratively across the education system to support **employability skills initiatives**



Nurture **visitor, heritage and cultural** economies



Encourage **green innovation & infrastructure** development





The Borough of Boston is a rural district lying in 39,640 hectares of the most fertile land in the UK. It shares its boundary with South Holland, South Kesteven and East Lindsey District Councils.

Boston its self with a population of just over 35,000 has long been associated with the food sector and is considered by Lincolnshire County Council and the Local Enterprise Partnership as a major growth area.

The Borough of Boston is a strategic location for major national and international food businesses including Bakkavor, Greencore, Green Yard Frozen Foods, Albert Barlett, JDM Food Group, Jakemans Confectionary, and also home to Agri-food supply chains including machinery & equipment manufacturing, research, cold storage, packaging, labelling and logistics.

Such companies include Port of Boston, Fountain Plants, Turners Distribution, Coveris, Reflex Labels, Alpego (UK) Ltd, T&B Containers and Mastenbroek.

“We were initially located in Peterborough but we made a decision to relocate to Boston two years ago rather than reinvest in the original site. The considerable support we received from Boston’s Economic Development team made the whole process easier and convinced us to go through with the relocation. We now have plans to expand our site further”. (Infrastructure supplier to the food sector)

It holds a strategic environmental and Agri-food supply chain sector location served by the A17 corridor linking to the A1(M) to the west and east A47 to Norwich Research Parks, and the A16 road linking to Grimsby in the north and Peterborough, Cambridge and M11 to the south.

Another key asset is the relatively low-cost base, including comparatively low labour and land costs which make the location competitive. Relatively affordable housing costs are another advantage to retain and attract suitable workforce.

As stressed by local businesses, an important factor in being located in the Borough of Boston is the availability of a suitable and experienced workforce that can be mobilised at short notice for peaks in their business cycle.

The ability to expand premises and the support given through Boston Borough Council Economic Development and Planning teams has also been a key influencer stressed by businesses when looking to grow or relocate here.



Strength of borough's economy



- Strategic location for food processing, storage and logistics
- Available land for development with very competitive land values
- Opportunities for business growth and diversification
- Excellent business networks and support
- Strong entrepreneurial culture
- Business focused pro-active council
- Supportive and flexible planning approach
- Strategic road infrastructure in the A16, A17 and A52
- Low cost base
- Already trained, dedicated and loyal workforce
- Location of the 5th best college in the UK and close proximity to the National Centre for Food Manufacturing
- An international gateway in the Port of Boston
- Boston Town Deal up to £25million to develop and deliver economic interventions across the town of Boston

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Food Processing



Engineering



Agriculture & Horticulture



Storage & Logistics



also...

fully functioning international commercial gateway in the **Port of Boston**



close partnerships with **Boston College** and nearby **National Centre for Food Manufacturing** (University of Lincoln)

opportunities for **investment**



Boston to...

East Midlands Airport **69 Miles**
Stansted Airport **96 Miles**
Luton Airport **97 Miles**

Boston Borough Council
SUPPORTING BUSINESS
in partnership | in person | on line

connected **business support**

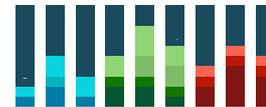
flexible labour market



reasonably priced **housing**



stable **business environment**



great **quality of life**



wide range of business **space & development land**



Grammar and High Schools



boston
start in

boston
grow in

boston
invest in

www.thinkboston.com



Supporting the sector



We work very closely with our business community to ensure that we have a well informed understanding of the needs, but more importantly, the businesses understand the support we can offer.

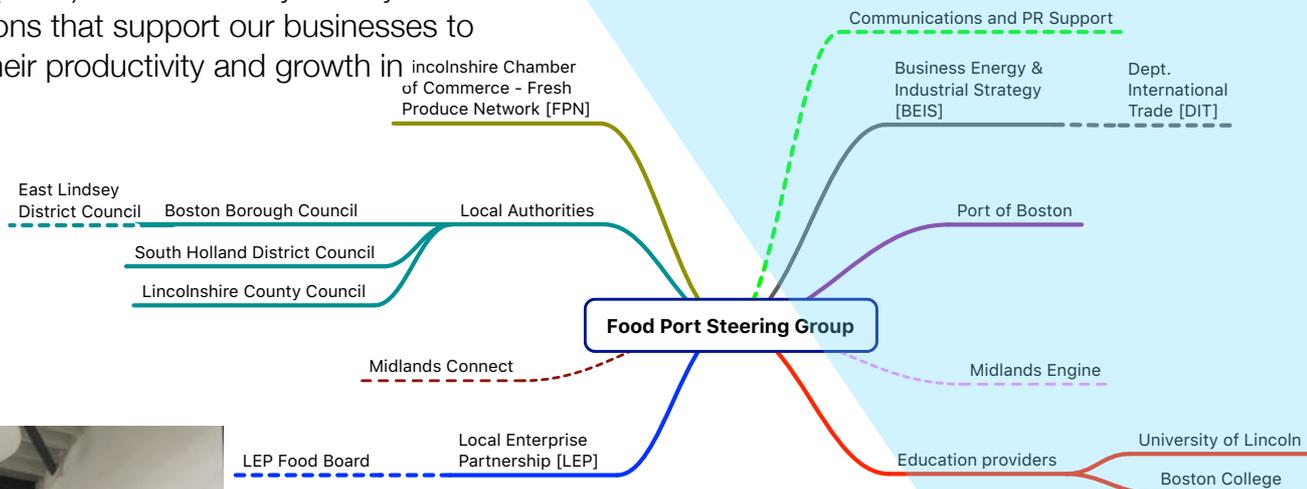
To make this effective, we have a very proactive officer engagement team who are in regular contact with the business. We also work from a bottom up approach where we work closely with the business to support their activities and growth aspirations rather than a top down approach of delivering strategies of what we think their needs and requirements are.

To support us with the work we work across all levels of government, including Business Energy and Industrial Strategy (BEIS) Cities and Local Growth Unit for the East Midlands region, the Local Enterprise Partnership, Trade associations and bodies (Chambers/FSB/IoD) and the Department for Work and Pensions (DWP). We work very closely with organisations that support our businesses to improve their productivity and growth in

import and export markets, including Department for International Trade and the Fresh Produce Network (FPN).

The University of Lincoln and Boston College are integral to our aspirations to develop the Port of Boston as a more food related port connecting to local, regional and national markets to international opportunities, especially in areas such as Netherlands, Germany, France and Spain.

We very much see Rotterdam with its global connectivity and links to the Netherland global food trading hub and industry major opportunities for future UK food imports and exports. We are now looking to trial Rotterdam feeder vessels (150-200 containers) to service our local food manufacturers and supply chains including Freshline, Fowler Welsh (Culina), Turners Distribution.



Skills to support investment



Boston College - fifth best college in the UK of which our deputy Chief Executive on the board of governors. Just spent nearly £10million on a new Engineering, Manufacturing and Technology Centre (EMAT). The Centre's facilities include an innovation hub, two engineering workshops that provide space for traditional and modern design, maintenance and manufacturing techniques, an electronics laboratory, CAD/CAM suite, three classrooms, changing rooms and a break-out space.

The college is also building a new Digital, Transport and Logistics Academy to support our agri-food related sector. Set for completion for November 2020, Boston College's Digital, Transport and Logistics Academy is proposed to introduce new courses that will provide skills training for Lincolnshire's established logistics and transportation industry with a focus on digital innovation and technologies for the future.

We also work very closely with the University of Lincoln and the National Centre for Food Manufacturing to support the delivery of skills development direct and to the supply chains. The University is also key to the new Food Enterprise Zone based at Holbeach, 10 miles from Boston creating high value food chain innovation and support services, pioneering research, skills provision and knowledge exchange for agri-food businesses across Lincolnshire and beyond..

We also have a very good and robust relationship with the Department of Work and

Pensions (DWP) who are based within our building here in Boston. We work very closely to help and support all the needs of the local businesses and their employees from recruitment, in work benefits to response to redundancy and job search.

In response to the need to develop STEM skills, principally engineering skills in young people across the Boston Borough area, we have partner Primary Engineer to deliver a pilot programme to 13 of the 25 Primary Schools and at least 4 of the 5 Secondary Schools in the area with the Early Years Engineer, Primary Engineer and Secondary Engineer programmes.

The project, now in year two (although paused due to the Coronavirus) is designed to create and establish strong education and engineering industry links through the delivery of sustainable engineering education programme by training teachers and partnering schools with engineers to work with teachers and pupils in the classroom to develop skills, increase aspiration and heighten career awareness and opportunities.

Through this initiative we can start to inspire the next generation, and by working collaboratively across the education system at all levels and proactively engaging business to invest in their skills gaps will in turn, encourage and support the retention and growth of our local businesses whilst raising the profile as a place to invest, live and work.





We recognise that inward investors often need assistance when looking for alternative and suitable areas to develop their business. Boston Borough Council's **'Open for Business - One Team'** approach can support such business development by;

- Touch down Borough Council financial support to deliver skills and employment support initiatives or the first full 12 months (April - March) business rates reduction support - whichever is more appropriate
- Helping to facilitate planning applications and pre planning meetings to build a relationship
- Identifying suitable sector specific funding streams
- Working with the inward investor to source suitable workforce
- Arrange business development meetings with local supply chains
- Support you with introductions into all levels of education - local and regional
- Facilitating on-going high quality business support to help nurture business growth
- Support for relocating staff with local school information and connections to local estate agents

We hope you have seen why Borough of Boston is truly first for Investment and we want to help you realise the considerable investment and business opportunities available and the support from the council



Borough of Boston stats at a glance



Working age population
34,700

5th best college in the UK

1.5billion+ contribution to the regions GDP

Over the past 3 years
1,147 new homes have been built

Total number of
VAT & PAYE businesses **2,235**

Over **300** businesses in the Crop & Animal sector

Over **£100million** worth of indigenous and inward investment in the last 3 years

Over **39,640** hectares of the most fertile land in the UK

10 miles from the National Centre for Food Manufacturing

1 General Hospital

Strategic road infrastructure in the **A16, A17, A52**

Over **260** businesses in the logistics and storage sector

Gross weekly pay approximately
£456

Town Deal funding worth up to
£25million

Fully functioning international gateway in the
Port of Boston

Boston to East Midlands Airport **69 miles**

PE21 town centre regeneration scheme



Most recent business investments



Our plan for delivering investment has always been underpinned by four key overarching pillars; Engage with investors (inward and indigenous), deliver improved infrastructure, increase skills and empower and support entrepreneurship.

Over the last 3 years, this approach has nurtured over **£100million** worth of indigenous and inward investment growth and created nearly **400 new jobs**.

A snapshot of this activity includes;

- a new **£9m** Jaguar Landrover showroom
- **£25m** inward investment in a new hatchery for the UK Chicken industry
- **£10m** on an online sports bike distribution centre
- **£5m** on a new food production facility
- **£12m** new steel distribution centre for the UK automotive industry at the Port of Boston
- **£8m** on a food distribution facility servicing the UK's hospitality sector
- **£10m** Travelodge

- 2 new Lidl food supermarkets
- 2 new Starbucks
- Drive thru Costa Coffee, and
- over **£10m** investment in new road side services and truck stop on the A17.
- **We as a borough council are also delivering the most new housing across the whole of Lincolnshire**



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Boston - it's the start of somewhere!



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Boston Borough Council

