

Borough Council of King's Lynn and West Norfolk
King's Court
Chapel Street
King's Lynn
Norfolk
PE30 1EX

Wednesday 07 July 2022

King's Lynn Climate Change Expo – Event Report

Held at the Corn Exchange on Tuesday 21st June 2022 from 10am – 4pm. Outside exhibitor space was on Tuesday Marketplace. The indoor space ranged from a full shell scheme to stand alone tables. Indoor exhibitor space was either 3m x 3m or 2m x 3m.

Outdoor Exhibitors:

Beryl Bikes
BMW Listers Group
Anglia Car Charging
Grid Serve AV Charging Port

Indoor Exhibitors:

Norfolk Chambers of Commerce
Borough Council of King's Lynn & West Norfolk
Westcotec
Indigo Swan
New U
Hudson's Architecture
Scoop My Bin
Grid Serve
Growth Hub
Uptech
Kings Lynn BID (Discover Kings Lynn)
Auditel
Tandem co
Anglia Car Charging
Cerphi Renewables
Wild Oak Workshops
Sizewell C Supply Chain
Solar Shed
Inspired Renewables
Saxon Air
Solinatra

Of all the above exhibitors, only two exhibitors (8%) were not Norfolk-based organisations Sizewell C Supply Chain, who are Suffolk based and Tandem Co. who are based in London but have service points across East Anglia. We also had two car dealerships, Lexus and Audi, who had agreed to exhibit, but did not turn up on the day. The whole expo was delivered in a Covid-secure way using the *Chambers Covid Co.nfidence* guidelines.

Workshops

Throughout the day we held four workshops in the upstairs Cinema area.

10.30am

Delivered by:
Delegate Nos.
Companies:

Introduction to Net Zero

The Growth Hub
16
Art Renewables
Evander
Lovell Partnerships
Morgan Sindall Construction
Saxon Air
Searles Leisure Resorts & Heacham Manor
Larking Gowen
Learning Resources
Norfolk Wildlife Trust
AF Affinity
US Airforce
Norwich City Council
Borough Council of King's Lynn and West Norfolk

11am

Delivered by:
Delegate Nos.
Companies:

Big Ambitions, The Rise of Renewables

Solar Shed
23
Art Renewables
Evander
Lovell Partnerships
Professional Life Coach
Morgan Sindall Construction
Saxon Air
Searles Leisure Resorts & Heacham Manor
Qoda
New U
US Airforce
Borough Council of King's Lynn and West Norfolk
Furthermore Marketing
Planet Watch

12 Noon

Delivered by:
Delegate Nos.
Companies:

The Benefits of Renewable Energy Sources

Indigo Swan
20
OfficeScape Contracts Ltd
Lovell Partnerships
Searles Leisure Resorts & Heacham Manor
Stratfords Ltd
Art Renewables
Evander
Saxon Air
Big Fork Ltd
Sunrise Studios
Morgan Sindall
Norfolk County Council

Anglia Car Charging
US Airforce

2.00pm

Delivered by:
Delegate Nos.
Companies:

Practical solutions to Achieve Net Zero Emissions

Maple Cone & Triple Bottom Accounting
24
Barclays
OfficeScape Contracts Ltd
Lovell Partnerships
Searles Leisure Resorts & Heacham Manor
Access Community Trust
Stratfords Ltd
Art Renewables
Sensient Colours UK Ltd
Evander
Saxon Air
Big Fork Ltd
Morgan Sindall Construction Ltd
New U
Ride Tandem
Example Marketing
Scoop

Delegates

Overall, 142 Delegates were registered to attend the King's Lynn Expo – we saw many organisations send multiple employees. They were representing a total of 75 organisations, from micro to large corporates, including, Aviva, the US Airforce, the MOD and Konectbus.

We saw organisations from a diverse range of sectors from printers to business consultants; manufacturers to construction; and charities to churches! Several local authorities sent representatives including Norfolk County Council and Norwich City Council. A list of those organisations is attached to this report.

Marketing & Promotion

In advance of the King's Lynn Climate Change Expo, Norfolk Chambers ran a marketing campaign across its website, social media channels, digital media platforms and in its online newsletters. The Expo was also featured in the Lynn News, on the East of England Energy Group's website and in the Norfolk Director magazine.

<https://www.lynnnews.co.uk/lifestyle/lynn-in-the-market-for-renewables-9260881/>
<https://eeegr.com/events/kings-lynn-climate-change-expo/>
<https://ukdirectormagazines.co.uk/climate-change-expo-showcases-in-kings-lynn/>

Several exhibitors featured it on their websites including Anglia Car Charging:
<https://angliacarcharging.co.uk/event/the-kings-lynn-climate-change-expo/>

We issued 76 social media posts to an audience of approx. 18,000 followers and the Expo was featured in 7 Chambers newsletters, with an audience totalling 24,500. Attached to this report, is a montage of some of the coverage.

We also provided every exhibitor with a media tool kit for announcing across their own communication channels that they would be at the Expo (examples attached).

PPC (Pay Per Click) Campaign

Norfolk Chamber ran a two-fold campaign across social media. The first driving exhibitors and visitors to the Expo and the second driving interested businesses to the support sources available for anyone wanting to undertake their own net zero journey.

King's Lynn Climate Change Expo

- Google Ads
- 58 Page Views
- 828 impressions
- 152 clicks

- Facebook Ads
- 106,359 Impressions
- 441 link clicks
- 151 landing pages

Business Climate Leaders - Access to Resources

Google Ads

- 48 Page Views
- 20,978 impressions
- 91 Clicks

Facebook Ads

- 214,756 impressions
- 674 link clicks
- 303 landing pages

Following the event, we published all the images from the event on our Facebook page:

<https://www.facebook.com/media/set/?set=a.5710135412349642&type=3>

From conversations that we have had with both the exhibitors and the attendees, we have been advised anecdotally that there are a number of positives as a result of the Expo, including a possible job offer, a new contract and some great contacts made.

As per the request from the Borough Council, we are now approaching all exhibitors to try to gather an actual intelligence as to outcomes and we will revert with any responses as they are received.

Nova Fairbank

Chief Operating Officer

07 Jul 2022

