

**REPORT OF THE CORPORATE DIRECTOR, PLACE****MARKETING NOTTINGHAM AND NOTTINGHAMSHIRE****Purpose of the Report**

1. To update Committee on progress with the delivery of place marketing functions in Nottinghamshire by the new company, Marketing Nottingham and Nottinghamshire.

**Background**

2. Economic Development Committee last considered a report on Marketing Nottingham and Nottinghamshire (MN&N) at its meeting in September 2015, when it also approved the County Council's three-year funding commitment to MN&N. That funding commitment runs from 1<sup>st</sup> October 2015 to 30<sup>th</sup> September 2018, at a level of £200,000 per year.
3. MN&N was formed out of the previous tourism marketing company, Experience Nottinghamshire. The new company was established when the board of Experience Nottinghamshire agreed to extend the remit of the company to include inward investment and related business engagement activity. Paul Southby is the interim chair of the organisation, an arrangement which is due to be reviewed in the autumn of 2016. David Wallace has been acting in the Chief Executive role pending recruitment to a permanent Chief Executive.
4. Much of the focus since the last Committee report on MN&N has been on operational integration of the inward investment functions of Invest in Nottingham, the business engagement functions of Nottingham Means Business and the visitor economy functions of Experience Nottinghamshire. The integration took place over the course of the winter 2015-16 and concluded in April 2016, when the formal transfer of staff and resources from Invest in Nottingham and Nottingham Means Business to the new organisation was implemented.

**2016-17 Business Plan**

5. Pending the appointment of a permanent Chief Executive for the new organisation, an interim business plan for 2016-17 has been agreed by the MN&N Board (note: Councillor Diana Meale is a Company Director and Board Member). This interim plan sets out the organisation's objectives and high level targets for the current year as follows:

## Objectives

**Economic Growth:** help to bring in new inward investment, increase visitor spending, attract more major events & conferences, and attract and retain talent – underpinned by compelling campaigns and lead-generation activities

**Compelling Offer:** establish a fresh narrative for Nottingham & Nottinghamshire and what it stands for – championed by local stakeholders including the business community, and under-pinned by a coherent set of tailored marketing messages; and identify, and keep under review, priorities for investing in the development of the Nottingham & Nottinghamshire offer

**Place-marketing Centre of Excellence:** Build the capacity of MN&N to be an integrated, trusted, highly-professional local centre of excellence in place-marketing and business engagement, capable of supporting the needs of local partner organisations

## Targets for year one

Indicator	Targets
Increase <b>inward investment</b>	<ul style="list-style-type: none"><li>• 30 successes</li><li>• 1,000 jobs created or safeguarded</li><li>• Increase pipeline by 5% (baseline 83)</li></ul>
Growth in <b>visitor economy</b>	<ul style="list-style-type: none"><li>• Increase visitor spending by 4.5%</li><li>• 20:1 return on investment from marketing campaigns</li></ul>
Increase number of incoming <b>events and conferences</b>	<ul style="list-style-type: none"><li>• Secure 55 events with a total value of £650k</li></ul>
Stakeholder <b>buy-in to the shared narrative</b> for N&N	<ul style="list-style-type: none"><li>• Adopted by end December</li></ul>
Drive up <b>business engagement</b>	<ul style="list-style-type: none"><li>• Increase number of subscribing members to 710 (baseline 680)</li><li>• New business engagement model in place by end December</li></ul>

Projected **income** for 2016/17 is £1.6m (this could increase to £1.8m if a bid to the D2N2 European Structural Investment Fund programme is successful). This includes £0.75m from the City Council, £0.20m from the County Council, and £0.25m from membership subscriptions. Other income is primarily from sales and commission.

6. The objectives and targets from Marketing Nottingham and Nottinghamshire's interim business plan form the basis of the Service Level Agreement which frames the County Council's investment in the organisation.

7. Whilst it is still early days for the new organisation and the focus is on embedding new working arrangements and practices, the new approach is a step forward in four key respects:

**More joined-up**

- Better able to align messages within a single organisation, and to achieve synergies and efficiencies across its functions
- One of the first tasks is to develop a fresh narrative for Nottingham & Nottinghamshire - with a coherent set of messages to the various targets audiences - and to ensure that there is buy-in from partners and stakeholders. This process is underway and the County Council's Service Director, Communications and Marketing is involved in this work

**More proactive**

- Greater focus on generating leads for new investment – previously Invest in Nottingham tended to be reactive because of resource constraints
- This will focus on priority sectors including Data Analytics, Financial Technologies and High-Value Manufacturing
- Greater focus on London and the US market for lead generation

**More business-friendly**

- Organisation positioned in the private sector as a not-for-profit company
- Business-led board, with 8 out of 11 directors from the private sector
- Will build on the business connections and expertise of Nottingham Means Business, ensuring that businesses across the county are engaged
- A new approach to business engagement is being developed, building on the existing EN and NMB membership schemes
- The aim is to do much more to harness the energy of local business people to help convey messages and generate leads, and to unlock new sources of income

**More impact**

- Overall the new approach will generate more impact in terms of inward investment attracted, visitor spending and talent attracted or retained

8. The County Council will undertake a half-yearly performance review with MN&N in October 2016 with a formal annual performance report scheduled for May 2017. It is anticipated that the Chief Executive and / or Chair of the organisation will attend Economic Development Committee to present the annual performance report in 2017.

**Reason(s) for Recommendations**

14. Committee previously agreed to receive six-monthly updates on Marketing Nottingham and Nottinghamshire.

**Statutory and Policy Implications**

15. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the public sector

equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described within the body of the report.

### **Finance implications**

16. None.

## **RECOMMENDATION**

17. It is recommended that Committee notes the progress with the delivery of place marketing functions in Nottinghamshire by the new company, Marketing Nottingham and Nottinghamshire.

**Tim Gregory**  
**Corporate Director, Place**

**For any enquiries about this report please contact:**  
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### **Constitutional Comments [KK 20160622]**

The proposal in this report is within the remit of the Economic Development Committee.

### **Financial Comments [RWK 22/06/2016]**

There are no direct financial implications arising from this report.

### **Background Papers**

*A Place Marketing Organisation for Nottingham and Nottinghamshire* – report to Economic Development Committee, 2 April 2014, published

*A Place Marketing Organisation for Nottingham and Nottinghamshire – An Update* – report to Economic Development Committee, 16 September 2014, published

*A Place Marketing Organisation for Nottingham and Nottinghamshire* – report to Economic Development Committee, 3 March 2015, published

*Marketing Nottingham and Nottinghamshire – Funding* – report to Economic Development Committee, 8 September 2015, published

### **Electoral Division(s) and Member(s) Affected**

All