

REPORT OF THE LEADER OF THE COUNTY COUNCIL**EXPERIENCE NOTTINGHAMSHIRE – NEW CAMPAIGNS FOR THE COUNTY****Purpose of the Report**

1. The purpose of this report is to introduce a presentation from the Chief Executive of Experience Nottinghamshire, Jennifer Spencer, on the organisation's new marketing campaigns for the area.

Information and AdviceBackground

2. Experience Nottinghamshire is the Destination Management Organisation (DMO) for Nottingham and Nottinghamshire. It is recognised as such by the Government and Visit England. The County Council is a core funding partner of Experience Nottinghamshire, and Policy Committee approved an enhanced contribution of £218,000 per year (for three years) from 2012-13 in September 2012.
3. Visit England has identified 14 areas of the country that it wants to support to drive the growth of the visitor economy. Nottingham and Sherwood Forest are included in this list of 14 'attract' destinations. Visit England secured Regional Growth Fund monies to support new marketing campaigns across these 14 destinations, working through their DMOs to secure local match funding, knowledge and partner buy-in.
4. Experience Nottinghamshire will have access to up to £400,000 from Visit England between 2012-13 and 2014-15 to design and deliver new marketing campaigns to increase the number of visitors to the County. These new campaigns are now live, and are already generating significant results. In the first weekend of February 2013, Nottingham as a visitor destination was featured in both the Guardian and the Mail on Sunday. A similar marketing campaign based on Nottinghamshire's rural retreats will be launched during the next month.
5. Jennifer Spencer has been invited to Policy Committee to present to Members on Experience Nottinghamshire's new marketing campaigns. She will set this in the context of the value of the visitor economy to Nottinghamshire and its wider potential for growth.

Statutory and Policy Implications

6. This report has been compiled after consideration of implications in respect of finance, equal opportunities, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such

implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION/S

It is recommend that:

7. Committee welcome the presentation from Experience Nottinghamshire.

Councillor Kay Cutts
Leader of the County Council

For any enquiries about this report please contact: Celia Morris Tel: 0115 977 72043

Finance comments (RWK 05/02/2013)

There are no direct additional financial implications for the County Council arising from the report.

Constitutional comments (SG 05/02/2013)

Policy Committee is the appropriate body to consider the issues set out in this Report.

Background Papers

Policy Committee report 12-09-2012

Electoral Division(s) and Member(s) Affected

All