

7th February 2017

Agenda Item: 5

REPORT OF THE CORPORATE DIRECTOR, PLACE

INTRODUCTION TO THE NEWLY APPOINTED CHIEF EXECUTIVE OF MARKETING NOTTINGHAM AND NOTTINGHAMSHIRE

Purpose of the Report

1. Committee will receive an introductory presentation from the newly appointed Chief Executive for the organisation charged with promoting Nottingham and Nottinghamshire as a destination for inward investment, tourism and talent.
2. A formal performance report on Marketing Nottingham and Nottinghamshire is proposed for Autumn 2017.

Information and advice

3. Nottinghamshire County Council has maintained a consistent and active role in both inward investment and tourism marketing activity for many years. Committee first received reports on proposals to establish a Place Marketing Organisation (PMO) for Nottingham and Nottinghamshire in April 2014.
4. In advance of the *Invest in Nottingham* service becoming part of this new PMO – Marketing Nottingham and Nottinghamshire (MN&N), in February 2016 Committee received a report on the operational activity of the inward investment service (covering 2015/16 financial year).
5. Formed out of the previous tourism marketing company, Experience Nottinghamshire, by April 2016 the formal transfer of staff and resources from Invest in Nottingham and Nottingham Means Business to MN&N had been implemented. An acting Chief Executive was appointed pending recruitment of a permanent post holder.
6. Today MN&N is primarily funded by the City and County Councils, with additional support from other public and private sector organisations. This Committee committed funding from 1st October 2015 to 30th September 2018 at a level of £200,000 per annum. A full-time Band C Economic Development Officer is based with the MN&N team to undertake inward investment activities. Several of the District/Borough Councils fund and deliver tourism and inward investment marketing activities in their areas.

7. Plans for the County Council to undertake a half-yearly performance review with MN&N in October 2016, along with a formal annual performance report scheduled for May 2017, were referenced in a report to this Committee in July. As the first permanent Chief Executive for MN&N was not in post until late September, the half-yearly performance review did not happen. Committee will instead receive a presentation from Brendan Moffett on his plans for the organisation, with a view to an annual performance report being presented in the autumn of 2017.

MN&N achievements

8. As highlighted in 2016-17 Delivery Plan Review Report (introduced at 6th December 2016 meeting), the following headline figures were stated:

Inward Investment:

- For the period April to August 2016, 10 projects converted to successes, yielding a total of 542 jobs.
 - The pipeline of 'Live' enquiries stood at 62 projects - a potential yield of >2,600 jobs

Tourism in Nottinghamshire:

- Figures revealed in the STEAM¹ 2015 report showed "...there was a significant boost to Nottinghamshire's visitor economy":
 - Value of tourism in Nottinghamshire (excluding city) (£m) £1.051bn
 - Volume of tourism in Nottinghamshire (excluding city) (m) 22.21m
 - Full Time Equivalent (FTE) jobs supported by tourism 14,218
 - Average spend per trip £47.32

	Day visitors	Overnight stays
Volume (m)	20.09m	2.115m
Value (£m)	£698m	£353m
Average spend per visitor	£34.74	£166.90

Reasons for recommendation(s)

9. For Committee to hear first-hand from the newly appointed Chief Executive of MN&N on his plans for: (a) a new model for working with the local business community and (b) developing a fresh identify and narrative for the city and county, as part of efforts to attract investment and talent.

Statutory and Policy implications

10. 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.

¹ STEAM (Scarborough Tourism Economic Activity Monitor) – a tourism economic impact modelling process which approaches the measurement of tourism from the bottom up, through its use of local supply side data and tourism performance and visitor survey data collection

Financial implications

11. A full-time equivalent Band C Economic Development Officer post is based with the MN&N team. The County Council contributes £200,000 per financial year towards the core running costs of MN&N.

RECOMMENDATION

12. It is recommended that Economic Development Committee receives a formal performance report on Marketing Nottingham and Nottinghamshire in autumn 2017.

Adrian Smith
Corporate Director, Place

For any enquiries about this report please contact:
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Constitutional Comments [LM 24/01/2017]

13. This report is for noting only and no Constitutional comments are required.

Financial Comments [RWK 23/01/2017]

14. There are no specific financial implications arising directly from this report.

Background Papers and Published Reports

- *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
- *Inward Investment Activity 2015-16* – report to Economic Development Committee, 23 February 2016, published
- *Marketing Nottingham and Nottinghamshire* – report to Economic Development Committee, 5 July 2016, published

Electoral Division(s) and Member(s) Affected

All