



19th February 2016

Agenda Item: 6

REPORT OF THE CHIEF EXECUTIVE, NOTTINGHAM CITY COUNCIL

MARKETING NOTTINGHAM AND NOTTINGHAMSHIRE - UPDATE

Purpose of the Report

1. The purpose of this report is to update the Economic Prosperity Committee on progress with the new place marketing organisation for the area, Marketing Nottingham and Nottinghamshire and to introduce a short verbal update by the Chair of the organisation's Board, Paul Southby.

Background and information

2. Nottingham and Nottinghamshire Leaders discussed the formation of a new, unified place marketing organisation for Nottingham and Nottinghamshire (Marketing Nottingham and Nottinghamshire) at an informal meeting in the summer of 2015. At that point, Leaders were informed that the existing company, Experience Nottinghamshire, had been repurposed (formally, through its articles) to 'Marketing Nottingham and Nottinghamshire' (MN&N) with an extended remit to cover inward investment and associated business growth activities.
3. Leaders were informed that the purpose of establishing the new organisation was to bring together marketing expertise and investment on the visitor economy, business tourism and inward investment sides with a view to creating a more coherent and substantial marketing organisation that would deliver greater impact than the stand alone initiatives that had previously been supported.
4. Since the last update in the summer of 2015, the following key achievements have been delivered:
 - The company has become a local authority 'influenced' company with three local authority Directors appointed from the County, City and Newark and Sherwood District Councils (as core funding organisations);
 - Local authorities' combined voting rights as members of the company have increased from 20% to 30%, with the ability to effect changes in key positions on the board through the company's Articles of Association. The Councils

now collectively exercise control over the appointment of the Chair and Directors.

- Paul Southby (formerly Chair of Nottingham Means Business and a partner at Geldards) has been appointed as interim Chair for 12 months,
 - New Board members, who represent both the visitor economy and inward investment sectors, and reflect the geography of the area have been agreed. These include George Buchanan (Hodsock Priory), Mark Goldby (SMS Electronics) and Sean Akins (Bildurn and current Chair of Nottingham Means Business)
 - A transition group led by the Chair is working to ensure the new organisation becomes a fit for purpose and appropriately resourced PMO. Work being undertaken includes: the development of a year one business plan; a review of senior management; the transfer of the Invest in Nottingham service to MN&N; and the development of a future membership scheme.
5. Paul Southby will be attending the Economic Prosperity Committee meeting to outline his priorities for the forthcoming year and to take soundings from Committee Members on their priorities for place marketing in Nottingham and Nottinghamshire.

Other options considered

6. None. This is a progress report only.

Reason for recommendation

7. To ensure that the Economic Prosperity Committee is kept up-to-date with developments within one of the key delivery organisations in the area.

Statutory and Policy implications

8. 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 in the body of the report.

Financial implications

9. None at this stage.

RECOMMENDATION

- 1) It is recommended that the Economic Prosperity Committee notes the content of this report and the subsequent verbal update by the Chair of Marketing Nottingham and Nottinghamshire.

Ian Curryer
Chief Executive, Nottingham City Council

For any enquiries about this report please contact: Matt Lockley, 0115 977 2446

Background Papers and Published Reports

None.

Electoral Division(s) and Member(s) Affected

All