

OVERVIEW AND SCRUTINY COMMITTEE
7 DECEMBER 2016
TOURISM IN NOTTINGHAM
REPORT OF THE CORPORATE DIRECTOR FOR STRATEGY AND RESOURCES

1. Purpose

To gather information on the establishment of the new Place Marketing Organisation (PMO) for Nottingham and Nottinghamshire, Marketing Nottingham and Nottinghamshire, and the impact it could have on tourism in the city.

2. Action required

The Committee is asked to gather information on the potential impact of Marketing Nottingham and Nottinghamshire on tourism in the city and consider its progress so far, its objectives and any areas for future scrutiny.

3. Background

- 3.1 Historically, Nottingham and Nottinghamshire were marketed separately as destinations for inward investment and visitors. The marketing was delivered by Invest in Nottingham and Experience Nottinghamshire.
- 3.2 In April 2014 Nottingham City and Nottinghamshire County Councils proposed to integrate the inward investment and visitor economy marketing functions within a single organisation, creating a single centre of place marketing expertise to boost the effective marketing of the reputation and economic benefits.
- 3.3 Marketing Nottingham and Nottinghamshire Ltd (MNN) was established in April 2016, through the remodelling of Experience Nottinghamshire, and has undergone a period of organisational transformation to enable it to evolve into a fully integrated PMO for Nottingham and Nottinghamshire which includes:
 - Invest in Nottingham (a former Nottingham City Council team);
 - Experience Nottinghamshire; and
 - Nottingham Means Business.
- 3.5 The combined teams have been co-located since November 2016 and are planning how to take the PMO forward to achieve its objectives. This is an opportune time for the Committee to gather information and ascertain whether there are any future scrutiny possibilities.
- 3.6 Robert Dixon, Head of Business Growth and International Strategy, Nottingham City Council, and Brendan Moffett, Chief Executive of the PMO, have been invited to attend the meeting.

4. List of attached information

Appendix 1 – briefing note from Robert Dixon, Head of Business Growth and International Strategy.

5. Background papers, other than published works or those disclosing exempt or confidential information

None.

6. Published documents referred to in compiling this report

None.

7. Wards affected

City-wide

8. Contact information

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