

## Marketing Nottingham and Nottinghamshire – The New Place Marketing Organisation

### Briefing for Overview and Scrutiny Committee – Nottingham City Council

#### Organisation

Marketing Nottingham and Nottinghamshire (MN&N) is the newly created place marketing organisation for Nottingham and Nottinghamshire.

It combined the 3 previous functions of

- Invest in Nottingham -the inward investment focused team, previously based in the city council and based at Loxley House.
- Experience Nottinghamshire – the visitor economy team that has delivered visitor economy and tourism support for the city and county
- Nottingham Means Business – a business network group focused on the city.

The new organisation became effective 1<sup>st</sup> April 2016, with the TUPE transfer of the Invest in Nottingham team, who are now co-located with the other teams in Gothic House, Barker Gate – in the city centre near the ice arena. Nottingham City Council staff at Tourist Information Centre also TUPE'd across.

Nottingham City Council is a key funder of MN&N (£690k per annum) and has a service level agreement (SLA) with MN&N. The SLA is managed by Head of Business Growth and International. Portfolio for Jobs and Growth is a Board member of MN&N.

#### The SLA has key objectives:

- Economic Growth: help to bring in new inward investment, increase visitor spending, attract major events and conferences and attract and retain talent
- Compelling Offer: establish a fresh narrative for Nottingham and Nottinghamshire and what it stands for – championed by local stakeholders including the business community
- Place Marketing Centre of Excellence: build the capability of the new organisation to be integrated, trusted, highly professional local centre of excellence, capable of supporting the needs of local partners.

#### And Key Performance Indicators:

- Business Investment – generating an incremental 1000 jobs delivered by 30 inward investment projects
- Visitor Economy – grow the visitor spend by 4.5%. Secure return on investment of 20% on marketing campaigns
- Events and Conferences – delivered 55 events with a total value of £650k.

#### Progress so far

1. New CEO recruited full time since 1<sup>st</sup> November
2. Teams integrated from 1<sup>st</sup> April. Co-located since November 2016
3. New narrative commissioned. Plan is for roll out in early 2017
4. Business investment on track in terms of incremental jobs and projects
5. Events and Conferences – target already met. Very successful year so far

Robert Dixon/Head of Business Growth and International Strategy/19<sup>th</sup> December 2016