

Nottingham City Council Delegated Decision



Nottingham
City Council

Reference Number:	4776
Author:	Owen Harvey
Department:	Growth and City Development
Contact:	Owen Harvey (Job Title: European Projects Manager, Email: owen.harvey@nottinghamcity.gov.uk, Phone: 01158762820)
Subject:	Grant to Marketing Nottingham and Nottinghamshire 2022/23
Total Value:	380,000 (Type: Revenue)
Decision Being Taken:	To approve the extension of a grant payment to Marketing Nottingham and Nottinghamshire (MNG) for 2022/23 to provide inward investment, tourism and visitor economy support in Nottingham, funded by £180,000 from the City Council's core budget and £200,000 from the Local Transport Plan funding.
Reasons for the Decision(s)	<p>Over the last 5 years MNG have received a grant from Nottingham City Council to provide inward investment, tourism, and visitor economy support in the City. Over the last twelve months the Council, along with its stakeholders, has been reviewing how inward investment and visitor economy support is provided in Nottingham. While the previous ambition was to see the establishment of a Growth Company the funding landscape and strategic context has now changed and the conclusion has been reached that this is no longer a viable option. This means that the Council now needs to commence and procure award a long-term grant for the provision of inward investment, tourism and visitor economy support in the City and expect to complete this exercise in 2023. MNG are already in place and delivering activity on behalf of the Council with the infrastructure and specialist workforce and have received an annual grant allocation from the Council to deliver this support. To ensure continued delivery of inward investment, tourism, and visitor economy support, which is vital to the future economy of the City. It is recommended that the Council continue this arrangement for 2022/23, providing a grant allocation of £380,000 to MNG between April 2022 March 2023 whilst procurement is undertaken, rather than delay and seek alternative provision, putting interventions and outputs in 2022/23 at risk. In order to continue delivery of inward investment, tourism, and visitor economy support and extend the current grant payment arrangements for 2022/23, the 2022/23 quarter one and quarter two grant payments have been paid to Marketing Nottingham under the existing Contract Purchasing Agreement (CPA PANCC000348 and DDM4323). A new CPA will be established to cover quarter three and quarter four payments for 2022/23. Delivering inward investment, tourism and visitor economy support in the City is vital for Economic Recovery and Renewal helping to create jobs, stimulate business growth, and attracting inward investment; all key priorities within the City's Economic Recovery and Renewal Plan.</p>

Other Options Considered:	Not funding Marketing Nottingham - rejected. The city has Council Plan targets to deliver inward investment and visitor economy growth. Marketing Nottingham is the agency in the city designed for the purpose and already delivers similar activity on behalf of other partners.
Background Papers:	N/A
Published Works:	N/A
Affected Wards:	Citywide
Colleague / Councillor Interests:	None
Consultations:	No implications
Crime and Disorder Implications:	Not a crime and disorder related project. Delivers wider economic benefit for the city.
Equality:	Please login to the system to view the EIA document: Marketing Nottingham EIA - Approved.docx
Social Value Considerations:	N/A
Decision Type:	Portfolio Holder
Subject to Call In:	Yes
Call In Expiry date:	29/11/2022
Advice Sought:	Legal, Finance, Procurement, Equality and Diversity
Legal Advice:	The decision being sought, namely, to extend the current arrangement until March 2023 is to allow time for a procurement exercise to be undertaken in accordance with the Council's Contract Procedure Rules and the Public Contract Regulations 2015 for the provision of the services after March 2023. Advice provided by Sarah O'Bradaigh (senior solicitor) on 26/10/2022.

Finance Advice:

This decision seeks to approve 0.18m of funding from the City Councils core budget to be paid to Marketing Nottingham and Nottinghamshire (MNG) for 2022/23 to provide inward investment, tourism and visitor economy support in Nottingham for the period April 2022 to March 2023.

Additionally a 0.2m has already been approved for this purpose from the Local Transport Plan funding (agreed at Executive Board on 22 February 2022).

Referencing the Legal comments there is a requirement to take a competition exercise as soon as possible. The Decision aligns with the City Councils plan targets to deliver inward investment and visitor economy growth. The proposal is already written into the budget, Therefore will not add financial pressure to the MTFP and is supported. This will be monitored by the service for any variance and reflected in the monthly forecast for the service.

Advice provided by Paul Rogers (Commercial Finance Business Partner (G&D)) on 25/10/2022.

Equality and Diversity Advice:

Equality Impact Assessment has been received by EDI team and checked/signed off. This decision will benefit groups of people/businesses with a protected characteristic. Advice provided by Saema Mohammad (Equality, Diversity & Inclusion Lead) on 01/11/2022.

Procurement Advice:

This decision seeks a short extension to the existing grant funding arrangement and is needed until 31st March 2023 to enable the council to undertake a procurement exercise for the future provision of the services in compliance with Public Contract Rules and the council's Contract Procedure Rules. Advice provided by Paul Ritchie (Procurement Manager) on 19/10/2022.

Signatures

Rebecca Langton (PH Skills, Growth and Economic Development)

SIGNED and Dated: 22/11/2022

Sajeeda Rose (Corporate Director of Growth & City Development)

SIGNED and Dated: 16/11/2022

Equality Impact Assessment Form

[screentip-sectionA](#)

1. Document Control

Control Details:

Title: If this is a budget EIA please ensure the title is the same as the title used within the budget booklet	Marketing Nottingham funding 2022/23
Author:	Peter Davies-Bright
Director:	Nicki Jenkins
Department:	Growth & City Development
Service Area:	Economic Development
Contact details:	Peter.davies-bright@nottinghamcity.gov.uk
Strategic Budget EIA: Y/N (Does this EIA have an impact on the budget) If yes, please include the reference number	N
Exempt from publication: Y/N (All EIA's are published on Nottingham Insight for public viewing unless specified. Exemption criteria is available on the EIA section on the Intranet)	N

2. Document Amendment Record:

Version	Author	Date	Approved
1	Owen Harvey	20/10/2022	

3. Contributors/Reviewers (Anyone who has contributed to this document will need to be named):

Name	Position	Date
Rosey Donovan	Equality and Employability Consultant	27/10/2022

4. Glossary of Terms

Term	Description
D2N2	Derby, Derbyshire, Nottingham, Nottingham Local Enterprise Partnership
ERDF	European Regional Development Fund – European Union money for economic development
BAME	Black, Asian and Minority Ethnic
DDM	Delegated Decision
NCC	Nottingham City Council
SMART	Specific, Measurable, Achievable, Relevant, and Time-Bound

screeintip-sectionB

5. Summary

(Please provide a brief description of proposal / policy / service being assessed)

<p>The DDM is seeking to:</p> <ol style="list-style-type: none"> 1. To approve the extension of a grant payment to Marketing Nottingham and Nottinghamshire (MNG) for 2022/23 to provide inward investment, tourism and visitor economy support in Nottingham, funded by £180,000 from the City Council's core budget and £200,000 from the Local Transport Plan funding (agreed at Executive Board on 22 February 2022).
--

Over the last 5 years MNG have received a grant from Nottingham City Council to provide inward investment, tourism, and visitor economy support in the City.

Over the last twelve months the Council, along with its stakeholders has been reviewing how inward investment and visitor economy support is provided in Nottingham. While the previous ambition was to see the establishment of a Growth Company the funding landscape and strategic context has now changed, and the conclusion has been reached that this is no longer a viable option.

This means that the Council now needs to commence and procure award a long-term grant for the provision of inward investment, tourism and visitor economy support in the City and expect to complete this exercise in 2023.

MNG are already in place and delivering activity on behalf of the Council with the infrastructure and specialist workforce and have receive an annual grant allocation from the Council to deliver this support. To ensure continued delivery of inward investment, tourism, and visitor economy support, which is vital to the future economy of the City. It is recommended that the Council continue this arrangement for 2022/23, providing a grant allocation of £380,000 to MNG for April 2022 and March 2023 whilst procurement is undertaken.

rather than delay and seek alternative provision, putting interventions and outputs in 2022/23 at risk.

Delivering inward investment, tourism and visitor economy support in the City is vital for Economic Recovery and Renewal helping to create jobs, stimulate business growth, and attracting inward investment; all key priorities within the City's Economic Recovery and Renewal Plan.

[screenip-sectionC](#)

6. Information used to analyse the effects on equality:

(Please include information about how you have consulted/ have data from the impacted groups)

Marketing Nottingham will seek to secure inward investment and increase tourism in the City. By doing that, it will increase new businesses in the City, employment, jobs, skills, business productivity and resilience, and improve the lives of citizens and visitors by improving pride in place through local physical investment in regeneration.

Council officers have prevented any potential negative impacts that Marketing Nottingham support might have on protected groups by doing the following:

- Ensuring the needs and requirements of all protected groups are considered when delivering Marketing Nottingham Support
- Officers have achieved this through taking the following steps:
 - Ensuring Marketing Nottingham projects are delivered in line with the NCC corporate equality and diversity policies
- Using extensive departmental knowledge and experience of delivering inward investment and tourism projects to priority groups (e.g. BAME, Older Workers, Young People, disabilities, Woman, LGBT) to inform the Marketing Nottingham support
- Exploring the potential impacts Marketing Nottingham support may have on protected groups
 - Again, using the extensive departmental experience, officers have a solid understanding of what impact support can have on protected groups
 - Based on performance data on a portfolio of economic growth provision, we know that this type of intervention supports priority groups into employment, helps businesses grow and more broadly benefits communities
 - If any equality impacts arise this EIA will be updated to reflect those impacts along with mitigation. This will be led by the Project Manager and Marketing Nottingham wider steering group
- Where needed, individuals or organisations with additional support needs are provided with additional support
- In order to increase the positive impact that Marketing Nottingham may have on protected groups, we will use an evidence base to inform SMART actions e.g. data outlining uptake amongst BAME, LGBT+ groups and making necessary amendments to ensure accessibility

7. Impacts and Actions:

screentip-sectionD	Could particularly benefit X	May adversely impact X
People from different ethnic groups.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Men	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Women	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Trans	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Disabled people or carers.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pregnancy/ Maternity	<input checked="" type="checkbox"/>	<input type="checkbox"/>
People of different faiths/ beliefs and those with none.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Lesbian, gay or bisexual people.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Older	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Younger	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other (e.g. marriage/ civil partnership, looked after children, cohesion/ good relations, vulnerable children/ adults).	<input type="checkbox"/>	<input type="checkbox"/>
<i>Please underline the group(s) /issue more adversely affected or which benefits.</i>		

<p style="text-align: right;"><u>screeentip-sectionE</u></p> <p>How different groups could be affected (Summary of impacts)</p>	<p style="text-align: right;"><u>screeentip-sectionF</u></p> <p>Details of actions to mitigate, remove or justify negative impact or increase positive impact (or why action isn't possible)</p>
<p>The funding will be used to support all businesses and people across the city. As part of this we will ensure communications messages are targeted widely to reach all communities in the city (e.g. community outreach events, Nottingham Arrow, My Nottingham Social Media).</p> <p>For businesses, Marketing Nottingham work with the diversity Growth Hub manager Alfred Bawak who supports BAME businesses in the city.</p>	

Work involves working with companies looking to invest in Nottingham that may be from Nottingham businesses expanding, businesses from UK moving to Nottingham and businesses from outside the UK moving to UK/Nottingham.

For tourism, the visitor economy sector involves hospitality, food service, accommodation, cultural and visitor.

--	--

8. Arrangements for future monitoring of equality impact of this proposal / policy / service:

We will monitor the uptake of grant schemes for diversity, and measure satisfaction as well as uptake by key segments. We will also engage with the diversity Growth Hub officer with stakeholders groups across the city.

9. Outcome(s) of equality impact assessment:

<input checked="" type="checkbox"/>	No major change needed	<input type="checkbox"/>	Adjust the policy/proposal
<input type="checkbox"/>	Adverse impact but continue	<input type="checkbox"/>	Stop and remove the policy/proposal

10. Approved by (manager signature) and Date sent to equality team for publishing:

Approving Manager:	Date sent for advice: Send document or Link to:
---------------------------	---

The assessment must be approved by the manager responsible for the service/proposal. Include a contact tel & email to allow citizen/stakeholder feedback on proposals.	edi@nottinghamcity.gov.uk
Approving Manager Signature: Owen Harvey owen.harvey@nottinghamcity.gov.uk	Date of final approval: 28/10/2022

<p>Before you send your EIA to the Equality and Employability Team for advice, have you:</p> <ol style="list-style-type: none">1. Read the guidance and good practice EIA's http://intranet.nottinghamcity.gov.uk/media/1924/simple-guide-to-eia.doc2. Clearly summarised your proposal/ policy/ service to be assessed.3. Hyperlinked to the appropriate documents.4. Written in clear user-friendly language, free from all jargon (spelling out acronyms).5. Included appropriate data.6. Consulted the relevant groups or citizens or stated clearly, when this is going to happen.7. Clearly cross-referenced your impacts with SMART actions.

PLEASE NOTE: FINAL VERSION MUST BE SENT TO EQUALITIES OTHERWISE RECORDS WILL REMAIN INCOMPLETE.