

Table 1 – Assignment of Functions

Activity	Nottingham City Council	Place Marketing Organisation
<p>Tourism/Visitor Economy</p>	<p>The Council retain control of key visitor attractions, either directly or indirectly, attracting visitors to the City (e.g. Theatre Royal, Castle, Wollaton Hall, Motorpoint Arena) within 90 minute drive time</p> <p>On events, the city council retains its events team, who deliver, facilitate and promote key events in the City’s calendar (e.g. Winter Wonderland, Beach, Splendour, Riverside festival, Goose Fair etc).</p> <p>Visit Nottinghamshire co-host the ‘What’s on Nottingham’ page jointly with the City Council as a core part of the online offer, but with commercial revenue such as ticket sales commission being retained by the City Council</p>	<p>The PMO focus will on promotion at a national, regional and sub regional level outside a 90-minute drive time</p> <p>Visit Nottinghamshire and the Tourist Information function compliments this activity through promoting all visitor attractions in the City and the wider visitor economy – National Justice Museum, Playhouse, hotels, restaurants bars, bed and breakfasts, and links together regional offers (e.g. Robin Hood at the Castle and Sherwood Forest).</p>
<p>Inward Investment</p>	<p>On inward investment, the council retains control of its property portfolio, major regeneration projects such as Broad Marsh and neighbourhood renewal projects</p>	<p>The current PMO, through the Invest in Nottingham function support those Council services, bringing in new inward investors and promoting the City Council’s key projects to the national and international investor market.</p>