

## APPENDIX ONE

### PROGRAMME FOR INWARD INVESTMENT AND VISITOR ECONOMY SUPPORT 2017-18

The West Midlands Growth Company (WMGC) proposes to deliver the following functions and activities in 2017-18. The programme will be developed into detailed delivery plans, accompanied by key performance indicators to be agreed by Birmingham City Council, and incorporated into a contract for services. Further services are being delivered by the company as part of its work on the Enterprise Zone and European Regional Development Fund (ERDF) programme.

#### INWARD INVESTMENT

| Function: To attract occupiers and businesses to Birmingham  |  |   |          |
|--|--|---|----------|
| Activity   | Target Market  | Output/measures   | Fee      |
| 1) Market intelligence - liaison with Birmingham agents and investors  | Large UK and international companies   | 20 additional occupiers and businesses attracted to the city  | £425,000 |
| 2) Account management - Birmingham clients   | All sectors and SME's with particular focus on advanced manufacturing and automotive companies | 1,800 additional jobs secured for the city  |          |
| 3) Commission external lead generation for larger advanced manufacturing projects  | City-wide  | Promote city both locally and internationally to generate and maintain a consistent base pipeline of a minimum of 73 potential end occupiers at all times, despite churn. |          |
| 4) Update and maintain project pipeline of target occupiers based on intelligence from DIT and analysis of lease expiry events |  |   |          |
| 5) Sector sales support team   |  |   |          |
| 6) Commission lead generation/advanced engineering lead generation in US, Germany, India                                       |  |   |          |
| 7) Attend trade events/missions (number to be agreed with  |  |   |          |

|  |  |  |  |
|--|--|--|--|
| Management Board)  |  |  |  |
| 8) Represent the City with regard to the Midlands Engine Inward Investment Group |  |  |  |

### **VISITOR ECONOMY**

Function: To increase the number and value of visitors to Birmingham, to support the Visitor Economy Strategy and aligned to the Birmingham Destination Management Plan and city Major Events programme.

| Activity  | Target Market  | Output/measures   | Fee      |
|---|--|---|----------|
| 1) Digital presence via VisitBirmingham.com and social media channels (£55,000)         | Leisure and business tourism<br>Domestic and international visitors in person                  | Visitor volumes and value<br>City reputation and perception | £446,700 |
| 2) Promotion, gateway and welcome (£165,000)  | Domestic – regional and key UK source markets  | International events world ranking                          |          |
| 3) Promotion – international trade (£100,000)   | International – primary markets in Asia Pacific and North America, secondary markets in Europe | Business visits and events ranking                          |          |
| 4) Sector skills plan (£10,000)   | Support business development opportunities with the business tourism sector                    | Social media visits, followers, reach                       |          |
| 5) Research and evaluation (£30,000)  | Align events, congresses exhibitions with key investment and economic growth sectors           | Media value, volume, reach and sentiment                    |          |
| 6) Develop tourism information solution at Library of Birmingham to be agreed (£86,700) |  |   |          |

**ENTERPRISE ZONE (SEPARATELY FUNDED)**

| Function: inward investment to attract occupiers and businesses into EZ sites.  |   |   |     |
|---|---|---|-----|
| Activity  | Target Market   | Output/measures                               | Fee |
| 1) Market intelligence – liaison with Birmingham agents and investors   | SMEs and larger companies suited for relocation to city centre/EZ sites                     | Additional occupiers attracted to EZ          | n/a |
| 2) Account management – Birmingham clients  | Foreign and UK companies<br>BPFS, digital, creative, HS2 supply chain professional services | Jobs secured for the city/EZ                  |     |
| 3) Update and maintain project pipeline of target occupiers based on intelligence from IT and analysis of lease expiry events | City centre EZ sites  | Maintain consistent base pipeline of projects |     |
| 4) Sector sales   |   |   |     |
| 5) Relocation service   |   |   |     |

**ERDF (SEPARATELY FUNDED)**

| Function: inward investment to attract occupiers and businesses into the city and business support |  |  |   |
|--|--|--|---|
| Activity   | Target Market  | Output/measures  | Fee   |
| 1) As in Inward Investment above but with focus on foreign SMEs                                    | SME growth sectors (BPFS, environmental technology, food and drink, life sciences, digital and creative) | Number of additional occupiers attracted to the GBS LEP area | BCC is providing £664,000 match funding in 2017-18 under a separate |
| 2) Commission lead generation support in Asia Pacific, Europe and North                            | Excludes UK firms, advanced manufacturing and automotive citywide  | Jobs secured for the GBS LEP area and city                   |   |

|  |                                    |  |                  |
|--|------------------------------------|--|------------------|
| <p>America</p> <p>3) Provide 12 hours of support to inward investment businesses to facilitate landing within the city</p> | <p>Greater Birmingham LEP area</p> | <p>Maintain consistent base pipeline of projects</p> <p>Businesses supported</p> | <p>agreement</p> |
|--|------------------------------------|--|------------------|