

## 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 Domestic and international visitors in person	Visitor volumes and value 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 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
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	under a separate

<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>
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