

REPORT TO: ECONOMIC DEVELOPMENT COMMITTEE - 12TH FEBRUARY 2007
REPORT ON: FUNDING OF TOURISM DEVELOPMENT
REPORT BY: DIRECTOR OF ECONOMIC DEVELOPMENT
REPORT NO.: 100-2007

1 PURPOSE OF REPORT

1.1 The purpose of this report is to inform the Committee of the agreement reached with Visit Scotland over future funding.

2 RECOMMENDATIONS

2.1 It is recommended that the Committee agrees to support the Convention Bureau for 3 years as detailed in this report, subject to annual review and the availability of financial resources.

3 FINANCIAL IMPLICATIONS

3.1 All of the funding referred to in the report is contained within the approved Economic Development revenue budget provision for 2007/08. Funding for subsequent years is subject to the availability of financial resources.

4 SUSTAINABILITY POLICY IMPLICATIONS

4.1 Activities focused on increasing the tourism sector of the local economy will have a significant effect on sustainability via the following mechanisms:-

- Resources used efficiently and waste minimised.
- Local needs met locally.
- The opportunity to undertake satisfying work in a diverse economy.
- Access to the skills, knowledge and information needed to enable everyone to play a full part in society.

5 EQUAL OPPORTUNITIES IMPLICATIONS

5.1 Activities focused on increasing the tourism sector of the local economy include measures aimed at improving access to economic opportunities for all sectors of the community.

6 BACKGROUND

6.1 At its meeting on the 14th August 2006 the Committee agreed to adjust the budget allocation for Visit Scotland activities. A revised allocation of £146,000 was agreed. It was indicated at that time that a further report would be brought to the Committee regarding the result of discussions with Visit Scotland on how this allocation would be used to upgrade the services provided by the Dundee and Angus Convention Bureau.

6.2 This report details the agreement reached with Visit Scotland.

6.3 The value of the convention activity attracted by the bureau in 2005/06 was £4.85million. The Dundee and Angus Convention Bureau achieves this by attracting conferences and other events through intensive interaction with the business and academic sector and close liaison with the Visit Scotland national business tourism unit.

6.4 The agreement reached will involve the bureau staff being increased to three allowing for a gradual development of the activity (by its very nature events are already being planned for 2009/2010 and therefore increasing the resource will start to show effects in two years time). In addition extra resources will be available for promotional activity.

6.5 Angus Council has agreed in principle to also fund the Convention Bureau by contributing £25,000 per annum. The bureau will report to a steering group comprising officers of the two councils and Visit Scotland with the staff being Visit Scotland employees and subject to their terms and conditions. Dundee City Council will contribute a total of £146,000 for the financial years 2006/07, 2007/08 and 2008/09 made up of cash and property rental for the Castle Street office. Angus Council will contribute £25,000 per annum over the same period. Visit Scotland will provide accommodation, financial and staff management and the services of the national business tourism unit.

6.6 The enhanced bureau will target an increase in the impact of business from association and corporate events from just over £1million per annum to £2.5million per annum by 2010/2011. During the same period it is proposed to increase the academic conference market from £4million to £5.5 million per annum.

9. **CONSULTATIONS**

9.1 The Chief Executive, Depute Chief Executive (Finance) and Depute Chief Executive (Support Services) were consulted in the preparation of this report.

10. **BACKGROUND PAPERS**

10.1 The following background papers were relied upon in the preparation of this report:-

- Dundee City Council Economic Development Plan 2005/2007.
- Economic Development Department Service Plan 2003/2007.
- Economic Development Department Service Plan Annual Review 2005/2006.
- Report 462-2006.

DOUGLAS A A GRIMMOND
DIRECTOR OF ECONOMIC DEVELOPMENT

DATE: 5TH FEBRUARY 2007