

REPORT TO: ECONOMIC DEVELOPMENT COMMITTEE - 9TH FEBRUARY 2004

REPORT ON: CITY OF DISCOVERY MARKETING CAMPAIGN AND EUROPEAN REGIONAL DEVELOPMENT FUNDS

REPORT BY: DIRECTOR OF ECONOMIC DEVELOPMENT

REPORT NO: 106-2004

1. PURPOSE OF REPORT

- 1.1 The purpose of the report is to inform the Committee of the recent success in securing an extension to ERDF funding for the City of Discovery Marketing Campaign until 31st December 2006 (previously funding had been secured from 1st January 2001 to 31st December 2004) and the addition of the City Centre Marketing activity to the application. It will highlight the money to be spent by the City of Discovery Marketing Campaign project in the next 3 years.

2. RECOMMENDATIONS

- 2.1 It is recommended that the Committee note the contents of this report.

3. FINANCIAL IMPLICATIONS

- 3.1 Total expenditure on the various activities and projects has already been identified in the approved 3-year Council Revenue Budget.

4. LOCAL AGENDA 21 IMPLICATIONS

- 4.1 Much of the work of the City of Discovery Campaign and the City Centre Marketing Initiative is aimed at improving people's perceptions of the City to increase the number of visitors and to attract jobs to the City, therefore improving job opportunities and access to them. It addresses the key theme: the opportunity to undertake satisfying work in a diverse economy.

5. EQUAL OPPORTUNITIES IMPLICATIONS

- 5.1 There are no equal opportunities implications.

6. REPORT

- 6.1 The City of Discovery Campaign was launched in 1987. Its key aims are to help develop the economy of Dundee, improve the quality of life of the City's citizens and to strengthen its position as one of Scotland's main cities, and it has, since its launch, played a key role in transforming outdated perceptions of the City. This has in turn led to positive developments within the City. The City is now recognised as a strong regional centre in biotechnology and digital media, has built a reputation as a cultural and artistic hub and with rising house prices, is seen as a more attractive city to live in. The success of the City of Discovery Campaign will continue to be built upon. Later this year there will be a re-launch of the logo and the campaign.
- 6.2 Over the length of the Campaign, ERDF has played a significant role by reducing the financial implications of the City of Discovery Campaign, City Centre Marketing and Leisure & Arts Marketing. The 2-year extension to the European application means that ERDF support will be available for the City of Discovery Marketing initiative until December 2006 as opposed to December 2004.
- 6.3 The City of Discovery Marketing Campaign ERDF application identifies that a minimum of £890,250 will be spent on the delivery of City Centre Marketing, conference support and the City of Discovery Campaign, between January 2004 and

December 2006. Of the £890,250 approved in the ERDF application a total of £646,401 in ERDF will be available to the City Council, of which £387,714 is available to Economic Development.

6.4 With regard to spend on Leisure & Arts Marketing in the period 2004 to 2006, a minimum of £594,000 will be spent on marketing a wide variety of Leisure & Arts facilities, events etc. (£198,000 per annum) which includes £258,687 of ERDF.

6.5 The table below outlines the spend by the Economic Development Department and the Leisure & Arts Department within the 2004 to 2006 ERDF project.

Department	2004	2005	2006	Total	ERDF
Economic Development - City of Discovery	£139,000	£139,000	£139,000	£ 417,000	£181,613
Economic Development - City Centre Marketing	£142,750	£142,750	£142,750	£ 428,250	£186,503
Economic Development - Conference Support	£ 15,000	£ 15,000	£ 15,000	£ 45,000	£ 19,598
Leisure & Arts Marketing	£198,000	£198,000	£198,000	£ 594,000	£258,687
Total	£494,750	£494,750	£494,750	£1,484,250	£646,401

7. CONSULTATIONS

7.1 The Chief Executive, Depute Chief Executive (Support Services), Depute Chief Executive (Finance) and Director of Leisure & Arts have been consulted in the preparation of this report.

8. BACKGROUND PAPERS

8.1 No background papers, as defined in Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above report.

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DIRECTOR OF ECONOMIC DEVELOPMENT

DATE: 2ND FEBRUARY 2004