

REPORT TO: CITY GOVERNANCE COMMITTEE – 29 FEBRUARY 2024

REPORT ON: DUNDEE CITY REGION CONVENTION BUREAU

REPORT BY: EXECUTIVE DIRECTOR OF CITY DEVELOPMENT

REPORT NO: 57-2024

1 PURPOSE OF REPORT

1.1 This report seeks Committee approval to reduce capacity in the operation of the Dundee City Region Convention Bureau (DCRCB), delivering savings as set out in the report.

2 RECOMMENDATIONS

2.1 It is recommended that the Committee approves the reduction in revenue budget for the Dundee City Region Convention Bureau (DCRCB).

3 FINANCIAL IMPLICATIONS

3.1 Approval of this report will deliver an estimated saving of £40,000 per annum. This will be met through a reduction in staffing and other activity, and a request to provide more funding from partner organisations.

4 BACKGROUND

4.1 DCRCB promotes Dundee as a premier destination for business events and works with local partners to develop bids for large international conferences to be hosted in the city. It is part of the wider City Promotion Team that supports a range of activities including events, city centre management, and leisure tourism.

4.2 Attracting these large, prestigious events creates both significant economic benefit, and legacy for the city in terms of the sectors supported, building on the city's reputation as leaders in relevant fields and bringing fresh collaboration opportunities.

4.3 In 2023, DCRCB supported business events and other activity with an estimated economic benefit of £11,537,720 into Dundee. This included the World Karate Championships which brought 4,470 athletes, officials, and spectators to the city for stays over three days. The average business visitor spends 2-3 times on average more than the leisure visitor to the city, and local hotels depend on the delegate accommodation, particularly in supporting mid-week occupancy across the year.

4.4 The work of DCRCB has already helped attract 17 events to host their events in Dundee during 2024. This accounts for an estimated 3,000 international delegates staying between three and five days in the city.

4.5 The DCRCB has an annual net budget of £159,955 including staff costs as shown in the table below:

DCRCB Budget	
Staff Costs (x3)	£133,570
Running Costs inc. Bid Development & Hosting Costs, International Congress & Convention Association fees, Marketing	£38,185
Membership Income & Hosting payments	-£11,800
	£159,955

- 4.6 Income is generated from its support activities and from bureau members. Achieving savings will require a review of staffing and a targeted drive to increase income.

5 POLICY IMPLICATIONS

- 5.1 This report has been subject to the Pre-IIA Screening Tool and does not make any recommendations for change to strategy, policy, procedures, services or funding and so has not been subject to an Integrated Impact Assessment. An appropriate senior manager has reviewed and agreed with this assessment.

6 CONSULTATIONS

- 6.1 The Council Leadership Team have been consulted in the preparation of this report and are in agreement with its content.

7 BACKGROUND PAPERS

- 7.1 None.

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