

REPORT TO: ECONOMIC DEVELOPMENT COMMITTEE - 27TH AUGUST 2007
REPORT ON: CITY OF DISCOVERY CAMPAIGN
REPORT BY: DIRECTOR OF ECONOMIC DEVELOPMENT
REPORT NO: 439-2007

1.0 PURPOSE OF REPORT

- 1.1 To seek agreement on how the City of Discovery Campaign will operate in future.

2.0 RECOMMENDATIONS

- 2.1 It is recommended that the Committee:-

- a. Agrees that this report be accepted as the basis for the City of Discovery Campaign for 2007/08.
- b. Agrees to the creation of a Strategic Advisory Board to consider the strategic development of the campaign as set out in this report.
- c. Notes that the minutes of the Strategic Advisory Board will be tabled before this committee for its approval.

3.0 FINANCIAL IMPLICATIONS

- 3.1 A sum of £239,000 has been allocated for the Campaign within the Economic Development Revenue budget for 2007/08.

4.0 SUSTAINABILITY POLICY IMPLICATIONS

- 4.1 None.

5.0 EQUAL OPPORTUNITIES IMPLICATIONS

- 5.1 None.

6.0 MAIN TEXT

- 6.1 A City of Discovery Campaign has been active in the City since 1987. The last major review of the campaign was in 1994. At that time the campaign adopted its current logotype and determined that it should act as a "media led" campaign to project a positive image of the City to both internal and external audiences.
- 6.2 The City has moved on considerably in that time and the campaign has employed professional PR consultants during that period. The opinion surveys undertaken by the campaign during the period have shown that its impact has been significant and that attitudes have changed to a more positive view of the City. There remains work to be done to ensure that the City continues to command attention from our key audiences.

- 6.3 As a result of this the Campaign has launched a review with the aim of determining the key messages that should be used about the City to ensure the widest possible support for a revamped campaign from key organisations within the City. During the early part of 2007 and following competitive bids consultants Klein O'Rourke were retained by the campaign to undertake a first phase of this work. This has consisted of research into the positioning of the City with regard to its main Scottish competitors and in depth interviews with 40 senior and influential individuals within the City to determine what they really think of the way the City should promote itself and the issues they regard as requiring action. The costs of this first phase of work were shared between the campaign and Scottish Enterprise Tayside.
- 6.4 What is apparent is that there is widespread support for the City of Discovery Campaign but that the campaign requires being brought up to date to reflect the City as it is now. In order to do this and as a result of this first phase of work it is proposed to alter the way in which the campaign operates to ensure continued involvement with key organisations in the City and thereby secure as wide a level of 'buy in' to the future direction of the campaign as possible.
- 6.5 It is therefore proposed that the existing City of Discovery Executive group be replaced by a Strategic Advisory Board whose responsibility it would be to consider the strategic development of the campaign including the attraction of additional resources and to make recommendations to the Economic Development Committee regarding strategy. The Board would consist of the Lord Provost (Chair), The Convenor of Economic Development (Vice-chair). In addition high level representation would be sought from the University of Dundee, the University of Abertay Dundee, Dundee College, D C Thomson, Scottish Enterprise Tayside, along with a senior figure each from companies in life sciences, digital media and financial services. That Board would meet twice annually or more often if required. The Board would receive reports from officers of the Council as representatives of the partner organisations that support the campaign. The Board minutes with recommendations to the Economic Development Committee will then be placed before that committee for its approval.
- 6.6 2007/08 Plan**
- 6.6.1 Until the review is complete and the results accepted then the campaign will continue to operate on the same basis as before ie as a media led campaign aimed at projecting a correct and modern image of the city to as wide an audience as possible.
- 6.7 Budget for 2007/08**
- 6.7.1 The concluding phase of the review into the future direction of the campaign has to be commissioned. This was part of the tender earlier in the last financial year and is to cost £65,000. It will consist of work with focus groups representing the key stakeholder groups in the City and across Scotland, this will be to ensure that the key messages that are generated for the campaign through this review reflect the views of the local community and will command their support. Thereafter the elements of the refreshed branding will be generated and the results referred back to both the strategy board and ultimately this committee for approval. This work is expected to be completed by the end of this financial year. Discussions are underway regarding defraying this cost with Scottish Enterprise Tayside, however until those discussions are complete the full sum will be budgeted for. This work was tendered earlier in the year and the cost to the campaign has been negotiated downwards with the contractor. One outcome that is very likely from this work is the need to refresh the appearance of the campaign and its logotype. This will require significant expenditure on materials and will be budgeted for this year. A sum of £25,000 is allocated for this. As a result of this work to be undertaken 2007/08 is a transition year for the campaign.

- 6.7.2 The provision of PR advice to the campaign has been given by Benchmark an Edinburgh based PR company since 2003. At the time when SET withdrew its core funding for the campaign it was agreed that they would be retained to provide a PR service but not at the previous intensive level. In May this year bids were sought from companies to renew the PR contract and two bids were received. Whilst the final part of the review is underway it is considered that a new contract should not be issued. Discussions with Benchmark will therefore take place to continue to provide the current level of service until the review is complete and the Committee can then consider in the light of the proposals to refresh the campaign whether such a service will be required and how it should be provided. This continuation of the current arrangement will cost £48,000 for the current financial year.
- 6.7.4 The campaign has already entered into funding commitments for the current year. Support for the following items either been given or committed to.

6.8 Projects/Commitments

6.8.1	Dundee Summer Festival	£12,890
	Dundee Guitar Festival	£10,000
	Dundee Food and Flower Festival	£10,000
	Dundee Mountain Film Festival	£ 1,000
	Discovery Children's Film Festival	£ 5,000
	Fest and Furious Music Festival	£ 4,900
	Dundee Blues Bonanza	£ 4,000
	PR contract	£48,000
	Phase 2 Campaign Review	£65,000
	New brand materials	£25,000
	Total	£185,790

- 6.8.2 The balance of the uncommitted or allocated budget (currently around £53,000) will be used to support projects that fit with the campaign objectives.
- 6.8.3 The campaign team is working on proposals to bring the GoNorth music Festival to Dundee in 2008 and proposals to support that will be brought forward in due course. Other major music events are being targeted and may require support.

7.0 CONSULTATIONS

- 7.1 The Chief Executive, Depute Chief Executive (Support Services) and Head of Finance have been consulted in the preparation of this report.

8.0 BACKGROUND PAPERS

- 8.1 None.

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DATE: 20TH AUGUST 2007