
Report To:	Environment and Regeneration Committee	Date:	28th April 2016
Report By:	Corporate Director Environment, Regeneration and Resources	Report No:	E+R/16/04/04/SJ
Contact Officer:	Stuart Jamieson	Contact No:	Ext. 2402
Subject:	Tourism and Marketing – Additional Budget Allocation		

1.0 PURPOSE

- 1.1 The purpose of this report is to provide the Committee with detail of the recent allocation in the budget for additional tourism and marketing support.

2.0 SUMMARY

- 2.1 Inverclyde Council at the Budget Meeting on 10th March 2016 approved £150,000 of earmarked reserves for this project.
- 2.2 The purpose of the earmarked reserve is to assess the capacity of Inverclyde to deliver large scale events and to identify opportunities to support bringing more major events to Inverclyde and to grow the visitor offer and to provide grant support to local tourism businesses. A range of partners, including the Council, RI, Chamber of Commerce, Visit Scotland and the local area tourism partnership will be brought together to co-ordinate planning and bidding for events as well as marketing Inverclyde as a venue location whilst linking with the existing Inverclyde Living and repopulation campaigns, all in line with the refreshed tourism strategy.
- 2.3 The expected outcomes are to deliver a clear view of the capacity within Inverclyde, including physical capacity to stage major events; to identify opportunities to bid for, support or encourage new events to come to Inverclyde and identify the capacity within the existing events calendar for future growth. In addition, grants to new and existing tourism businesses of up to £1,000 will also be provided.
- 2.4 An update report will be presented to the Committee detailing activity at the next Committee cycle

3.0 RECOMMENDATION

- 3.1 It is recommended that Committee:
- Note the allocation in the budget for Tourism and Marketing activity.
 - Agree to a further update report on findings at the next Environment and Regeneration Committee

4.0 BACKGROUND

- 4.1 Members will be aware that £150,000 was approved by Council in March 2016 to support Tourism and Marketing Activity.
- 4.2 The review of the 2009 -16 Tourism strategy is covered under a separate item in the agenda.
- 4.3 It is evident from the key findings in the review of the strategy that the local business community feel that medium to large scale events play a significant role in the success of their businesses.
- 4.4 Improved marketing of the area has also been highlighted as a key driver in the success of the tourism activity in the area.

5.0 PROPOSALS

- 5.1 The earmarked reserve is to assess the capacity of Inverclyde to deliver large scale events and to identify opportunities to support bringing more major events to Inverclyde and to grow the visitor offer and to provide grant support to local tourism businesses. A range of partners, including the Council, RI, Chamber of Commerce, Visit Scotland and the local area tourism partnership will be brought together to co-ordinate planning and bidding for events as well as marketing Inverclyde as a venue location whilst linking with the existing Inverclyde Living and repopulation campaigns, all in line with the refreshed tourism strategy.
- 5.2 In addition, grants to thirty new and existing tourism businesses of up to £1,000 will also be provided.

6.0 IMPLICATIONS

Finance

6.1 Financial Implications:

One off Costs

Cost Centre	Budget Heading	Budget Years	Proposed Spend this Report £000	Virement From	Other Comments
Frees Reserves			150		

Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact £000	Virement From (if Applicable)	Other Comments
Contained within Pressures					

Legal

- 6.2 There are no legal implications arising from this report.

Human Resources

- 6.3 There are no HR implications arising from this report.

Equalities

6.4 There are no equalities implications arising from this report.

Repopulation

6.5 These projects contribute to the ongoing regeneration of Inverclyde and therefore should assist in attracting people to live in the area.

7.0 CONSULTATIONS

7.1 None.

8.0 LIST OF BACKGROUND PAPERS

8.1 None.