REPORT BY THE CHIEF EXECUTIVE

Abstract: This report gives the current context for support to “tourism related” events by the Economic Development Unit and remits the Chief Executive to review current activity and bring forward a further detailed report covering future policy and resource implications.

1 RECOMMENDATION

1.1 It is recommended that the Committee agree to:

a) note the context for current support to events by the Economic Development Unit; and

b) remit the Chief Executive to review current activity, address issues (para 3.1 refers) and bring forward a further report identifying a clear policy approach and resource implications for future support of “tourism related” events across Angus.

2 BACKGROUND

2.1 The Economic Development Unit (EDU) has supported a number of events initiated by the Council, such as the Hairst, Seafest and Tartan Day primarily as a means of improving the tourism/visitor product in Angus particularly for the summer period. These have received significant contributions from the EDU budget and have required significant staffing resource input.

2.2 However the community planning process and engagement of the Council with town partnerships, together with the improvement in accessibility of local groups to funding via the Lottery, has increased the aspirations of communities to stage events – and consequently the EDU has experienced increasing requests for financial and/or in-kind support, which to service, would require further staff time and financial resources.

3 THE WAY AHEAD

3.1 In seeking to establish a clear policy for Council support for “tourism related” events it will be essential to address the following:

♦ The rationale for Council support (in-kind and financial);
♦ How such support contributes to the economic development strategy of the Council;
♦ Review of the current events programme supported by the Council and whether support should continue;
♦ Review of opportunities to support other events across Angus;
♦ Resource implications (staff and funding);
♦ Relationship to the Council’s Corporate Grant Aid Scheme.

3.2 Following the completion of a review of these issues, it is suggested that a further Report be brought forward, which identifies a clear policy for EDU engagement with tourism related events across Angus, together with a robust assessment of the resource implications which is manageable in terms of staff time commitment and realistic in terms of financial resources available.

4 FINANCIAL IMPLICATIONS

4.1 There are no financial implications arising directly from this report.

5 HUMAN RIGHTS IMPLICATIONS

5.1 There are no Human Rights implications arising from this report.

6 CONSULTATION

6.1 The Directors of Finance and Law & Administration have been consulted in the preparation of this report.

7 CONCLUSION

7.1 There is a need to review the current level of activity in events support and develop clear policy guidelines and resource implications for future engagement by the Economic Development Unit.

NOTE

No background papers, as defined by 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.

DV/SMW/MM
11 October 2004

A B Watson OBE
Chief Executive