

REPORT TO EXECUTIVE

PORTFOLIO AREA: Economic Prosperity

Date of Meeting:	28 th October 2002
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Public	
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Key Decision:	Yes	Recorded in Forward Plan:	Yes
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Inside Policy Framework

Title: CITY CENTRE MARKETING INITIATIVE

Report of: HEAD OF ECONOMIC DEVELOPMENT

Report reference: EDU.24/02

Summary:

This report follows on from an earlier report to the Executive on 30th September 2002 on City Centre Marketing Activities and is to enable consideration of the financing of city centre marketing activities as part of the Council's budget setting process for 2003/04.

Recommendations:

That the Executive agrees to consider the allocation of £20,000 to the City Centre Marketing Initiative as part of the budget setting process for 2003/04.

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1.0 BACKGROUND AND PURPOSE OF REPORT

1. At its meeting on 28 September, the Council's Executive received a progress report on the City Centre Marketing Initiative. It noted the work and role that has been undertaken by the City Council's Tourism Manager, in his capacity as co-ordinator of the Initiative and received information on the contribution of the Initiative to the

improvement of the status and economic well-being of the city centre.

2. This report is to enable consideration of the financing of city centre marketing activities as part of the Council's budget setting process for 2003/04.
3. At the start of the Initiative, the City Council allocated £20,000 towards marketing activities, to be matched by contributions from City Centre partners through the City Centre Marketing Group. These funds have been used to support the many successful events which were outlined in the previous report, including Christmas promotion programme, activities at Easter and during the Jubilee Weekend and annual events such as the Great Food Fair and Cumberland Weekend. They also support the various marketing and promotional campaigns being run throughout the year.
4. During the time that the Initiative has been running, the funds have been targeted so that the beneficial effect could be maximised. The Council has in place a system for collecting the partner contributions to offset expenditure incurred and the funds will have been fully committed by the end of the financial year.

2. FUTURE REQUIREMENTS

1. At its earlier meeting the Executive noted the success to date of the Initiative and the importance of maintaining the links between tourism and the city centre. The City Centre Marketing Group has also expressed its commitment to continued joint working.
2. A continuation of the £20,000 contribution from the City Council for the forthcoming year will enable the current level of marketing and promotion to continue and for new opportunities to be explored. This should of course be subject to at least a similar amount of funding being forthcoming from city centre partners.

3. STAFFING/RESOURCES COMMENTS

3.1 The Executive noted previously that approximately 50% of the Tourism Manager's time has been allocated to date to the Initiative. This has a knock on effect on his ability to undertake mainstream tourism work, although the benefits of combining tourism and city centre marketing work have been recognised. The continuation of the Initiative will mean a similar impact on the work of the tourism team.

4. CITY TREASURER'S COMMENTS

To be added

5. LEGAL COMMENTS

Not sought

6. CORPORATE COMMENTS

Not sought

7. RISK MANAGEMENT ASSESSMENT

Should funds not be forthcoming, the level of marketing and promotional activity would be severely curtailed and the ability of the City Council to influence the targeting of funds would also be restricted.

8. EQUALITY ISSUES

Not applicable

9. ENVIRONMENTAL IMPLICATIONS

The city centre work is undertaken in consultation with other departments and agencies to ensure that any environmental implications are addressed.

10. CRIME AND DISORDER IMPLICATIONS

The partnership working engendered through the Initiative enables a coordinated approach to crime prevention and the response to crime.

11. RECOMMENDATIONS

That the Executive agrees to consider the allocation of £20,000 to the City Centre Marketing Initiative as part of the budget setting process for 2003/04.

12. REASONS FOR RECOMMENDATIONS

To enable the Initiative to continue with its marketing activities and for the City Council to play a role in these.