

Finance and Resources Committee

10.00am, Thursday, 30 April 2024

Edinburgh International Conference Centre – Convention Bureau Funding

Executive/routine
Wards

Executive
All

1. Recommendations

- 1.1 It is recommended that Committee:
- 1.1.1 Notes the role of business tourism in Edinburgh's visitor and wider economy, and the importance of a Convention Bureau to co-ordinate and promote business tourism activities for the city;
 - 1.1.2 Notes the results delivered by Edinburgh International Conference Centre (EICC) in their capacity as 'guardian' of the Convention Bureau in Edinburgh;
 - 1.1.3 Notes the proposal from EICC to manage a Convention Bureau for Edinburgh on an ongoing basis;
 - 1.1.4 Notes that the Board of C.E.C. Holdings is supportive of EICC continuing its guardianship role and for the cost to be met by EICC from their existing reserves, and that the equivalent amount would be written off from the loan stock due to C.E.C. Holdings Limited in 2026;
 - 1.1.5 Agree the option outlined in 4.26 - 4.30, with funding for the first year of £250,000 regardless of external funding raised; and

Paul Lawrence

Executive Director of Place

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Dr Deborah Smart

Executive Director of Corporate Services

- 1.1.6 Subject to the agreement of 1.1.5 above, agrees to identify an appropriate funding source for this purpose.

Report

Edinburgh International Conference Centre – Convention Bureau Funding

2. Executive Summary

- 2.1 This report outlines a proposal from Edinburgh International Conference Centre (EICC) to take forward the development of a Convention Bureau (CB) for Edinburgh, building on the guardianship arrangement which was in place on an interim basis until December 2023. The report also outlines alternative options and the potential of a more incremental approach and asks Committee to consider this proposal and the source of this funding.

3. Background

Business Tourism and Convention Bureaus

- 3.1 Business tourism, often referred to as MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism, plays an important role in boosting the visitor economy of Edinburgh and has numerous benefits for both the local and wider economy. In essence, business tourism involves individuals travelling to a destination for the purpose of attending meetings, conferences, trade shows, or other business-related events.
- 3.2 One of the primary reasons business tourism is beneficial for Edinburgh's visitor economy is its ability to generate substantial revenue. Although often visiting for a shorter period of time, business travellers tend to spend more per day compared to leisure tourists,¹ as their expenses often include accommodation, dining,

¹ “An international association delegate spends £447 per day (including spend on the delegate and spend by the delegate). The value is even higher for UK delegates. By contrast, leisure visitors from Scotland’s highest value international market, the USA, spend £182 per day.” <https://businessevents.visitscotland.com/key-sectors/scottish-association-survey-results/>

transportation, and other services associated with attending events, as well as the money spent on the event itself. This influx of spending contributes significantly to the local economy, supporting various businesses such as hotels, restaurants, transportation services, and event venues. The revenue generated from business tourism also contributes to infrastructure development and community investment, ultimately benefiting the broader economy of Edinburgh and supporting its sustainable development.

- 3.3 Moreover, business tourism helps in diversifying Edinburgh's visitor economy. Business tourism activity tends to be higher 'off-season', meaning that it supports the dispersal of visitors throughout the year, and, by hosting conferences and meetings, the city provides a platform for sharing ideas, conducting research, and forming partnerships, which can lead to innovation, investment, and economic growth not only within the city but also on a regional and national level.
- 3.4 In summary, the visitor economy serves as a driver of economic growth, revenue generation, and job creation in Edinburgh. A diverse visitor economy that not only focusses on leisure but also on attracting business travellers and hosting a wide range of events, ensures that the city not only enhances its wider economy but also strengthens its reputation as a leading destination for business and leisure visitors alike.
- 3.5 Due to the nature of business tourism, targeted activity is required in order to generate sales (rather than longer term campaigns, which are more common for leisure tourism). This is a specialised skill set and requires a dedicated team to focus on business tourism. A CB tends to serve as a strategic entity to promote, facilitate, coordinate and support business tourism in their respective destinations. By leveraging their expertise, resources, and partnerships, they drive economic growth, foster industry collaboration, and position the destination as a preferred choice for hosting successful business events.

Edinburgh Convention Bureau

- 3.6 CB functions were previously undertaken for Edinburgh by a team within Marketing Edinburgh Limited, under the brand Convention Edinburgh. Following the Council's decision to close Marketing Edinburgh Limited, Policy and Sustainability Committee was [updated](#) on an agreement with EICC for them to manage business tourism on a short term basis.
- 3.7 As part of the agreement, EICC staff lead on the operational aspects of 'CB type activities' across the city and do so separately from their own marketing and sales activities specifically for the conference centre. This operational activity is delivered under the direction of the EICC Board, but in close collaboration with a partnership board consisting of representatives of the business tourism sector as well as with Council officers.

- 3.8 The original agreement was for a period of 18 months from November 2021 however, following discussion with EICC, Policy and Sustainability Committee was [advised](#) that the guardianship period had been extended for a further seven months, meaning that the agreement would run until December 2023, at which point transitioning to a permanent solution would begin.
- 3.9 Part of the agreement was that the Council, EICC and the partnership board would develop a proposal for the future management of business tourism in Edinburgh.
- 3.10 Currently, EICC allocates four team members on a part-time basis to fulfil the basic services of the CB. EICC funds all attendance and associated costs at national and international trade shows and exhibitions. In addition, EICC and commercial city partners fund familiarisation trips to Edinburgh for clients (including associations, corporates, agents and professional conference organisers).
- 3.11 The total resources EICC currently provides to the CB is advised to the Council as in the region of £150,000 per annum.
- 3.12 In addition to the above, the Council funds one team member (full-time) and the hosting of the websites and domain registration fees associated with Convention Edinburgh. The Council also pays the costs associated with Content Management Software (on which data is held) and funds the continued 'destination marketing' membership of the International Congress and Convention Association (ICCA).
- 3.13 The Council's total expenditure for CB activities has been in the region of £55,000 per annum since the start of the agreement.
- 3.14 EICC have provided a 'Guardianship period report' (Appendix 2), in which they confirm that they have, since the start of the agreement in November 2021, serviced over 411 enquiries, representing approximately £244.5m in economic impact potential for Edinburgh. Working with partners, 60 pieces of business have been won for the city, representing £46.7m in economic impact for the city (comprising 21,450 delegates and 100,530 bed nights).
- 3.15 EICC have also relaunched the Ambassador programme, leveraging Edinburgh's well-known and respected academic and business community to promote the opportunities the city has to offer.
- 3.16 In the early discussions with the wider sector on the need for the city to support convention activities, concern was raised about EICC's role given that it also benefits from being the largest host of convention events in the city. In recognition of this, as noted in paragraph 3.7, EICC has operated the CB separately to its substantive business, but it is recognised that with staff working part time across both EICC and the CB, there are complexities in maintaining this. It is understood that industry stakeholders have been satisfied with the arrangements and the results generated by EICC demonstrates that events have been arranged in venues throughout the city.

4. Main report

EICC Proposal

- 4.1 It is evident that EICC and the CB team have played a substantial role in the recovery of business tourism in Edinburgh following the COVID-19 pandemic and there is still scope for further progress ('ICCA ratings' on p. 5 in Appendix 3). The current team have performed strongly but EICC have been clear that the model is unsustainable and that they do not have capacity to meet any increase in demand. In addition, the current model means the staff are splitting their time between EICC and the CB, which not only causes a strain on staff but also may cause complexities in continuing to maintain a distinction between the two functions.
- 4.2 As noted in paragraph 3.9, the guardianship agreement recognised the need to develop a proposal for the future management of business tourism. As the previous agreement lapsed in December 2023, EICC are now in the 'handover phase' where they should be transitioning to a permanent model for management of business tourism in Edinburgh.
- 4.3 EICC have submitted a proposal (Appendix 1) that they run the CB on a permanent basis, using a combination of Council funding, supplementary funding and membership fees from private sector partners. The proposal suggests that, in the longer term, an Edinburgh Visitor Levy could (once operational) fund the Council's contribution.
- 4.4 The proposal suggests that to operate a fully functioning CB would ideally mean employing 10 full-time members of staff. The costs associated with this would be in the region of £1m per annum (comprising staff costs and costs relating to activity). A comparison to other CBs has been included in Appendix 3.
- 4.5 The proposal also highlights that a further one-off £50,000 of capital funding is required to create permanent office facilities for the CB team at EICC with the required Information Technology (IT) and audio-visual (AV) equipment.
- 4.6 For membership fees, there would be a tiered fee structure in place whereby larger businesses pay more and smaller less, ensuring that Small and Medium Sized Enterprises are also given an opportunity to benefit from the CB support. EICC anticipate, following market testing, that membership fees and external income will contribute £167,000 per annum.

Incremental Proposal

- 4.7 Recognising the pressures on public finances, EICC have refined their proposal to expand on a smaller scale initially, with five members of staff and a smaller activity budget. This could then be further scaled up, at the appropriate time, if proven successful and if /when finances allow.

- 4.8 The incremental approach is estimated by EICC to cost £467,000 per annum until October 2026, for which they have requested a Council contribution of £300,000 per annum. This would only meet the cost of staffing and non-promotional activities, and all costs for promotional and sales activities would be met by the private sector via membership fees (in line with the estimate in paragraph 4.6) and other third-party sources.
- 4.9 With this approach, EICC are also requesting that the Council fund the one-off capital investment of £50,000 (outlined in paragraph 4.5).
- 4.10 There is currently no budget for tourism activities within the Council. Therefore, to meet the cost of this proposal, the Board of C.E.C. Holdings were asked to consider the proposal from EICC and have indicated their support for EICC retaining guardianship of the CB until June 2026 and for the cost to be met by EICC from their existing reserves, on the basis that the equivalent amount would be written off from the loan stock due to C.E.C. Holdings Limited in 2026. (Further details on the Loan Stock arrangements are provided in the Financial Impact section below and in Appendix 4.)

Alternative Approaches

- 4.11 In evaluating EICC's proposal, officers have considered the following alternative approaches and potential impacts of each:
- End the guardianship role with EICC handing over responsibility for CB activities to the Council in June.
- 4.12 The Council currently does not have either the financial resources, capability or capacity to support business tourism. Although there is currently a team in the Council who manage destination marketing for the city and there may be some synergies, their work is aimed at leisure tourists and thus, as highlighted in paragraph 3.5, is very different from that required for business tourism. This would mean that, either very limited resource could be dedicated to this line of work, or a new in-house function would require to be established.
- 4.13 If limited resource was allocated, this would most likely mean providing a reactive service only (responding to direct enquiries by forwarding to a mailing list of businesses in the city and no city-wide promotional activity would take place). Effectively, this would mean that the city would not have a CB. This is likely to have a negative economic and reputational impact and would, in all probability, negatively impact the Council's relationship with the tourism sector.
- 4.14 To establish an in-house function for business tourism is likely to cost the Council at least the same as the incremental proposal from EICC. However, as the Council would need to develop and/or recruit the necessary expertise and experience to support business tourism activity and is unlikely to be able to secure any additional funding from external partners, the overall total cost to the Council would likely be

significantly higher. This would also take a significant amount of time, leaving a long period during which the limited resource option outlined above would be in place, potentially damaging relationships and the city missing out on business event opportunities.

- 4.15 As the Council also has venues which benefit from business tourism, there is an argument that the in-house option is not impartial. Given that the venues are managed by a different service area from where the CB function would likely be managed, and a clear separation could easily be put in place between the two, this is not likely to be a major concern.
- 4.16 If the guardianship arrangement ends, EICC have indicated that there may be a risk of redundancies. If the in-house option was pursued, Transfer of Undertakings Protection of Employment rights (TUPE) could apply.

EICC retain guardianship.

- 4.17 This option would be for the Council to request that EICC continue the guardianship under the same conditions as the past two years with a view to establishing a more permanent approach once the Edinburgh Visitor Levy is operational.
- 4.18 This would have a minimal financial impact to the Council and would enable basic CB activities to continue until a permanent source of funding is available. It would be a quick and easy solution with no additional structures ed – the existing Memorandum of Understanding (MOU) can be updated accordingly, and the existing partnership board can continue their role.
- 4.19 In doing this, Edinburgh would still have a CB service, albeit not a fully functioning CB, meaning the full potential economic benefit is unlikely to be achieved. Whilst there may be an opportunity to raise additional funds from the private sector, due to the size of the team, it is unlikely there will be sufficient resource to fully realise this potential. In addition, continuing the current model does not address the issue of staff splitting their time between EICC and the CB, which creates additional strain as well as complexity in continuing to maintain a distinction between the two functions.
- 4.20 EICC have indicated that they are unwilling to continue their guardianship role for the CB under these terms, mainly due to the financial pressure this would mean for them to continue funding approximately £150,000 per annum.
- 4.21 As the owner of the assets around the CB (such as the website and historic data) this would effectively mean that responsibility for the CB would fall to the Council, with the same consequences as outlined in 4.12 - 4.16.

A third party provider take over the CB activities.

- 4.22 An independent third party taking on the role may present a new and creative way of working with no concerns over partiality and could mean less requirement for funding from the Council.

- 4.23 This option was explored in 2021, prior to the current arrangements were agreed, and it was clear at the time that any organisation that may be interested in this would require significant initial and ongoing funding to maintain this function. It is highly likely that any model not requiring public funding would place business based on the commission offered by suppliers, which arguably contradicts the argument of independency above. It would also mean the organisation would have no accountability to the Council.
- 4.24 In addition, no third party has recently indicated they would be interested in doing this, so to find someone willing and able to run a CB for the city and to set this up from start would mean a significant delay before services would be functional.
- 4.25 As this would mean EICC winding up their CB activities, there may also be staff redundancies or TUPE implications as a consequence of this option.
- The Council agrees to EICC's proposal that they run the CB, however for a fixed period, and to contribute financially, up to a maximum amount.
- 4.26 This would enable a seamless transition of existing activities and an opportunity to sustainably expand on the work EICC have done to date. It would also allow for an adequately resourced team focussed on CB activities rather than splitting time between that and EICC.
- 4.27 It is acknowledged that this solution would mean a slower acceleration of CB activity in the city than envisaged by EICC and that the longevity of funding would be less secure as a larger part would be dependent on third parties. However, by matching membership funds from the industry and other sources, it would mean a true public/private sector partnership arrangement which would benefit the wider economy of the city.
- 4.28 Owing to the potential conflict issues outlined in paragraph 3.16, and the uncertain future funding landscape as a result of the possible introduction of a Visitor Levy, it is suggested that any such arrangement would be time limited to a three-year period.
- 4.29 This solution would likely require a minimum commitment and an upfront contribution from the Council in order to provide stability and to attract private sector investment. It is therefore suggested that the Council agree to provide an upfront contribution of £167,000 per annum, which is the equivalent of the expected membership fees and external income. Once the projected additional income has been achieved, the Council would match fund any further income up to a maximum of a total £250,000 per annum. Should EICC not manage to meet the projected additional income in any given year, the Council would retain the right to vary the agreement for future years.
- 4.30 The Council could agree to this funding for 2024/25 and the next two financial years (2025/26 and 2026/27), with a commitment to review the arrangement by Summer

2026, at which point it will be clear what the position is around Edinburgh's Visitor Levy.

- 4.31 The EICC Board met on 18 April 2024 to consider the match funding option (outlined in paragraphs 4.26 - 4.30) and have confirmed that they are content with the three-year period proposed and the match funding proposal, but have asked that the minimum funding in the first year would be £250,000, in order to remove any uncertainty during the initial set up phase and to provide a sound footing to plan and move forward on. This would also allow time for membership income to crystallise and stabilise.
- 4.32 For clarity, this would include the current contribution of £55,000 per annum, which would come from existing budget. As the capital assets would be owned by EICC, the requested £50,000 for capital investment is expected to be funded by them.

Conclusion

- 4.33 It is recommended that Committee agree the option outlined in 4.26 - 4.30, with the amendment that the funding for the first year would be £250,000 regardless of external funding raised.
- 4.34 This is the approach which offers the most cost-effective way to maintain a CB for the city. Appendix 3 outlines supportive comments from industry stakeholders about the continuation of the arrangement for EICC to host the CB, and the match funding approach ensures that private and public sector are both contributing to a function which will provide benefit to the sector and the economy.

5. Next Steps

- 5.1 If the recommendation outlined above is agreed, officers will work with EICC to implement the changes and any associated legal documentation required. It is recognised that updated governance and reporting arrangements would be required, as well as clearly identifiable SMART targets and Key Performance Indicators set as part of the funding agreement, all of which will be negotiated with EICC and its Board.

6. Financial impact

Loan Stock

- 6.1 As outlined in paragraph 4.10, part of EICC's proposal is that the Council contribution is funded in kind by writing off some of the loan stock currently due to be repaid to the Council in 2026.
- 6.2 The loan stock was issued by the Council in order to support the development of the conference centre. Further background information is included in Appendix 4.

- 6.3 The current position is that the Council has issued £2.88m of loan stock (via C.E.C. Holdings Limited) to EICC Limited, for which payment will be made in 2026, subject to the hotel development being completed.
- 6.4 The Council has not yet budgeted for these monies to be returned in its medium-term financial plan – a prudent approach is adopted in regard to return of monies noting that, although return of the monies is not currently included in the financial plans, the debts have not been formally written off by Council.

Financial Proposal

- 6.5 The recommended approach has not been included in the 2024/25 budget.
- 6.6 As outlined above, EICC's proposal is to use their own cash balances to provide funding for the Convention Bureau for the period April 2024 to October 2026, and has asked the Council to deduct this amount from the loan stock repayment due to be made in 2026.
- 6.7 If the recommended approach is agreed and Committee agree to the request for loan stock to be written off, the maximum total value of the write off would therefore be £585,000, reflecting that £55,000 per annum would come from existing budgets. Minimum write-off value would be £419,000.
- 6.8 It is anticipated that the remaining £2.49m of loan stock would be repaid to the Council in 2026 subject to the hotel being completed, as per the current agreement.
- 6.9 If the recommended option is agreed and Committee does not agree to the request for loan stock to be written off, up to £195,000 p.a. would need to be found within existing Council resources over the next three financial years. There is no headroom within existing budget for this provision.
- 6.10 An alternative approach would be to reprioritise Council's reserves.
- 6.11 If Committee decide to agree to the request for loan stock to be written off, the Council will require to formally write off loan stock. This would not impact the medium-term financial plan. However, as Committee will appreciate, there is an opportunity cost should this proposal be accepted, as this is in effect spending monies now that the Council would be due to receive in the future which could then be allocated to its own spending priorities.
- 6.12 EICC's proposal was considered by the C.E.C. Holdings Limited Board, in its capacity as parent company to EICC Limited. The Board was supportive for the EICC to continue the guardianship, subject to an acceptable funding solution being reached and appropriate governance measures being put in place. The Board was also supportive of the use of loan stock on the basis presented by EICC but recognised that it was for the Council to formally agree to write off loan stock debt.

Visitor Levy

- 6.13 As noted in paragraph 4.5, the EICC proposal suggests that business tourism activity in the longer term could be funded through future revenue from an Edinburgh Visitor Levy.
- 6.14 A model for projected Visitor Levy income and associated investment is currently being developed and will be presented to Councillors later this year. While business tourism activities are likely to be included in the proposed areas for investment, their inclusion in the final funding model is not yet agreed, nor is the level of funding. Not until this has been confirmed could a long-term plan for the city to support a CB be developed.

Council's Financial Position

- 6.15 Whilst recognising it is for the Committee to decide, the Council's Section 95 Officer would remind members that it is imperative to consider the potential additional spend on the CB in the context of the limited funding options available to the Council.
- 6.16 The Council is currently facing a circa £30m gap projected for 2025/26, with the forthcoming budget for 2024/25 posing significant challenges and risks. With growing demand presenting a key risk, it is the view of the Section 95 Officer that Council's focus should firmly remain on prioritising statutory services and poverty prevention initiatives amidst these financial constraints and in line with the Council's business plan.
- 6.17 Should a decision to reprioritise existing reserves in the short-term be made, Committee is reminded that these reserves will need to be reimbursed as part of the budget process. Should the option to write off existing liabilities held by EICC (loan stock) be agreed, Committee is reminded that there is an opportunity cost associated with such a recommendation.

7. Equality and Poverty Impact

- 7.1 Funding a convention bureau in Edinburgh could have both equality and poverty impacts, though they might not be immediately apparent. On one hand, and as mentioned, conventions and events can boost the local economy, potentially creating job opportunities and stimulating growth in various sectors. This economic activity could contribute to reducing poverty by providing employment opportunities, particularly if there's a focus on inclusion and fair hiring practices.
- 7.2 However, the impact on equality might not be as straightforward. Convention attendance and participation often require financial resources, including travel and accommodation expenses, which may exclude individuals from lower socioeconomic backgrounds. Additionally, the benefits of increased tourism and business activity may not equally reach all segments of the population, potentially widening existing inequalities.

- 7.3 To mitigate these effects, the CB could look to implement policies that promote accessibility, inclusivity, and equitable distribution of economic benefits. This could involve initiatives such as promoting participation for underprivileged groups, investing in infrastructure that benefits all residents, and fostering partnerships with community organisations to ensure that everyone can access and benefit from the opportunities created by the convention industry.

8. Climate and Nature Emergency Implications

- 8.1 The impacts of this report have been considered in relation to the three elements of the Climate Change (Scotland) Act 2009 Public Bodies Duties requiring public bodies to contribute to climate change mitigation and to climate change adaptation, and to act sustainably. Relevant Council sustainable development policies have also been considered.
- 8.2 Business tourism can have negative climate and nature impact. Officers recognise that managing business tourism within the city is likely to increase, or at the very least maintain, the number of people travelling to the city, particularly by air. If agreement is reached with EICC, any arrangement will need to include measurable targets on carbon reduction within the activity delivered by the CB, including travel by sustainable modes, and wider use of natural resources. These measures will be circulated to Committee members for comment.

9. Risk, policy, compliance, governance and community impact

- 9.1 The current draft version of the Visitor Levy (Scotland) Bill is clear that any income generated must be spent on “developing, supporting or sustaining facilities or services, which are substantially for or used by persons visiting the scheme area for leisure purposes”. The Scottish Government have submitted an amendment, which was accepted at the recent Stage 2 deliberations, to broaden this definition to include activities relating to business tourism as permitted spend.
- 9.2 This, as well as the rest of the legislation is still to be fully agreed by Scottish Parliament so may still be subject to change. Furthermore, the Council and partners have not yet agreed an overall approach to how revenue raised from the Visitor Levy will be allocated and so there is no certainty that the visitor levy can be a source of funding for the CB in the future.
- 9.3 The funding anticipated by EICC depends on membership fees and other external funding being secured. The proposal set out above recognises that this may fluctuate.

- 9.4 The proposed approach aligns with the national strategy for business events which is focused on responsible tourism for a sustainable future (see background links below to VisitScotland publications).
- 9.5 It is anticipated that, should a plan to support convention activities for the city not be progressed until the outcome of the Visitor Levy Bill is known and (assuming that business tourism is supported) an Edinburgh Visitor Levy introduced, there are likely to be financial impacts for partners and reputational impacts for the city. These are summarised in the report.

10. Background reading/external references

- 10.1 Visit Scotland Business Events: [Scottish Association Survey 2022-2023](#):
- 10.2 The Joint Meetings Industry Council Global Manifesto: [“An Industry Rationale for the Use of Business Events as Key Drivers for Multidimensional Growth and Transformation”](#)
- 10.3 [Edinburgh’s 2030 Tourism Strategy](#)
- 10.4 [Edinburgh Visitor Economy Action Plan](#)

11. Appendices

- Appendix 1 Convention Bureau Proposal from EICC
- Appendix 2 Convention Edinburgh Guardianship Period Report
- Appendix 3 Convention Edinburgh Competitors Analysis
- Appendix 4 The Council’s support for the conference centre through loan stock

THE FUTURE OF CONVENTION EDINBURGH – EICC PROPOSAL

1. Executive Summary

- 1.1. This report provides a background of the importance to the city of the business events industry and an update on the performance and achievements of the Edinburgh Convention Bureau since EICC commenced operation of the Bureau on an initial 18-month temporary guardianship period.

2. Background

- 2.1. The MoU to commence the guardianship period was finalised in November 2021 for an initial 18-month period.
- 2.2. It took some considerable time for access to systems to be granted and the transfer of data in relation to the Convention Bureau to be agreed. A Data sharing agreement was consequently signed in June 2022 by all parties.
- 2.3. Due to the extended period between the MoU being agreed and the data transfer taking place, it was further agreed that the MoU period should be extended by a period of seven months.
- 2.4. This extension resulted in the current guardianship period remaining in place until December 2023, with a further six months handover period should the agreement end.

3. Business Events Industry

- 3.1. The importance and impact of business events globally is summarised below:
 - 3.1.1. Business events involved 1.6 billion participants across more than 180 countries.
 - 3.1.2. Business events supported a total global economic impact of 2.8 trillion US Dollars in business sales, 27.5 million jobs and 1.6 trillion of GDP.
 - 3.1.3. Business events supported 10.9 million direct jobs globally and generated \$662 billion of direct GDP.
 - 3.1.4. On average, \$707 was spent per business event participant.
 - 3.1.5. The business events sector directly generated more output (business sales) than many large global sectors, including telecommunication equipment and air transport.
 - 3.1.6. The \$1.62 trillion of total GDP supported by global business events would rank the sector as the 13th largest economy globally.
 - 3.1.7. Based on its \$662.6 billion direct GDP impact, the business events sector would rank as the 21st largest economy globally.
- 3.2. This translates as opportunities for Edinburgh, Scotland and the UK in the following ways:

- 3.2.1. International Passenger Survey, ONS report for 2022 suggests inbound business visits recovered to 86% of 2019 pre-covid spending.
- 3.2.2. Of these visits, 1.1 million were MICE (Meetings, Incentives, Conferences and Exhibitions) visits, constituting 22% of business visits, generating 5.1 million room nights and spending of £1.5 billion in the UK.
- 3.2.3. MICE travellers to Scotland are highly valuable compared to an inbound leisure visitor. Business event visitors to Scotland spend more per head than any other kind of visitor to Scotland. An international association delegate spends £447 per day, this value is even higher for UK delegates. By contrast, leisure visitors from Scotland's highest value international market, the USA, spend £182 per day. It should be noted however that there has only been an 85% return to pre pandemic levels of association events in comparison to a full recovery in leisure.
- 3.2.4. In Scotland, business events represent 20% of all tourism revenues, and international events in Scotland attract a higher portion of delegates from overseas compared to international events in the rest of the UK.
- 3.2.5. International delegates stay longer in Scotland than the rest of the UK, an average of 2.8 nights v's 1.8 nights for the UK average.
- 3.2.6. UK delegates are also likely to stay longer in Scotland compared to the rest of the UK, an average of 1.7 nights, compared to 0.8 for the rest of Britain.
- 3.2.7. Business events drive commerce, innovation, and knowledge transfer, their purpose is to accelerate progress. They create and maintain productive networks and utilise the power of group dynamics. They serve as agents of change and transformation. And of course, they support the visitor economy.

3.3. The Business Events competitive landscape:

- 3.3.1. Belfast recently announced its ambition to double the number of international conferences hosted annually and triple the number of UK delegates by 2030.
- 3.3.2. Wales who have just published a report titled "Event Power: A Force for Good" which focuses on the benefits that events bring to communities and the supply chain.
- 3.3.3. Convention Bureaus globally participate in the acquisition of national and international association congresses and corporate events due to the benefits they deliver. This includes examples such as Vienna which operate a €4m fund to attract business events.
- 3.3.4. Prague provides financial support as well as complimentary public transport for delegates who are in the city.
- 3.3.5. Glasgow, Aberdeen, Belfast, and Cardiff actively support events with subvention.
- 3.3.6. For the first time, this can be seen in this year's ICCA rankings, with Glasgow replacing Edinburgh as the second most popular business events destination in the UK for association congresses. This shift in position for Glasgow has been no accident and has been the result of sustained and significant investment in the city's Marketing Bureau.
- 3.3.7. Therefore, Edinburgh must do all it can to retain its profile as a leading and inspiring destination for business events. Lack of funding and resources present a significant challenge in achieving this aim.

4. Edinburgh Convention Bureau – EICCs Guardianship

4.1. EICCs Guardianship Operational Model

- 4.1.1. Currently the EICC allocates and funds four team members (part-time) to fulfil the basic services of the Convention Bureau.
- 4.1.2. EICC funds all attendance and associated costs at national and international trade shows and exhibitions such as IMEX and The Meeting Show.
- 4.1.3. EICC and commercial city partners fund Convention Edinburgh Fam trips to Edinburgh for clients including associations, corporates, agents and PCOs.
- 4.1.4. Total funding EICC has provided in supporting the Convention Bureau operations is £150,000 per annum.
- 4.1.5. CEC funds one team member (full-time) to fulfil the basic services of the Convention Bureau.
- 4.1.6. CEC fund the hosting of the websites and domain registration fees associated with Convention Edinburgh and pay the costs associated with any CMS systems software that data is held on. In addition, CEC fund the continued 'destination marketing' membership of International Congress and Convention Association (ICCA).

4.2. Edinburgh Convention Bureau Successes up to March 2024 under EICCs guardianship include.

- 4.2.1. The team has serviced over 411 enquiries, representing approximately £245m in economic impact potential for the city of Edinburgh.
- 4.2.2. 60 pieces of business have been won for the city working in partnership with city partners. representing £46.8m in economic impact for the city, comprising 21,540 delegates and 100,530 bed nights. These wins have benefited a huge number of venues and businesses within the city.
- 4.2.3. A further 117 enquires are being actively progressed by the team, which could attract a further 110,826 delegates to Edinburgh, drive 648,389 room nights and deliver £197.6m to the economy.
- 4.2.4. Numerous city site visits have been conducted by the team, attendance, as well as speaking slots at UK & European trade shows, thousands of interactions with city partners and highly attended breakfast briefings.
- 4.2.5. Round tables have been held with Ambassador representatives from our academic and business community which led to a successful relaunch of the program within the city leveraging Edinburgh's institutions to drive forward the capital's economy. The relaunch brought together a group of 100 of Edinburgh's outstanding academic talent and event industry professionals.

5. Future of Edinburgh Convention Bureau

- 5.1. The EICC Board believes that to fully leverage the benefits of this sector an adequately funded Convention Bureau is required. The strong belief is that Edinburgh deserves a world class Convention Bureau to attract business events to our great city.
 - 5.1.1. Business events support the Edinburgh 2030 Tourism Strategy as they directly contribute to the quality of life via educational experiences, employment, and creating an environment that inspires and supports entrepreneurs.
 - 5.1.2. Business event organisers are increasingly focused on sustainability, with their impacts on the environment high on agendas, furthermore, conversations that happen during conferences may indeed provide the solutions required to transition to net zero by 2030, as sector experts drive local, national, and global change through business events.
 - 5.1.3. Considering the current position of Convention Edinburgh now is the time to deliver an ambitious and well-designed solution that will ensure Edinburgh retains and grows this valuable sector.
- 5.2. The EICC Board considered various options when considering the future funding of a Convention Bureau that it believes would be fit for purpose.

EICC Preferred Option – This preferred option as outlined within this paper involves EICC continuing to successfully operate the Convention Bureau. This proposed option would require a total income of £467k per annum for a two-and-a-half-year period prior to the introduction of TVL. During this period funding would be required from CEC (£300k per annum) in addition to income generated from membership (£167k per annum).

EICC Least-Preferred Option – This option would regrettably result in EICC ending the guardianship period of the Convention Bureau. With no medium to long-term funding in place for Convention Edinburgh, the EICC Board does not believe that it is sustainable for EICC to continue to invest disproportionately at such high levels for a service that benefits the entire destination, from the visitor economy to the knowledge economy and beyond. Additionally, by using EICC team members to deliver this function there is a risk to the EICC's pipeline, using experienced team members to concentrate on destination activity rather than being focused solely on the business generated for the conference centre.

- 5.3. The following considerations have been considered in relation to the preferred option which is outlined in section 6.2 of this report.
 - 5.3.1. It is recognised there is a requirement for support, however, this would potentially be for the next two and a half years only (*or until TVL income is realised*).
 - 5.3.2. This will cement the future of the Convention Bureau over this period and set Edinburgh's' Business Events sector in a stable position, ahead of TVL.
 - 5.3.3. Funding is required as EICC cannot continue to invest disproportionately at such high levels for a service that benefits the entire destination, from the visitor economy to the knowledge economy and beyond.
 - 5.3.4. Additionally, by using EICC team members to deliver so much of this function there is a risk to the EICC's pipeline, using experienced team members to concentrate on destination activity rather than being focused solely on the business generated for the Conference Centre.

- 5.3.5. It is believed that the costs associated with operating a fully functioning Convention Bureau are in the region of £1m per annum comprising of 10 full-time employees and the required costs relating to advertising, content, digital, systems, PR, expo and events, promotional and partner activity. This £1m cost is still considerably less than the financial support offered by the competitor cities highlighted above.
- 5.3.6. Recognising potential constraints on city budgets, it is proposed that while the above is the ambition of the executive, initially this is delivered on a smaller scale with 5 full-time employees, and while still significant, slightly reduced marketing activities.
- 5.3.7. The proposed model would require a total income of £467,000 per annum. The request to the City of Edinburgh Council for funding is £300,000 per annum for a two-and-a-half-year period, with membership activity delivering £167,000 per annum.
- 5.3.8. A further £50,000 capital funding will be required to create permanent office facilities for the Convention Bureau team at the EICC with the required IT and AV equipment.
- 5.4. Continuing on from the success the Convention Bureau has brought to the city during the temporary guardianship period It is envisaged that over the aforementioned two-and-a-half-year period outlined in the preferred option moving forward.
- 5.4.1. The Convention Bureau would expect to secure business events delivering £75m of economic impact for the city, attracting over 50,000 delegates and over 175,000 bed nights.
- 5.4.2. The business events brought to the city by the Convention Bureau would support in the region of 945 jobs within Edinburgh.

6. Financials of EICC Preferred Option

- 6.1. Income required to operate a smaller scale Convention Bureau until October 2026 as outlined in the preferred option (*expected TVL implementation date*) is £467,000 per annum.
- 6.1.1. With an expected £167,000 income generated from a membership model, £300,000 funding is required per annum over a two-and-a-half-year period.
- 6.1.2. £467,000 annual budget is broken down as follows.

£257,000	employment costs
£44,000	digital costs
£30,000	brand and communications
£5,000	promotional items
£6,000	PR
£49,000	exhibitions
£22,000	partner activities
£44,000	sales missions & fam trips
£7,000	membership fees
£3,000	ambassador program

- 6.2. 5 Full-Time positions required initially to operate and manage the Convention Bureau would include a Head of Association Sales, Association Sales Manager, Membership &

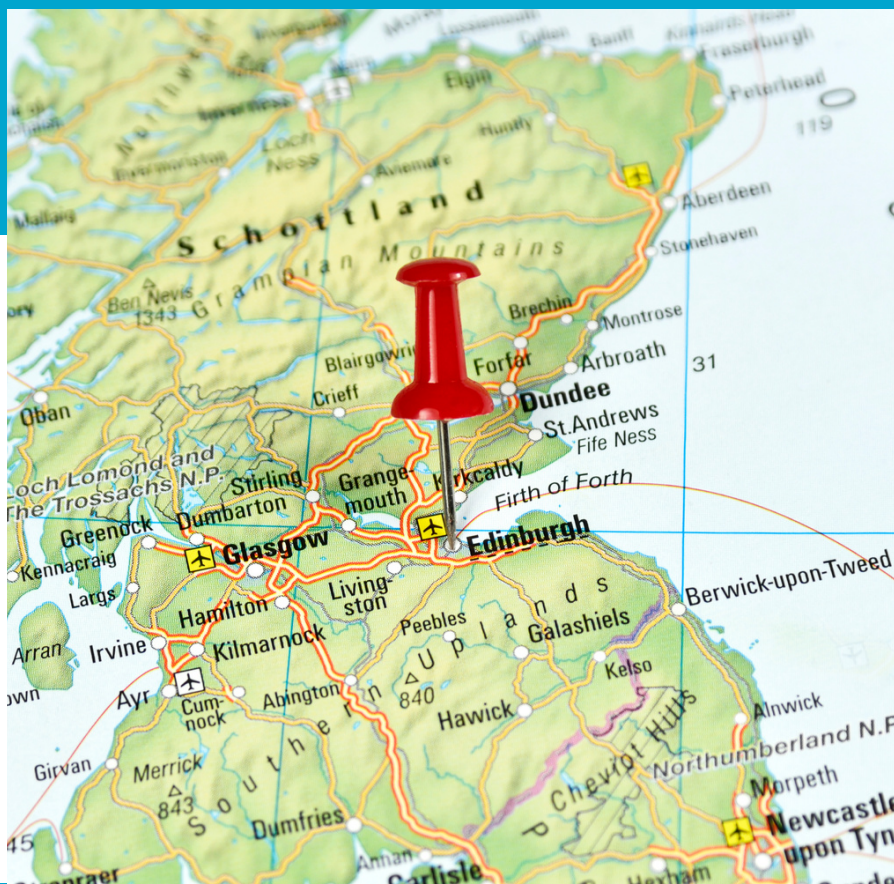
Development Manager, Marketing & Admin Executive and a Research & Association Sales Executive.

- 6.3. £50,000 of capital expenditure will be required to create permanent office / delegate retail facilities for the Convention Bureau team at the EICC with the required IT and AV equipment.
- 6.4. Therefore, total gap funding required for the period to October 2026 is £800,000 made up of £300,000 for 2024/25, £300,000 for 2025/26, £150,000 in 2026/27 and £50,000 for capital expenditure.

CONVENTION EDINBURGH

COMPETITORS ANALYSIS

DATE: 08/02/2024



COMPETITORS ANALYSIS 2024

SUMMARY

The goal of this competitive analysis is to compare the Edinburgh Convention Bureau with its National and European counterparts, focusing on the number of staff employed and their respective worldwide and European rankings as sourced from the International Convention and Congress Association (ICCA).





EDINBURGH CONVENTION BUREAU PROFILE

The EICC announced in May 2022 that it had established a team to take on the management and operations of Convention Edinburgh to help drive the city's business events sector.

Since May 2022, a team of staff seconded from the EICC, has managed the day-to-day running of Convention Edinburgh. This involves handling and distributing enquiries, business development activities, and promoting Edinburgh as a destination for business events, for the collective benefit of the whole city.

Current Team

- 1 x FT Business Tourism Executive
- 1 x PT Senior Associate Manager (60% FT)
- 1 x PT Head of Business Development & Partnership (40%)

Future Team

- 1 x FT Head of Convention Buro
- 1 x FT Association Sales Manager
- 1 x FT Association Sales Executive
- 1 x PT Marketing Executive
- 1 x PT Ambassador Programme Manager/Researcher
- 1 x FT Membership Manger/Business Development

COMPETITORS MAP

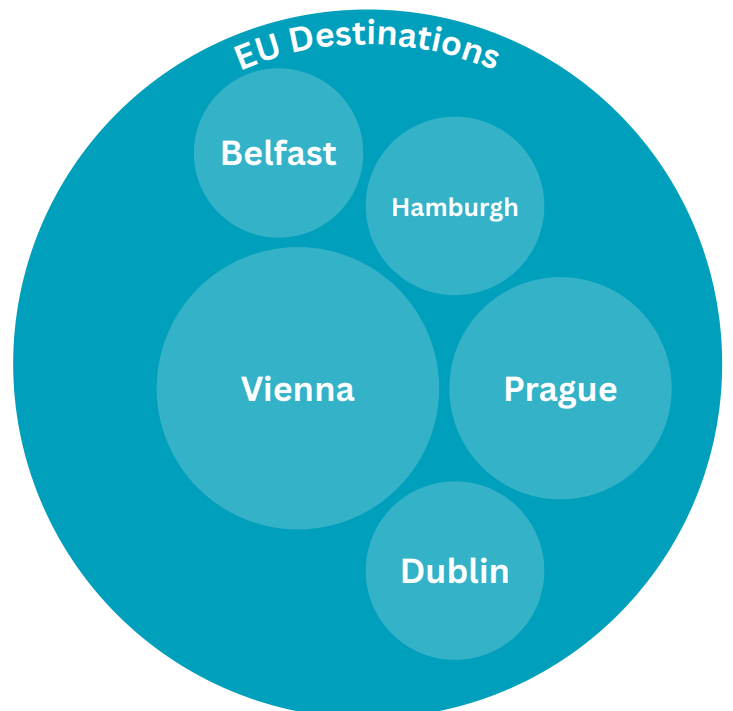
We have undertaken a competitive analysis of UK and European Destinations.

As shown below, we have compared the destinations using the ICCA 2023 rankings by both Country and City, based on the number of association conferences hosted in the destination, within a year.

UK Destinations



EU Destinations



THE ICCA RANKINGS 2022

	Worldwide rating	Europe ranking	# of meetings
Edinburgh	30	24	52
Vienna	1	1	162
Prague	5	5	129
London	10	10	106
Dublin	11	11	105
Glasgow	27	22	54
Hamburgh	55	40	34
Manchester	87	56	23
Belfast	94	61	21
Liverpool	118	75	17
Birmigham	153	91	13
Newcastle	223	135	8
Leeds	292	172	6
Bath	Not ranked	Not ranked	NA
Aberdeen	Not ranked	Not ranked	NA
Dundee	Not ranked	Not ranked	NA
Perth	Not ranked	Not ranked	NA

COMPETITORS TEAM PROFILE

Below, we have compared the core Convention Bureau teams of the same UK and European destinations.

	Core Convention Bureau Team	Wider Marketing Team
Newcastle	<ol style="list-style-type: none"> 1. Senior Manager of Business Events 2. Accommodation and Events Co-ordinator 	<p><i>*Part of the NewcastleGateshead Initiative funded by local Government</i></p>
Liverpool	<ol style="list-style-type: none"> 1. Head of Business Tourism 2. Client Services Manager 3. International Conference Bidding Manager 4. Business Development Manager (although covers all of Marketing Liverpool) 5. Club Liverpool Programme Manager 	<ol style="list-style-type: none"> 1. Commercial Manager - Marketing Liverpool 2. Digital Manager - Marketing Liverpool 3. Digital Marketing Executive - Marketing Liverpool 4. Senior Designer - Marketing Liverpool 5. Marketing Manager - Marketing Liverpool 6. Campaign Manager - Marketing Liverpool 7. Communications and Digital Marketing Executive - Marketing Liverpool
Leeds	<ol style="list-style-type: none"> 1. Business Development Manager 2. Conference Officer x 2 	<p><i>*Part of VisitLeeds</i></p>

	Core Convention Bureau Team	Wider Marketing Team
Manchester	<ol style="list-style-type: none"> 1. Head of Business Tourism 2. Senior International Bid Manager 3. Senior Client Delivery Manager 4. Sport bidding Manager 5. Business, visits and events manager 6. Conference Researcher 7. Business admin apprentices x 2 	<ol style="list-style-type: none"> 1. Managing Director – Marketing Manchester 2. Director of Tourism – Marketing Manchester 3. Director of Communications - Marketing Manchester 4. Head of Commercial Partnerships - Marketing Manchester 5. Head of Digital - Marketing Manchester 6. Senior Marketing Manager - Marketing Manchester 7. Senior Client Services Manager - Marketing Manchester 8. Marketing Executive - Marketing Manchester
Bristol	<ol style="list-style-type: none"> 1. Head of Business Events 2. Sales Executive 	*Part of the larger Visit West *funded by local Government
Dundee	<ol style="list-style-type: none"> 1. Business Events Manager 2. Business Events Officer 1 3. Business Events Officer 2 	
Perthshire	<ol style="list-style-type: none"> 1. Business Development Manager (freelancer contractor) 	

2022	Core Convention Bureau Team	Wider Marketing Team
Glasgow	<ol style="list-style-type: none"> 1. Head of Tourism & Conventions 2. Senior Manager – International 3. International Business Development Manager 4. Sales Manager – International 1 5. Sales Manager – International 2 6. Senior Manager – UK 7. Sales Manager – UK 8. Senior Conventions Support Manager 9. Conventions Support Manager 10. Manager – accommodation booking service 11. Business Support Manager 12. Conventions Support Assistant 13. Conference Researcher 14. Marketing Communications Officer 15. Senior Tourism Manager – Membership 16. Tourism Manager – Membership 	<p><i>*Part of the larger Glasgow Life *funded by local Government</i></p>
Birmingham	<ol style="list-style-type: none"> 1. Convention Bureau Manager 2. Senior Business Tourism Manager 3. Business Development Manager 4. Conference Ambassador Network Manager 5. Convention Bureau Support Executive 6. Events Lead 	<p><i>*Part of West Midlands Growth Company (Birmingham)</i></p>

	Core Convention Bureau Team	Wider Marketing Team
Aberdeen	<ol style="list-style-type: none"> 1. Head of Convention Bureau 2. Business Events Executive 1 3. Business Events Executive 2 	<p>Part of VisitABDN *funded by local Government</p> <ol style="list-style-type: none"> 1. CEO – Visit ABDN 2. HR & Business Services Manager – Visit ABDN 3. Insights and Evaluations Manager – Visit ABDN 4. Partnerships Exec – Visit ABDN 5. Tourism Development Executive – Visit ABDN 6. Travel Trade Executive – Visit ABDN 7. Head of Communications – Visit ABDN 8. Marketing Manager – Visit ABDN 9. Digital Marketing Executive – Visit ABDN
Belfast	<ol style="list-style-type: none"> 1. Director of Business Development, Sustainability and Transformation 2. Head of Business Events 3. Senior Manager – Business Events 4. Business Development Manager 5. Senior Client Services Manager 6. Business Events Account Manager x 3 7. Sustainability and Impact Manager 8. Business Tourism Sales Manager 9. Digital Marketing Executive 	<p><i>*Part of larger Visit Belfast *funded by National Government. Have had grant approval to double their team, need Stormont to come back to get the funding and things moving.</i></p>

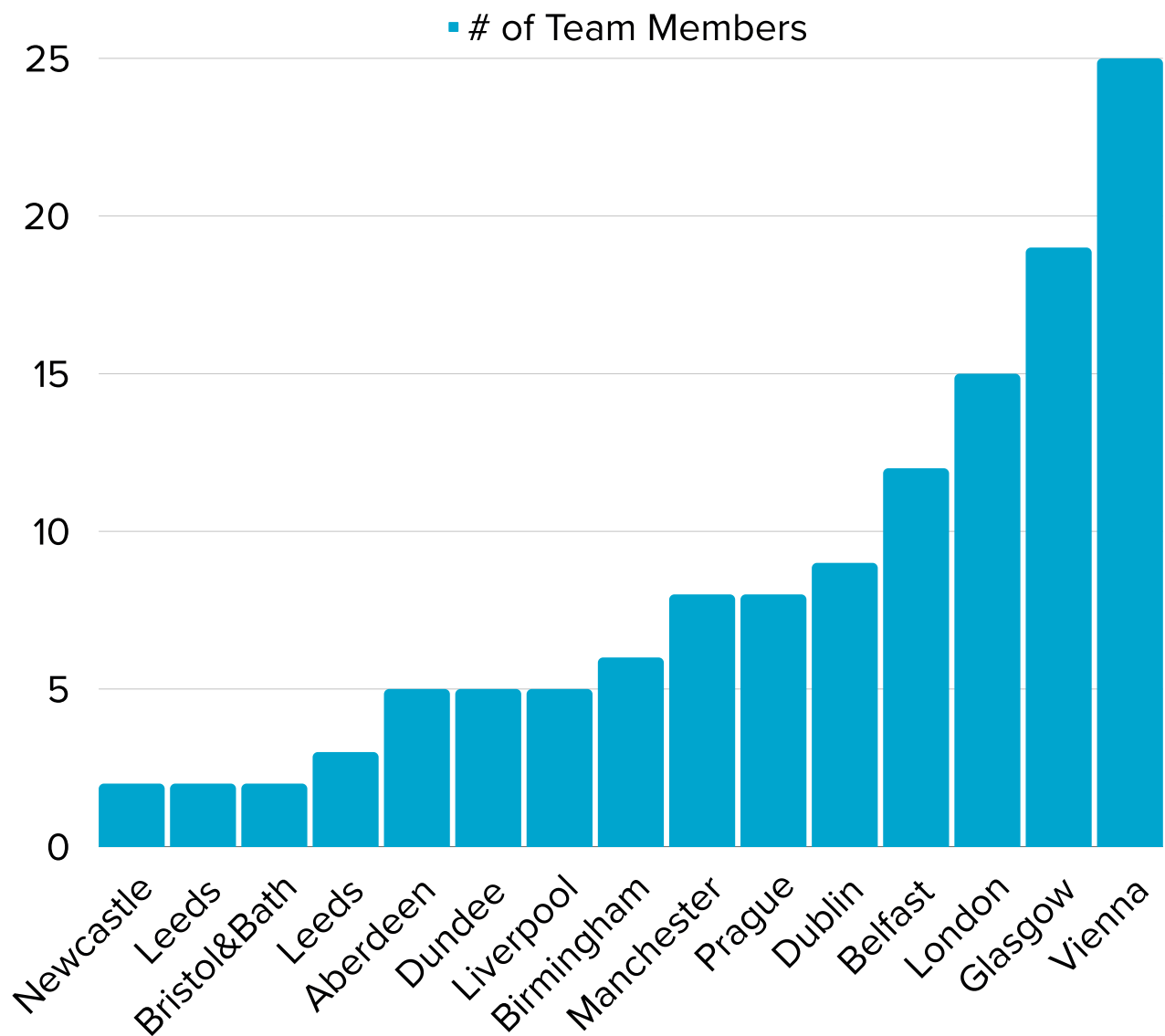
	Core Convention Bureau Team	Wider Marketing Team
London	<ol style="list-style-type: none"> 1. Director of Tourism and Convention Bureau 2. Head of Convention Bureau Services 3. Head of Associations and City Wide bids 4. Senior Business Development Manager, Associations 5. Business Development Manager Corporate x 2 6. Bid Executive 7. 7VP of North America (based in NYC) 8. Head of Business Development and Tourism Partner Engagement, Europe 9. Business Development Co-ordinator, Europe 10. Head of Major Events and City Experience 11. Project Manager, Major Events and City Experience x 2 	<p><i>*Part of the larger London & Partners</i></p> <p><i>*funded by local government</i></p>

	Core Convention Bureau Team	Wider Marketing Team
Vienna	<ol style="list-style-type: none"> 1. Director 2. Assistant to the Director 3. Strategic Partnerships 4. Office Management 5. Team Manager; Associations 6. Manager Associations x 2 7. National Associations Manager x 1 8. Association & Office Manager x 3 9. Team Manager; Corporate 10. Manager Corporate x 3 11. Team Manager; B2B Marketing Communications 12. B2B Marketing Manager x 2 13. Corporate Public Relations Press Officer 14. Corporate Public Relations Deputy Press Officer 	<i>*Part of the Vienna Tourist Board</i>
Hamburgh	<ol style="list-style-type: none"> 1. Head of Conventions 2. Business Development Manager x 3 3. Marketing Manager Conventions x 3 	<i>*Part of the Hamburgh Tourismus GmbH</i>

	Core Convention Bureau Team	Wider Marketing Team
Prague	<ol style="list-style-type: none"> 1. Managing Director 2. Assistant Director / Member Relations Manager 3. Head of Business Events 4. Manager Business Events x 2 5. North America Manager 6. Manager Business Events & Ambassador Programme 7. Head of Communications 8. Communications Manager 	<i>*Only began operating in 2008</i>
Dublin	<ol style="list-style-type: none"> 1. Manager 2. Corporate & Incentive Officer 3. Association Conferences Officer 4. Business Development Officer 5. Association Conferences x 2 6. Corporate & Incentive x 1 	<i>*Part of the larger Failte Ireland *funded by National Government</i>

CONVENTION EDINBURGH

Below we have compared the same destinations in relation to the current staffing models of their core Convention Bureau team.





#MakeItEdinburgh

CONVENTION EDINBURGH

GUARDIANSHIP PERIOD REPORT

LATEST INFORMATION, UPDATES & HIGHLIGHTS

MAY 2022 - APRIL 2024



BUSINESS EVENTS. A CATALYST FOR CHANGE.

Speaking at the 2024 ICCA UK & Ireland Chapter Annual Conference 'Big Debate Session', Tom Burns, Schools Convenor of the 175th Session, Queens University Belfast Literary and Scientific Society, championed the global scale to which business events impact upon.

"Climate change may be the greatest threat we face, but it is not the only one. Disease, poverty, infrastructure, healthcare and hunger are all jeopardising our world and our humanity, in different corners of the world.

Such significant global issues can only be solved through focused discussion and collaboration. Business events play a significant part in this by bringing the best and brightest minds together for discussion, debate and to work towards solutions which address major global issues.

Those working in the conference industry are acutely aware of the inherent negative environmental impacts of running events.

Responsible businesses across the industry are making efforts not only to address our most pressing challenges but also to mitigate its impact on the climate. This approach is not about performative gestures or greenwashing. It is fundamentally humanitarian, and aims to safeguard our future.

A well-known quote by Cultural Anthropologist, Margaret Mead, resonates particularly in the context of global threats. Her words perfectly capture the essence of the conference industry and why these gatherings may represent our best hope for tackling the climate crisis, and the numerous challenges we face as a community."...

"Never doubt that a small group of thoughtful committed citizens can change the world. It's the only thing that ever has."

Margaret Mead



UPDATE REPORT 2022 - 2024



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OUR MISSION

To invite events around the world to choose Edinburgh.

Through the strength of our collaborative spirit, the power of our collective creativity, the pride in our community and welcoming culture, we unite Edinburgh's iconic international reputation, its sustainable ambitions, and its bright minds, with its fusion of enlightenment, innovation, and fun - making it the most memorable events destination in the world.

[#MakeItEdinburgh](#)

FOREWORD



Amanda Wrathall
EICC

Taking guardianship of Convention Edinburgh on behalf of the City of Edinburgh Council was a great privilege for our team. To represent our capital city to global decision-makers as a world-class destination for business events is no small undertaking and one, we knew we would have to approach in a non-traditional way.

From the offset, funding was limited, the team was small, the service had previously been hibernated, and naturally, there were concerns from city partners on whether this was the right way forward. This report has been created to share some of the results to date. We hope that you will be encouraged by the activities and business results that have been achieved so far.

More importantly, we hope the “less tangible” results which can be realised are evident along with the traditional economic measures. VisitScotland Business Events Associations Report published in March 2024 articulates the financial imperative of these types of events perfectly:

“Business event visitors to Scotland spend more per head than any other kind of visitor to Scotland. An international association delegate spends £447 per day (including spend on the delegate and spend by the delegate). The value is even higher for UK delegates. By contrast, leisure visitors from Scotland’s highest value international market, the USA, spend £182 per day.”

The role of a convention bureau in attracting national and international conferences extends beyond visitor numbers and economic impact. Business events drive commerce and knowledge transfer and their purpose is to accelerate progress. They create and maintain productive networks and utilise the power of group dynamics, and they contribute to our city's growth and transformation in meaningful ways. This multifaceted impact underscores the value of business events.

The core purpose of business events transcends tourism, offering a pathway to sustainable economic development, innovation, and community enrichment.

These events have impacts well beyond the plenary, undertaking work in our community, advancing health outcomes for people across the city, or facilitating conversations about topics such as colonial representation in public spaces.

Making a positive impact in the business events space, we believe, requires a collaborative approach and spirit. Since taking on the guardianship, we have been buoyed by the support and enthusiasm of city partners, who have joined us in this spirit – and the results outlined in this report indicates the positive benefits this has brought to the city.

While we are encouraged to share this report, it should be articulated that the challenge to remain relevant in a global marketplace is significant. The work undertaken is limited, and our ambitions for our city are far greater than the outcomes we are sharing; we will therefore continue to work with stakeholders to ensure Edinburgh has the convention bureau service it requires to compete on a world stage.



BACKGROUND & APPROACH

EICC established a team to take on the management and operations of Convention Edinburgh on a guardianship basis, following the previous hibernation of the bureau. This was to help drive the city's business events sector.

Since then, a small team of staff seconded from the EICC has managed the day-to-day running of Convention Edinburgh.

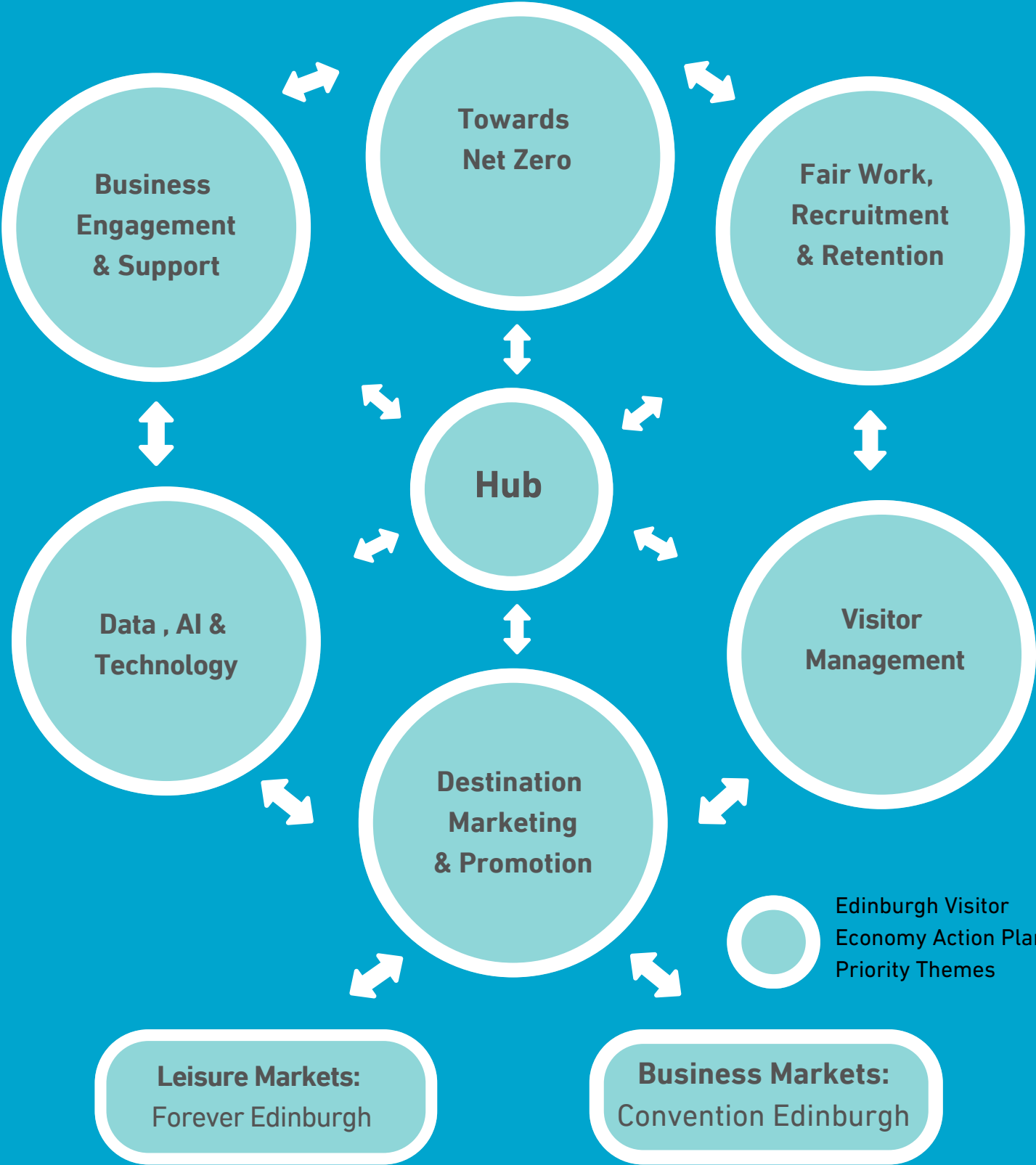
This involves handling and distributing enquiries, business development activities, and promoting Edinburgh as a destination for business events, for the collective benefit of the city.

The team is committed to taking a collaborative approach to running Convention Edinburgh, working actively with Edinburgh City partners, including hotels, venues and the wider event supply chain to attract conferences to Scotland's capital city.

Collaborative activities with city partners cover business generation activities such as trade shows, client hospitality and insight trips, as well as the establishment of an Advisory Group, details of these activities are outlined in the following pages of the report.

TOURISM LANDSCAPE

Convention Edinburgh sits within the Edinburgh Visitor Economy Partnership hub and spoke model.





£46.7m

Economic influence from
bids confirmed for the city

ENQUIRIES

In 22 months of operation, the Convention Edinburgh Team has been extremely busy managing enquiries received for the city. These enquiry levels demonstrate that Edinburgh is still an attractive destination for business events. We, however, can not be complacent and much of this work has been reactive rather than proactive, meaning that despite good numbers there is no doubt that many opportunities are not being realised.

Over the period, we have observed that the lead time for many incoming enquiries can be short. The vast majority of enquiries we received fall within a 2-year window, a trend that mirrors reports from across the industry.

More recently, however, we have observed more typical booking times returning for some conferences, and the team is working on enquiries up to 2030.

We are also experiencing shorter response times for RFPs (Requests for Proposals), with clients often providing a brief window to respond to complex briefs. These quick turnaround times pose a challenge for businesses, and we are grateful to our partners for their support in ensuring we have the opportunity to attract these events to our city.

Many of the requests received are for accommodation, hence our strong working relationship with the EHA.

In a city that has high occupancy due to the attractiveness of the destination, securing large allocations of bedrooms years in advance, can on occasion be challenging. Our thanks go to Neil Ellis and the wider EHA for their collaboration and support as we explore ways to work with the industry for mutual benefit.





411 enquiries

received, managed and distributed to city venues

60 business events

confirmed to date, for venues and hotels across the city

£46.7m

generated in economic impact from bids confirmed for the city

21,540

delegate expected to visit Edinburgh for events confirmed, to date

FUNDING & IN KIND SUPPORT

Having begun the management of Convention Edinburgh with no EICC budget for activities, we have worked hard to seek out opportunities for funding and support at a local and national level.

We are grateful to the Edinburgh Hotels Association (EHA), which has proactively supported Convention Edinburgh since May 2022. Financial contributions from EHA totalling £30,000 have allowed us to carry out a significant level of aforementioned business development activities.

Edinburgh Airport has kindly provided £5,000 in funding to Convention Edinburgh. This was used to part-fund the fee to exhibit on the VisitScotland stand at IMEX America, which is the largest trade show for the global meetings, events and incentive travel industry'

An application for funding to the VisitBritain Business Events Growth Programme and Bid Enhancement Fund was successful. This £10,000 grant has facilitated collaboration among nine

Edinburgh organisations, aiming to attract 22 client events to the city, with the potential to generate £39.5 million in economic impact, 40,000 hotel room bookings, and 10,500 delegates. To date, 6 events have been confirmed across various venues, securing an economic impact of £17.2 million and attracting approximately 5,200 delegates to Edinburgh.

We are hugely appreciative to the many city and national partners who have provided support which now totals more than £100,000 of in-kind benefit. This significant level of support has made it possible to host clients via fam trips and individual site visits, essential to securing prospective business.

City of Edinburgh Council has funded one full time member of staff, hosting of website and domain registration fees, as well as the CMS system, and membership of ICCA.

Costs incurred from the Edinburgh International Conference Centre (EICC) has totalled £150,000 annually since the guardianship period.





£145,000⁺

City partner in-kind support and direct partner contributions.

INDUSTRY SUPPORT

“ Erroneously viewed as business costs or a “nice to have”, dedicated convention bureau at both a city and country level are business generators of “good tourism” in the form of business events, meetings and conferences. A city without a dedicated resource for business events, is not a serious contender as an international business events destination. This is why the conspicuously strong relationship between VSBE and Convention Edinburgh is so important as a specialist resource for clients seeking their next destination.



Business events are catalysts for economic and social progress, They bring the world’s experts to our cities, including our capital city of Edinburgh not only because of the myriad of attractions and history, but also due to our academical credentials and reputation for innovation. They also contribute to the creation and sustainability of jobs, academia, route connectivity and a very long supply tail reaching beyond the core visitor economy.

A meaningful investment in an effective convention bureau is a direct commitment with uniquely measurable returns across many policy areas in which Edinburgh aspires to lead.”

Neil Brownlee, Head of Business Events, VisitScotland

“ Convention Edinburgh is a key partner to VisitBritain in our work to promote all nations to the international business events and association market. The team at Convention Edinburgh lead the city in sourcing and bidding for new association events and continue to raise the profile of the destination to prospective clients in priority sectors. They deliver outstanding activities to engage with clients and showcase the fantastic product available across the city. The industry is in a period of significant change and Convention Edinburgh are a leading contributor to tackling this transformation; their Business Events Shaping Tomorrow (BEST) initiative is an excellent programme to support planners and suppliers in facilitating responsible and impactful events.



VisitBritain Business Events were delighted to organise our inaugural Association Conference in Edinburgh, in February 2024, following a competitive and successful bid. The team at Convention Edinburgh partnered with VisitBritain to deliver a strong programme which has received excellent feedback from attending stakeholders, clients and business event media.

Paul Black, Head of Business Events, VisitBritain

AMBASSADOR SUPPORT

Business events and universities play a key role in Edinburgh, attracting investment, creating jobs, and developing new social and cultural initiatives. Without collaboration, innovation, and knowledge transfer to raise the profile of key sectors in the city, Edinburgh would be unable to attract international conferences.



Convention Edinburgh is the key organisation in the city for fostering this collaboration. They link city suppliers, academia, and policy makers to ensure Edinburgh is a world leading destination for business events.

**Professor Gary Hutchison, Dean of Applied Sciences,
Edinburgh Napier University**

I have been involved with Convention Edinburgh for some years in my capacity as an academic surgeon in Edinburgh, Scotland and the UK and have organised many academic medical and surgical conferences all over the world.



For four years in my capacity as President of the Royal College of Surgeons of Edinburgh I have liaised with Surgeons Quarter, the EICC and academics all over the UK and abroad to coordinate major conferences to be held in Edinburgh. Convention Edinburgh has been an effective organisation in bringing these enterprises to hugely successful conclusions.

The Royal College of Surgeons of Edinburgh is internationally renowned as a centre for medical research and advancement. In collaboration with our commercial arm – Surgeons Quarter – the College has worked with the bureau for many years to attract leading medical related events to Edinburgh. This collaboration has allowed us to raise global awareness of many areas of medical research for the city.

Edinburgh has many advantages in attracting business events but there are many challenges in staying ahead of the well-supported global competition. Key to doing so is the sales and marketing activities undertaken by the convention bureau. The city lost a great deal of competitive edge and many business events following the demise of Marketing Edinburgh prior to EICC undertaking the guardianship of Convention Edinburgh in the last few years.

It is the co-ordination of city partners, venues and support services that is imperative if promotion of Edinburgh as a centre of excellence in a variety of industry and research sectors is to continue as it has done over the last 10 years. I strongly support that the convention bureau continues to provide this outstanding support going forward.

**Professor S Michael Griffin OBE MD FRCSEd FRCS(Eng) FRCSI(Hon) FACS(Hon) FRACS(Hon)
Professor of Surgery / Immediate Past President Royal College of Surgeons of Edinburgh**



100,530

Room nights to be generated from business events placed in the city since the re-launch of Convention Edinburgh

ADVISORY GROUP

Shortly after announcing the guardianship Edinburgh Convention Bureau formed an Advisory Group. The group comprises representatives working in senior positions in Edinburgh's events, hospitality and tourism industries.

The Advisory Group was established to enable a collaboration of resources, skills and experience across a representation of city partners. The overall aim is to use the group's collective input to attract more business events to Edinburgh and to extend the reach of promotions of our city as a world-renowned destination.

The role of the group is to advise, input and contribute into the operational activities that we undertake as a convention bureau.

All members have put aside their own business interests to work for the benefit of the city. We are grateful to members of the Advisory Group for their time, talent and active involvement and continued support. Chaired by Amanda Wrathall the group comprises of:

- Amanda Ferguson, University of Edinburgh Hospitality & Events Collection
- Colin Horsburgh, En Pointe Solutions
- Elaine Elder, National Museums Scotland
- Neil Ellis, Edinburgh Hotels Association
- Rob Lang, Edinburgh Airport
- Shona Clelland, Cultural Venues - City of Edinburgh Council
- Stuart Evans, Fusion Meetings & Events
- Sue Stuart, Surgeons Quarter
- Neil Brownlee, VisitScotland (independent observer)



ADVISORY GROUP COMMENTS



It's been beneficial to have the guardianship of the convention bureau through the EICC in order to maintain some sort of presence in the business events market. The fact that so many diverse stakeholders in the city have volunteered their time to support this through the Advisory Group and various activities demonstrates the importance of this sector to Edinburgh's tourism sector and knowledge economy. The small team is to be commended for the results achieved to date however it is not enough and is very limited in its scope. This is not a long term viable solution if we are to effectively operate in a highly competitive global market.



Amanda Ferguson, Head of Business Development, University of Edinburgh Hospitality & Events Collection



Business events play a crucial part in the economy of Edinburgh, the impact they have supports not only the venues and hotels but the wider economy of our capital. Joining the Advisory Group for Convention Edinburgh in November 2022 has allowed me the opportunity to share my experience and opinions along with those of other trusted group members to allow us to help shape the future of business events in Edinburgh. Being an independent voice allows us to speak freely for the future benefit of the business events community.



Colin Horsburgh, Director, En Pointe Solutions,



My role as an Advisory Group member and city partner with Convention Edinburgh is incredibly valuable. I am fortunate to have the opportunity to guide, motivate, and influence the Bureau's future alongside a team of industry experts.

Convention Edinburgh's role in attracting global events is crucial, underscoring the vast, often underestimated economic benefits. Without such a bureau, our city would struggle to compete on the world stage.

These events ripple beyond hotels and venues, benefiting taxis, restaurants, bars, visitor attractions, and local shops, enriching the entire community. Our city deserves a convention bureau with the capacity to ensure this level of impact and global reach. The all-encompassing economic boost, impacting sectors city-wide and beyond, highlights the undeniable value of a well-supported convention bureau.



Stuart Evans, Director, Director, Fusion Meetings and Events

ADVISORY GROUP COMMENTS



Convention Edinburgh is a much valued and needed resource for our capital city. Since its revival, the Edinburgh Hotels Association has been delighted to play its part in helping to shape and support the great work and the bid wins. We are thrilled with the results of the small but dedicated team and look forward to even more success in the future.



Neil Ellis, Chair, Edinburgh Hotels Association



Edinburgh's cultural heritage and renowned festival programme make it a natural attractor for business and leisure travellers from around the world. However, for business tourism – the highest-yielding sector to the city – competition from other destinations increases year-on-year.

The demise of Marketing Edinburgh and the Edinburgh convention bureau in 2020 resulted in Scotland's capital being greatly disadvantaged in terms of its marketing efforts to attract business events to the city.

Since relaunching under the guardianship of EICC, Convention Edinburgh has successfully supported venues across the city with their bids to attract conferences and events, whilst also assisting event bookers during the venue selection process. The Convention Edinburgh team has helped to re-establish effective marketing and collaboration with industry to provide economic benefit for the city.

Surgeons Quarter sits on the Advisory Group of Convention Edinburgh and has supported them in the recent relaunch of the Ambassador Programme which brings together Edinburgh's academic community and event professionals to lure more international association conferences to the city.

It is essential that Convention Edinburgh's efforts are supported going forward in order to further enhance Edinburgh's reputation as an international conference destination and develop the conference sector as an important element of the city's economic success.



Sue Stuart, Commercial Manager, Surgeons Quarter



Business events are a vital element to Edinburgh's visitor economy, supporting jobs and providing a year-round income to the local economy. Convention Edinburgh ensures the city remains a destination of choice for national and international events, leading collaboration amongst city partners and help the future growth of this key industry in Edinburgh.



Rob Lang, Head of Marketing, Edinburgh Airport

ADVISORY GROUP COMMENTS



Being part of the Convention Edinburgh Advisory Group and working with diverse stakeholders for the benefit of the city has been a rewarding experience. The challenge of ensuring that Edinburgh remains a global player within the business events sector is one that requires collaboration, creativity, and a dedicated team.



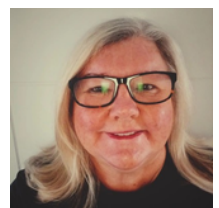
The Museum is a showcase of not only Scottish History but world history hence is communicating on a national and international level to attract a diverse audience. We are therefore able to introduce, first hand, to visitors and business events alike, Scotland's innovation with Renewables, Life Sciences, Informatics, Art & Design to name a few. Business events are fundamental for the Museum.

All profits generated from business events are gifted back into National Museums Scotland, preserving not only the past but the future learnings of the Museum for generations to come. We are always delighted to support the ongoing work of the Convention Bureau"

Elaine Elder, Director of Sales and Marketing, National Museums Scotland



The recent revival of Convention Edinburgh has been key to repositioning Edinburgh as a leading destination for meetings, conferences, and events. As someone who has worked as part of the business events sector for over 20 years, I am very supportive of the work that EICC has been doing to provide guardianship of Convention Edinburgh. Business events in Edinburgh are a crucial driver of economic growth, attracting visitors, generating revenue, and showcasing the city as a prime destination for commerce and innovation.



Shona Clelland, Cultural Venues Development Manager, The City of Edinburgh Council



21,540

Delegates expected to visit Edinburgh
for events confirmed, to date

ACTIVITIES

Since re-launching Convention Edinburgh, we have taken our city to the world by representing Edinburgh at industry events and by delivering our own business development events. This activity has covered:

2022

- Convention Edinburgh Launch, May
- IMEX Frankfurt, May
- Cvent Connect, October
- ICCA World Congress, November
- Festive FAM, December

2023

- Confex, March
- ICCA UKI Conference, March
- ABPCO Festival of Learning, April
- Ambassador Roundtable
- IMEX Frankfurt, May
- The Meetings Show, June
- ICCA UK and Ireland Chapter, June
- VisitBritain Impact & Sustainable Events Programme
- VisitBritain Ambassadors Reception
- Convening EMEA, September
- IMEX America, October
- Festive FAM, December

2024

- micebook EXPO, January
- ICCA UK & Ireland Chapter, February
- M&I Fest, March
- ABPCO Festival of Learning, April
- Edinburgh Chamber of Commerce & Convention Edinburgh Breakfast Briefing, April
- IMEX Frankfurt, May

Up-skilling our team has also been a focus, with team members successfully completing the Destination Leaders Programme Short Course, with Edinburgh Napier University, and the VisitBritain Impact and Sustainable Events programme.



AMBASSADOR PROGRAMME

In partnership with Amanda Ferguson from the University of Edinburgh's Hospitality and Events Collection and Sue Stuart from Surgeons Quarter Edinburgh, a round table was hosted with previous members of the Ambassador Programme and potential new recruits. The aim was to explore what members might want from a revived programme, which activities generated the most value, and how we could move forward in a meaningful way.

This session was kindly facilitated by Dr. Lynn Minnaert, Professor and Head of Subject for Tourism and Languages at Edinburgh Napier University and School of Hospitality Dean at Metropolitan State University of Denver.

This initial step has provided clarity on what we aim to achieve once resources are available, and which activities we could coordinate in the interim.

The first of these events took place on the 11th of October 2023, when we gathered a group of 100 of Edinburgh's leading academics and industry professionals for a reception hosted by the National Museum of Scotland and Benugo Events.

Speakers included Councillor Lezley Marion Cameron, Deputy Lord Provost; Marshall Dallas, Chief Executive, EICC; Professor Rowan Parks, Professor of Surgical Sciences at the University of Edinburgh and President of the Royal College of Surgeons of Edinburgh; Professor Lis Neubeck, Professor of Cardiovascular Health in the School of Health and Social Care, Edinburgh Napier University; and Lyndsey Rafferty, Senior Associations Manager at Convention Edinburgh.

The reception offered an opportunity for attendees to learn from our speakers about the significant impact Ambassadors can have within our economy, their institutions, and, more broadly, our wider community.

We would like to extend our gratitude to Amanda Ferguson and Sue Stuart for their efforts, as well as National Museum of Scotland and Benugo for their in-kind support, which was crucial to the success of the event.



CONFIRMED FOR THE CITY

**International Association
of Young Lawyers, 2022**

Economic influence: £546k
Venue: Sheraton Grand Hotel
& Spa

**European Society of Animal
Chlamydioses Biennial
Meeting 2023**

Economic influence: £91k
Venue: Royal College of
Physicians

**DRPF - Finance Services
Software Roadshow, 2023**

Economic influence: £459k
Venue: Scottish Gas Murrayfield

**International Network for
Social Network Analysis,
2024**

Economic influence: £1.6m
Venue: Heriot-Watt
University

**XXVII International Bile
Acid Meeting 2024**

Economic influence: £518k
Venue: Edinburgh
International Conference
Centre

**International Veterinary
Acupuncture Society 2024**

Economic influence: £237k
Venue: John McIntyre
Conference Centre, The
University of Edinburgh

EDINBURGH IN THE ICCA RANKINGS

2022	2019	2018
52 Meetings	77 Meetings	85 Meetings
19,054 Delegates	23,978 Delegates	25,092 Delegates
30th in the World	31st in the World	27th in the World
24th in Europe	18th in Europe	17th in Europe
3rd in the UK	2nd in the UK	2nd in the UK

The team collate Edinburgh's data for ICCA (International Congress & Convention Association) each year in collaboration with city partners.

In this table we have compared the collated stats with 2019 and 2018, as these were the last full years that the data was analysed in this way. It should be noted that most venues were closed for business in the first quarter of 2022 due to Omicron and business events had not fully recovered due to general uncertainty.

Full results were announced at IMEX Frankfurt 2023, which confirmed that Edinburgh hosted 52 qualifying international Association events in 2022; this makes Edinburgh's position number 30 in the rankings. This is an increase from being in 31st position in 2019.

For the first time in many years, however, Edinburgh is no longer placed as the 2nd most popular destination in the UK outside of London. Glasgow has now taken this position with 55 qualifying meetings, putting them in 27th overall position.

Although such movement is disappointing, it should be noted that Edinburgh, Glasgow and London all rank ahead of some of the world's leading destinations including Washington DC, Tokyo, Geneva, Dubai, and Sydney. The UK now ranks 6th overall position, with 449 meetings taking place in 2022.

The latest results, for 2023, will once again be announced at IMEX Frankfurt in May.

SOCIETAL IMPACT

As part of our efforts to make a positive contribution to the community, Convention Edinburgh encourages conference clients to take part in its food donation initiative.

Most recently, in February 2024, we collected 102.8kg of food for the Edinburgh Food Project from conferences taking place in the city.

Delegates were made aware of the initiative ahead of attending their conferences and many came prepared with non-perishable food items to donate to the collection on the day.

This activity is part of the BEST recognition scheme as outlined on the following page.



"So far this year, we have given out 3,741 emergency food parcels to people in crisis. Your gifts of tins, packets, and jars make a huge difference to people struggling, providing them with relief and the essentials we should all have. Thank you for being there for them."

Edinburgh Food Project



THE BEST EVENTS

The Business Events Shaping Tomorrow (BEST) initiative was launched in 2022 by ETAG Business Events group to recognise businesses for contributing to a responsible Edinburgh. Aimed at business event organisers, the platform records the positive influence that these events bring to Edinburgh. The initiative is designed to bolster the city's business events sector, recognising the contributions that events have on the professional and wider community.

Following their conference in June 2023, ACNAP became the first association to be recognised with several BEST achievements.

The ACNAP 2023 conference took a patient-centric approach and had a strong focus on community engagement, leaving behind a profound legacy in Edinburgh.

"With the help of the EICC, we were able to successfully engage with the local community through important awareness-raising activities, as well as showcase Edinburgh and its beauty for those visiting."

The ACNAP event impacts and outputs were measured against 17 UN Sustainable Development Goals (SDGs), and critiqued on how the association contributed towards positive global change.

ACNAP was awarded Gold in both the 'Good Health & Wellbeing' and 'Responsible Consumption and Production' categories, Silver in 'Quality Education & Reduced Inequality' and 'Sustainable Cities and Communities', and finally a Bronze in 'Working with a city that is Globally Responsible.'

BEST was driven by: Elaine Miller (EICC), Stephanie Lee (IHG Hotels), Martin Robertson (Napier University Edinburgh), Amanda Wrathall (Convention Edinburgh) and supported with contributions by: Elaine Elder (National Museums Scotland), Gordon Dow (University of Edinburgh Conferences & Events), Rob Lang (Edinburgh Airport), Shona Clelland (Assembly Rooms).





#MakeItEdinburgh

Appendix 4 - development of the conference centre by issuing loan stock

Construction of the original Conference Centre was managed by the former Edinburgh District Council (EDC).

Development Agreement

EDC and Edinburgh International Conference Centre Limited (EICC) entered into a development agreement in March 1992. Key points from the Development Agreement between EDC and EICC, dated 27 March 1992

- EDC wanted to develop the Exchange District, to include office development and a conference centre;
- EDC granted EICC a 125-year lease for the Exchange District;
- EDC would provide funding to permit EICC to procure construction of the conference centre and office development. EICC would procure the development of the whole site;
- In exchange, EICC would issue loan stock to EDC for the conference centre, noting there was no reference to loan stock in relation to office development;
- The Scottish Development Agency provided £6.75m for site preparation and furtherance of the development of the conference centre.

Lothian Road Income and Expenditure Trusts

EDC set up two trusts, the Lothian Road Income Trust (*the Income Trust*) and the Lothian Road Expenditure Trust (*the Expenditure Trust*). The purpose of the Income Trust was to receive the considerations for the disposal of the Council's interests in the Exchange; the purpose of the Expenditure Trust was to provide loan finance to EICC in terms of the development agreement and to reimburse the Council's expenditure on the Exchange.

The balance on the Expenditure Trust was £nil until 2010, as funds were only transferred from the Income Trust as and when required. These funds were then immediately transferred to EICC or the Council to meet eligible costs.

In June 2010, the Council approved the extension of EICC additional function space (AFS) and agreed that the remaining balance in the Income Trust, augmented by a £5.915m contribution from Scottish Enterprise and proceeds from the sale of Conference House, would be used to fund the AFS project and any operating shortfalls in EICC for the period up to the opening of the additional function space in 2013. As a result of the Council's decision, the Income Trust was no longer available to meet EICC's operating shortfalls or capital expenditure requirements post AFS completion.

A sinking fund was established to meet EICC's future capital expenditure requirements as they fall due. The annual contributions to the sinking fund were based on a capital expenditure programme of £47.655m over c25 years. These contributions were to be funded from EICC's operating surpluses post AFS once the Income Trust funds were fully utilised.

Use of the Expenditure Fund

The Expenditure Trust received an initial deposit of cash from EDC of £23.4m. on 27th March 1992. A further deposit of £5m was made on 31st March 1992, by way of a consent swap¹ with Lothian Regional Council.

¹ In 1992, capital expenditure controls were by virtue of s94 of the Local Government (Scotland) Act 1973

Further monies were deposited into the Expenditure Trust, from the Income Trust, from land sales, etc, and by 27th June 2014, these totalled £42.179m. Additionally, interest of £4.770m had been earned on the Expenditure Trust to 27th June 2014.

Monies from the Expenditure Trust were used to pay for the construction of the original conference centre facility.

Loan Stock

A resolution from EICC's Board on 27th March 1992 created £55m of convertible, unsecured loan stock 2117, to be issued to EDC or its successor in accordance with the provision of the Development Agreement. This loan stock would be repayable at par on 31st March 2117, with EICC having an option for early repayment. There was no mention of interest being payable on the loan stock.

The loan stock could be converted into fully paid preference shares at a rate of 1 share per £1 of loan stock.

Early repayment of the loan stock could be forced in the event of EICC:

- Default and performance, undertaking or obligation
- Administration / receivership
- Winding up
- Stopping payment of its obligations and ceasing to carry on its business
- Unable to pay its debts
- Security enforceable

The minutes of a meeting of the Directors of EICC, held on 17th December 1996 include the following. Transcript of extract from minutes:

“11. Transfer Shares and Loan Stock

It was noted that the City of Edinburgh Council wished to transfer its holding of shares and Loan Stock in the Company to C.E.C. Holdings Limited, a wholly owned subsidiary of the Council. The rationale for this transfer was to benefit from tax grouping arrangements whereby the Company would benefit by the new parent company purchasing 100% of the value of tax losses accrued by the Company in each year.

12. It was noted that the form of the following transfers had been agreed and that it was expected that they would be received shortly together with relative Share Certificated in respect of the following number of Shares in the Company:

Class of Share	No. of Shares	Transferor	Transferee
B Share	1	City of Edinburgh Council	CEC Holdings Limited
6% Pref.Shares	10	City of Edinburgh Council	CEC Holdings Limited
Ordinary Shares	2	City of Edinburgh Council	CEC Holdings Limited
Preferred Ordinary	40	City of Edinburgh Council	CEC Holdings Limited

13. It was also noted that a transfer of £45,297,608.66 Convertible Unsecured Loan Stock 2117 from City of Edinburgh Council in favour of C.E.C. Holdings Limited together with relative Loan Stock Certificates would also be delivered to the Company.”

A written resolution, dated 18th December 1996, being a Variation to the Loan Stock Instrument, removed convertibility of £9,702,351.34 of un-issued loan stock to 2117 (*this was part of the original £55m*).

In addition to the Loan Stock issued for the development of the conference centre, loan stock was also issued by the Council, via C.E.C. Holdings Limited, to meet operational losses of EICC and capital expenditure costs. It should be noted that over recent years, the funding issued for capital expenditure is covered by the Lothian Road Income Trust, which is treated as loan stock. This loan stock is issued for a 25-year period, and no interest is being charged. The table below summarises the loan stock that has been issued to date.

Table 1 – Loan Stock

Issued	Reedeemable	Reason	C.E.C. Holdings £	Council £	Total £
various	2117	Development of Facility	45,297,608	7,229,264	52,526,872
1997	2022 now 2026	EICC Operational Funding	1,339,365		1,339,365
1998	2023 now 2026	EICC Operational Funding	868,000		868,000
1999	2024 now 2026	EICC Operational Funding	546,000		546,000
2000	2025 now 2026	EICC Operational Funding	123,000		123,000
2009	2034	EICC Operational Funding	94,000		94,000
2009	2034	EICC Capital Expenditure	60,299		60,299
2010	2035	EICC Operational Funding	199,000		199,000
2010	2035	EICC Capital Expenditure	600,000		600,000
2011	2036	EICC Operational Funding	169,648		169,648
2011	2036	EICC Capital Expenditure	539,493		539,493
2012	2037	EICC Operational Funding	347,073		347,073
2012	2037	EICC Capital Expenditure	113,997		113,997
2013	2038	EICC Capital Expenditure	1,278,074		1,278,074
2014	2039	EICC Capital Expenditure	841,099		841,099
2015	2040	EICC Operational Funding	600,000		600,000
2015	2040	EICC Capital Expenditure	118,922		118,922
2016	2041	EICC Capital Expenditure	66,092		66,092
2016	2041	EICC Development Expenses		57,433	57,433
2017	2042	EICC Capital Expenditure	482,438		482,438
2018	2043	EICC Capital Expenditure		595,438	595,438
2019	2044	EICC Capital Expenditure		716,826	716,826
2020	2045	EICC Capital Expenditure		30,668	30,668
2021	2046	EICC Capital Expenditure		106,352	106,352
2022	2047	EICC Capital Expenditure		263,971	263,971
2023	2048	EICC Capital Expenditure		475,920	475,920
			8,386,499	2,246,607	10,633,107
			53,684,107	9,475,871	63,159,979

These sums fall due to be repaid to the Council in the years shown in the above table.