

Housing, Homelessness and Fair Work Committee

10.00am, Monday, 20 January 2020

Marketing Edinburgh Update

Executive/routine Wards Council Commitments	Executive All
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1. Recommendations

1.1 Committee is asked to note the contents of this report.

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Executive Director of Place

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Marketing Edinburgh Update

2. Executive Summary

2.1 This report provides an update on Marketing Edinburgh.

3. Background

3.1 City of Edinburgh Council agreed to set up a new destination promotion body for the Council – Marketing Edinburgh – on 18 November 2010.

3.2 The business case supporting the creation of this new body was also approved on this date. Fundamental to the business case was integration of the Destination Edinburgh Marketing Alliance, Edinburgh Convention Bureau, and Edinburgh Film Focus, into a single official, promotional body for Edinburgh - to be known as Marketing Edinburgh - with a remit to promote the city to visitors, tourists and investors.

3.3 The current service activities carried out by Marketing Edinburgh fall under four main categories:

3.3.1 Commercial and Memberships - responsible for attracting and retaining membership subscriptions for Marketing Edinburgh and managing the accommodation requirements for conferences and events;

3.3.2 Convention – working to attract major associations and corporate conferences into the city and providing convention and accommodation support for conferences and events;

3.3.3 Film – acting as a film office service, promoting Edinburgh as a filming destination and dealing with all filming enquiries and co-ordination; and

3.3.4 Marketing – focusing on promoting the city through web and social media activation and working with partners to promote events, activities and the wider city (e.g. Edinburgh Rugby).

3.4 The last performance update from Marketing Edinburgh covered the year 2018/19 and was considered by Housing and Economy Committee on [6 June 2019](#).

3.5 As part of the Council's budget in February 2019 the grant allocation to Marketing Edinburgh for 2019/20 was reduced from £890,000 to £590,000 with a further

reduction planned for 2020/21 of £490,000 leaving a remaining budget of £100,000 for the Council to support film and convention. This decision was predicated on Marketing Edinburgh developing a plan for self-sufficiency for the next financial year.

- 3.6 The Housing and Economy Committee approved the Marketing Edinburgh Service Level Agreement (SLA) on [21 March 2019](#).
- 3.7 Housing, Homelessness and Fair Work Committee considered a report on proposals for the future of Marketing Edinburgh on 31 October 2019.

4. Main report

Marketing Edinburgh Board

- 4.1 The Board of Marketing Edinburgh resigned in early November 2019.
- 4.2 The Companies Act 2016 (S154) requires companies such as Marketing Edinburgh to have at least one director who is a natural person. To ensure compliance, the Chief Executive, in consultation with the Lord Provost, exercised urgency powers under the Committee Terms of Reference and Delegated Functions paragraph A4.1 and appointed Councillor Kate Campbell as a director of Marketing Edinburgh with effect from 11 November 2019.
- 4.3 On [21 November 2019](#) City of Edinburgh Council noted the appointment of Councillor Kate Campbell and approved the appointment of two Councillors to join the Marketing Edinburgh Board – Councillor Mandy Watt and Councillor Claire Miller.
- 4.4 Council also agreed to change the Articles of Association of Marketing Edinburgh to:
 - 4.4.1 reduce the number of directors from a maximum of 14, to a maximum of three;
 - 4.4.2 reduce the quorum of Directors from six to two;
 - 4.4.3 amend the categories of persons who can become directors to remove stakeholder directors;
 - 4.4.4 remove the requirement to appoint the chief executive officer of Marketing Edinburgh as Executive Director;
 - 4.4.5 remove the requirement to have a company secretary; and
 - 4.4.6 make ancillary amendments to the Articles to allow (4.4.1.1) to (4.4.1.5) to come into effect.
- 4.5 A General Meeting of the Board of Marketing Edinburgh took place on 15 January 2020 to agree the amendments to the Articles of Association as set out in paragraph 4.4 above.

Marketing Edinburgh Operations

- 4.6 As set out in paragraph 3.3, there are four activity areas within the Marketing Edinburgh operation, with operational support provided.
- 4.7 The team have recently moved from their offices in Frederick Street to co-locate with Edinburgh Chamber of Commerce in the George Street offices. This reduces the overhead costs of running an independent office and allows Marketing Edinburgh and Edinburgh Chamber of Commerce to work more closely.
- 4.8 An initial meeting of the Board of Marketing Edinburgh took place following the General Meeting on 15 January 2020 and will continue to consider sustainable financial solutions for the priority areas of film and convention.

5. Next Steps

- 5.1 Board discussions will continue to consider sustainable financial solutions for film and convention and a further Board meeting will take place as early as possible.

6. Financial impact

- 6.1 The financial position is outlined in paragraph 3.5.

7. Stakeholder/Community Impact

- 7.1 The Marketing Edinburgh team continue to work closely with stakeholders on their day to day operational activities.

8. Background reading/external references

- 8.1 None.

9. Appendices

- 9.1 None.