

Amendment by the Conservative Group

Policy and Sustainability Committee

Item: 4.1

Tourism Strategy 2030

Committee:

To delete recommendations and replace with

- 1.1 Notes the feedback received on the draft Tourism strategy and, specifically, the broad-based comments outlined in section 4 of the report that indicate a much better balance is needed to take account of the sometimes competing needs of residents, businesses and visitors in the City Centre and that the Strategy must be aligned with other strategic priorities of the Council.
- 1.2 Regrets the approach taken by the Council administration in relation to Marketing Edinburgh as this decision has left the Council with fewer levers to drive strategic implementation and alignment.
- 1.3 Notes that the specific request of this Committee that SMART measures be developed to track the success of the Strategy and presented at this meeting for scrutiny and approval has not been met and that an Action Plan has yet to be developed.
- 1.4 Therefore, agrees that, without an Action Plan and SMART measures of success the Strategy is deficient and continues consideration of this item to a future meeting when this meaningful information on implementation is presented and can be scrutinised by elected members and the public

Moved by Councillor Iain Whyte

Seconded by Councillor Jim Campbell

Addendum by Liberal Democrat Group

Policy and Sustainability Committee

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Tourism Strategy 2030

Add at end of recommendation 1.1.2 :

“Subject to ETAG co-opting two voting representatives of Edinburgh Residents before the final adoption of the strategy; in the first instance and until permanent arrangements can be made, the representatives should be nominated by EACC.”

Moved by Cllr Robert Aldridge

Seconded by Cllr Gillian Gloyer