

## Policy and Sustainability Committee

10.00 am, Tuesday 21 January 2020

### Present

Councillors McVey (Convener), Day (Vice-Convener), Aldridge, Jim Campbell, Kate Campbell, Child (substituting for Councillor Wilson), Gardiner, Gloyer, Hutchison, Macinnes, McLellan, Main, Perry, Rankin, Staniforth, Webber and Whyte.

### 1. Tourism Strategy 2030

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The Committee had considered the draft Tourism Strategy 2030 alongside the Council's Tourism Statement and noted that it was out for consultation and that the consultation closed on 30 November 2019.

The tourism statement had been updated to reflect the changes requested and the final draft Edinburgh 2030 tourism strategy was presented.

### Motion

- 1) To note the feedback received on the draft Tourism Strategy.
- 2) To endorse the final draft Tourism Strategy 2030, as set out in Appendix 1 to the report by the Executive Director of Place.
- 3) To note that the final draft strategy was being considered by all stakeholders and would be shared at the Edinburgh Tourism Action Group (ETAG) Conference on 30 January 2020.
- 4) To note that it was anticipated that the final strategy would be published by the end of February 2020.
- 5) To note the feedback received on the draft Tourism strategy and, specifically, the broad-based comments outlined in section 4 of the report that indicated a much better balance was 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.
- 6) To note the specific request of the Policy and Sustainability Committee that SMART measures be developed to track the success of the Strategy and presented at this meeting for scrutiny and approval and note this will be taken forward as part of the 3 year Action Plan within 2 cycles if Council agreed the strategy.

- 7) To request that ETAG considered how to include residents' voice as a key stakeholder and that the report coming back to committee in 2 cycles set out how residents were to be included in the delivery planning of the strategy.

- moved by Councillor McVey, seconded by Councillor Day

### **Amendment**

- 1) To note 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.
- 2) To regret 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.
- 3) To note 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.
- 4) To therefore, agree 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 Whyte, seconded by Councillor Jim Campbell

### **Voting**

The voting was as follows:

For the motion	-	12 votes
For the amendment	-	5 votes

(For the motion: Councillors McVey (Convener), Aldridge, Kate Campbell, Child, Day, Gardiner, Gloyer, Macinnes, Main, Perry, Rankin and Staniforth.

For the amendment: Councillors Jim Campbell, Hutchison, McLellan, Webber and Whyte.)

### **Decision**

To approve the motion by Councillor McVey.

(References – Policy and Sustainability Committee 26 November 2019 (item 7); report by the Executive Director of Place, submitted.)

## **2. MIPIM 2020 – Attendance Arrangements**

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Approval was sought for the for the Council's attendance at MIPIM 2020 which was a major real estate and investment conference, taking place annually in Cannes, France. Edinburgh had used MIPIM over the last ten years to profile the city's investment

opportunities, gain intelligence on investment appetite, sources and flows of investment, benchmark the city's attractiveness to investors, and to nurture and increase investor relationships as part of a 'Team Scotland' approach.

It was proposed that the Council Deputy Leader, the Convenor of Planning, the Chief Executive, the Executive Director of Place and the Commercial Development and Inward Investment Manager.

### **Motion**

- 1) To note the Council's position as a strategic partner in the 'Team Scotland' approach to MIPIM.
- 2) To agree the travel, accommodation and the attendance of the Council representatives attending the event as detailed in the report by the Executive Director of Place.

- moved by Councillor McVey, seconded by Councillor Day

### **Amendment**

- 1) To note the Council's position as a strategic partner in the 'Team Scotland' approach to MIPIM.
- 2) To agree that travel would be by train and if required accommodation would be adjusted accordingly.

- moved by Councillor Staniforth, seconded by Councillor Gloyer

### **Voting**

For the motion	-	13 votes
For the amendment	-	4 votes

(For the motion: Councillors McVey (Convenor), Jim Campbell, Kate Campbell, Child, Day, Gardiner, Hutchison, Macinnes, McLellan, Perry, Rankin, Webber and Whyte.

For the amendment: Councillors Aldridge, Gloyer, Main and Staniforth.)

### **Decision**

To approve the motion by Councillor McVey.

(References – Housing, Homelessness and Fair Work Committee 29 August 2019 (item 8); report by the Executive Director of Place, submitted.)