



SCRUTINY COMMISSION – 16 NOVEMBER 2016

PLACE MARKETING ORGANISATION – OUTLINE BUSINESS CASE

DRAFT MINUTE EXTRACT

The Commission considered a Cabinet report of the Chief Executive concerning outcomes of a tourism review process and the proposed arrangements for the delivery of tourism support and related services across Leicester and Leicestershire. A copy of the report, marked “Agenda Item 10”, is filed with these minutes.

Arising from a discussion, the following points were noted:

- The “teckal-compliant” Place Marketing Organisation (PMO) would be legally independent of the County and City Councils. The PMO would be limited to achieving 20% of its income through trading;
- The County Council would be contributing £475,000 to the funding of the PMO between 2017 and 2020. £350,000 had already been committed through the MTFS and from County Council economic ear-marked funds, leaving a funding gap of £125,000 over three years. This would be addressed through the MTFS;
- The PMO would take on a more strategic role than that previously carried out by Leicester Shire Promotions Ltd (LPL). LPL was aiming to continue to carry out its more tactical responsibilities in support of the new arrangements, though it would be required to do this without any core public funding from the County and City Councils. It would however be able to tender for services that the PMO procured;

RESOLVED:

That the proposed arrangements for the establishment of a Place Marketing Organisation be supported.

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