

# EAST AYRSHIRE COUNCIL

CABINET – 10 MARCH 2010

## CORE FUNDING PAYMENTS TO EXTERNAL PARTNERSHIPS, SUBSCRIPTIONS TO EXTERNAL BODIES AND FUNDING FOR SPECIAL PROJECTS IN THE FINANCIAL YEAR 2010/2011

Report by Depute Chief Executive/ Executive Director of Corporate Support

### 1 PURPOSE OF REPORT

- 1.1 To seek Cabinet approval to make payments to external bodies, partnerships and special projects in the financial year 2010/2011.

### 2 INTRODUCTION

- 2.1 The budget from which payments to external bodies, partnerships and special projects are drawn is within the responsibility of the Planning and Economic Development Service of the Department of Corporate Support.

### 3. PROPOSED EXPENDITURE IN FINANCIAL YEAR 2010/11

- 3.1 Tables 1 to 4, within Appendix 1, categorise the areas of expenditure, identify the individual projects and show both the approved expenditure and the projected out-turn in 2009/2010 and also the proposed expenditure in 2010/2011.

(1) **Summary of Expenditure**

This table summarises the total figures shown in the following tables, 1 to 4.

(2) **Core Funding to External Partnerships (Table 2)**

These partnerships are entered into by the Council with other local or national partners to deliver outcomes in respect of strategic policy objectives. These funding relationships fall within the scope of "Following the Public Pound" and as such are subject to Service Level Agreements and annual monitoring reports to Committee.

(3) **Subscriptions to External Bodies (Table 3)**

This category includes subscription payments to organisations which deliver a specific specialist service on a consortium basis (normally available to all local authorities in the former Strathclyde area). The Council's relationship with these organisations is set within the context of "Following the Public Pound" or the Council's own Accounting Policy Bulletin APB27.

In addition, this category includes subscriptions to organisations both local and national and whose sphere of activity aligns with the activities of the Council, where it is considered relevant and appropriate that the Council maintains that membership. Such memberships are included in the list of Affiliations to Outside

Organisations, as approved annually by Cabinet.

(4) **Funding for Special Projects (Table 4)**

This category includes several events which contribute to the attraction of visitors to East Ayrshire.

In previous years, funding support for the Darvel Music Festival has been provided through the Match Fund Budget. In order to place the funding of this important annual cultural event which attracts visitors to East Ayrshire onto the same funding basis as both the Mauchline Holy Fair and the Cumnock Highland Games, it is being proposed that an allocation of £25,000 from the Match Fund budget be transferred into this budget.

**4. PROPOSED ALTERATIONS TO FUNDING ALLOCATIONS FOR THE FINANCIAL YEAR 2010/2011**

**4.1** The allocation to this budget for the financial year 2010/2011 has been reduced by 10%, as agreed by Council on 11 February 2010 and it is proposed that this is achieved through a combination of measures which reflect Council priorities.

**4.2** The details of the proposed revisions are as follows :

**4.2.1 Table 1 – Summary of Expenditure**

- This table summarises the figures in the other tables, 2, 3 & 4 and includes a contingency sum of £1,180, which would be set aside to accommodate any minor variances in the level of payments which may be required.

**4.2.2 Table 2 – Core Funding Payments to External Bodies**

- The core funding for East Ayrshire Woodlands has been reduced by £10,000, which will be transferred into the Skills Development & Employability budget to better reflect the skills development aspects of the work of project and to ensure eligibility for EU Structural Funds support;
- The payment under the Service Level Agreement (SLA) to VisitScotland is the agreed costs of tourism marketing and promotion services which VisitScotland will provide in respect of the East Ayrshire tourism product. The services provided by VisitScotland under the terms of the SLA are shown in Appendix 2;
- The payment to the Ayrshire Joint Structure Plan Team, made from this budget will no longer be required, reflecting the changed function and associated reduced operational costs of the Team;
- A small level of increase in the proposed payment to the West of Scotland Archaeological Service reflects the Council's contribution to the actual costs incurred in 2009/10 for operating this valuable, inter-authority service which supports the work of the Planning function.;

**4.2.3 Table 3 – Subscriptions to External Bodies**

- The payments proposed are in line with those approved for the 2009/2010 budget.

#### **4.2.4 Table 4 – Funding for Special Projects**

- The Mauchline Holy Fair, the Cumnock Highland Games and the Darvel Music Festival are locally inspired and locally managed annual events, which not only contribute significantly to the life of their respective communities, but also play a major part in attracting visitors to East Ayrshire, in furtherance of the aims of the approved Tourism Strategy. Accordingly, for these events, it is proposed to maintain the funding payments at the amounts approved in 2009/2010;
- In preparing the 2010/11 expenditure proposals, it has been possible to increase the proposed allocation for Christmas and other seasonal events in Kilmarnock and Cumnock by £8,420 (42%) aimed at increasing the number and spending of visitors in these town centres, with this work to be led by the recently appointed Town Centre Managers in both Kilmarnock and Cumnock.

### **5. COMMUNITY PLANNING AND POLICY IMPLICATIONS**

**5.1** The organisations and projects to which the Council provides funding support are all engaged in activities which contribute to the achievement of the objectives of the East Ayrshire Community Plan, particularly supporting the key theme of Developing Community Regeneration. The Council's funding also supports the achievement of the objectives of the Ayrshire Joint Structure Plan and the East Ayrshire Local Plan. The Council's funding contributions fall within the categories of:-

- (1) contributions towards the operational costs of wider partnerships in which the Council plays a major role (Table 2);
- (2) subscriptions to external bodies which have an important national lobbying role in strategic policy matters or which provide specialist advisory or consultative support to the Council (Table 3); and
- (3) direct funding contributions towards the cost of specific projects which the Council delivers in partnership with other organisations (Table 4).

### **6. FINANCIAL IMPLICATIONS**

**6.1** The indicative allocations identified in this report will be funded from the budget allocations for the Department of Corporate Support, as approved by Cabinet. It should be noted that year on year there are variations in the amounts actually paid, particularly in relation to subscriptions and these will be accommodated within the budget.

### **7. LEGAL IMPLICATIONS**

**7.1** There are no legal implications arising directly from this report. Appropriate agreements in terms of "Following the Public Pound" and "APB 27" will be completed with each of the organisations and projects supported and performance will be monitored at an appropriate level and reported to Cabinet, as required.

## **8. PERSONNEL IMPLICATIONS**

**8.1** There are no direct personnel implications arising from this report.

## **9. CORPORATE MANAGEMENT TEAM**

**9.1** The Corporate Management Team supports the proposals contained in this paper.

## **10. RECOMMENDATION**

**10.1** That the Cabinet approves:-

- (1) The reallocation of £25,000 from the Match Fund in support of Darvel Music Festival to the Grants to External Bodies Budget; and
- (2) the allocations to external partnerships and special projects in accordance with the proposals set out at Sections 3 and 4 and the appendices attached to this report

**ELIZABETH MORTON**

**Depute Chief Executive/Executive Director of Corporate Support**

3 March 2010/jrs

## **BACKGROUND PAPERS Nil**

**For further information, please contact JOHN SPOONER, Business Development and Tourism Manager, at Council Offices, 6 Croft Street, Kilmarnock on telephone (50) 3239.**

**Implementation Officer: JOHN SPOONER**

## CABINET : 10 MARCH 2010

Table 1

## SUMMARY OF EXPENDITURE

AREA OF EXPENDITURE	APPROVED FOR 2009/2010	OUT-TURN FOR 2009/2010	PROPOSED FOR 2010/2011
Core Funding to External Partnerships	173,130	164,287	145,300
Subscriptions to External Bodies	17,550	17,563	17,700
Funding for Special Projects	50,000	50,000	83,420
Contingency	6,920	0	1,180
<b>TOTALS</b>	<b>247,600</b>	<b>231,850</b>	<b>247,600</b>

Table 2

## CORE FUNDING PAYMENTS TO EXTERNAL PARTNERSHIPS

EXTERNAL PARTNERSHIP	APPROVED FOR 2009/2010	OUT-TURN FOR 2009/2010	PROPOSED FOR 2010/2011
East Ayrshire Woodlands	115,000	115,000	105,000
VisitScotland			
SLA Payment to VisitScotland	33,500	24,000	25,000
Ayrshire Structure Plan Joint Committee	10,000	10,000	0
West of Scotland Archaeological Service	14,630	15,287	15,300
<b>TOTALS</b>	<b>173,130</b>	<b>164,287</b>	<b>145,300</b>

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**Table 3**

**SUBSCRIPTIONS TO EXTERNAL BODIES**

<b>EXTERNAL BODY</b>	<b>APPROVED FOR 2009/2010</b>	<b>OUT-TURN FOR 2009/2010</b>	<b>PROPOSED FOR 2010/2011</b>
Ayrshire Chamber of Commerce & Industry	750	721	750
The Alliance (formerly the Coalfields Communities Campaign)	5,300	5,252	5,300
Glasgow Prestwick Airport : Consultative Committee	550	500	550
SLAED (Scottish Local Authorities Economic Development)	550	690	700
SLIMS : Strathclyde Labour Market	3,100	3,100	3,100
West of Scotland European Forum	6,000	6,000	6,000
PSYBT Ayrshire Awards	500	500	500
Ayrshire Architectural Heritage Trust	100	100	100
Heritage Building Preservation Trust	100	100	100
Scottish Civic Trust	100	100	100
Scottish Rights of Way and Access Society	100	100	100
Scottish Association of Building Standards Managers	400	400	400
<b>TOTAL</b>	<b>17,550</b>	<b>17,563</b>	<b>17,700</b>

**Table 4**

**FUNDING FOR SPECIAL PROJECTS**

<b>SPECIAL PROJECT</b>	<b>APPROVED FOR 2009/2010</b>	<b>OUT-TURN FOR 2009/2010</b>	<b>PROPOSED FOR 2010/2011</b>
<u>Burns an' a' That Festival</u>			
2009 Holy Fair in Mauchline	12,500	12,500	0
2010 Holy Fair in Mauchline	7,500	7,500	12,500
2011 Holy Fair in Mauchline	0	0	7,500
Cumnock Highland Games 2010	10,000	10,000	10,000
Darvel Music Festival 2010	25,000	25,000	25,000
	Funded from Match Fund		
Kilmarnock and Cumnock Town Centre activities	20,000	20,000	28,420
<b>TOTALS</b>	<b>50,000</b>	<b>50,000</b>	<b>83,420</b>

**Service Level Agreement with VisitScotland 2009/10**

**Section 1:**

This section describes the specific services to be provided in East Ayrshire by VisitScotland which will provide additional value to East Ayrshire businesses and visitors to the East Ayrshire area, for which funding is provided by the Council.

**1. Print**

Type of Activity	Details	£
Pre-arrival	<ul style="list-style-type: none"> <li>▪ Publish and distribute the regional flagship publication, <b>Ayrshire &amp; the Isle of Arran Holiday Guide 2010</b>, with a print run of c70,000</li> <li>▪ Produce and distribute <b>The Ayrshire &amp; Isle of Cumbrae Visitor Guide 2010</b> focusing on what to see and do in the area all year round including details on local attractions, restaurants and events, with a print run of c35,000</li> <li>▪ Publish and distribute the regional golf publication, <b>Ayrshire &amp; Isle of Arran Golf Guide 2010</b>, with a print run of c12,000</li> </ul>	£10,000
On-arrival		
<b>Total</b>		<b>£10,000</b>

**2. Website**

Type of Activity	Details	£
Pre-arrival	<ul style="list-style-type: none"> <li>▪ Host &amp; maintain area website and provide regular updates to content on <a href="http://www.ayrshire-arran.com">http://www.ayrshire-arran.com</a> including seasonal/campaign refreshes</li> <li>▪ Search engine optimisation activity</li> </ul>	£900
<b>Total</b>		<b>£900</b>

**3. UK & Ireland Marketing**

Type of Activity	Details	£
Pre-arrival	<ul style="list-style-type: none"> <li>▪ Create and deliver an <b>Ayrshire &amp; Arran specific mailing</b> as upweight of National Direct Mail Campaign including regional evaluation. This will be sent in <b>Spring 2010</b> to a minimum of 60,000 warm contacts on the VisitScotland database.</li> </ul>	£6,300
Pre-arrival	<ul style="list-style-type: none"> <li>▪ Create and deliver a golf campaign in Autumn 2009 or Spring 2010 to target the Scottish golf market and promote Ayrshire &amp; Arran as a golfing destination and Birthplace of the Open Championship and home to Hidden Gems &amp; Rising Stars</li> </ul>	£1,800
<b>Total</b>		<b>£8,100</b>

## Appendix 2 (contin)

### 4. Local Marketing

Type of Activity	Details	£
On-arrival	<ul style="list-style-type: none"><li>Create and deliver a seasonal campaign in Summer 2009 to promote local Perfect Day itineraries and target the day tripper and local market via high footfall locations, including data capture and evaluation</li></ul>	£5,000
	<b>Total</b>	<b>£5,000</b>

### Summary

Type of Activity	Details	£
1.	Print	£10,000
2.	Website	£900
3.	UK & Ireland Marketing	£8,100
4.	Local Marketing	£5,000
	<b>Total</b>	<b>£24,000</b>

### Service Level Agreement with VisitScotland 2010/11

The SLA for the financial year 2010/11 is currently being negotiated, based on the format of the 2009/10 SLA, which in broad terms includes the following requirements :

- Production of VisitScotland publications for Ayrshire and Arran, in which East Ayrshire will be featured in terms of advertising, editorial or listing;
- Provision of national, regional and niche marketing websites in which East Ayrshire will be featured in terms of advertising, editorial or listing;
- Delivery of targeted marketing campaigns promoting Ayrshire and Arran, in which East Ayrshire will be featured in terms of advertising, editorial or listing; and
- Provision of marketing and quality assurance advice to businesses within East Ayrshire.