

REPORT TO: ENVIRONMENTAL SERVICES COMMITTEE 16 APRIL 2008

SUBJECT: HIGHLAND TOURISM PARTNERSHIP

BY: DIRECTOR OF ENVIRONMENTAL SERVICES

1. REASON FOR REPORT

- 1.1 To invite the Committee to note that the Council's membership of the North East of Scotland Tourism Partnership has ceased and that membership is now with The Highland Tourism Partnership.
- 1.2 To ask the Committee to nominate one member to represent the Council on The Highland Tourism Partnership.
- 1.3 This report is submitted to Committee in terms of Section D(g) of the Council's Administrative Scheme relating to the provision of assistance to industry and the decision of the Council on 9 May 2007 (para 9 of the Minute refers) to delegate any future appointments of members to outside bodies to the appropriate Service Committee.

2. RECOMMENDATION

2.1 It is recommended that the Committee:

(a) Notes the change in membership of the Tourism Partnership from The North East of Scotland Tourism Partnership to The Highland Tourism Partnership.

(b) Nominates one member to represent the Council on The Highland Tourism Partnership.

3. BACKGROUND

- 3.1 The North East of Scotland Tourism Partnership (NESTOUR) was set up in 2005 as a result of the restructuring of tourism. Area Tourist Boards were abolished and merged with the national body VisitScotland.
- 3.2 The Council was represented on NESTOUR by three members: Councillor F Murdoch, Councillor A Wright and Councillor J Russell.
- 3.3 Similar area tourism partnerships were set up across Scotland to fill the gap left by the disappearance of area tourist boards.
- 3.4 In October 2007, the Cabinet Secretary announced a restructuring of the Enterprise Network, which resulted in the disappearance of Local Enterprise Companies and the setting of six regional offices, Aberdeen and Aberdeenshire being one region and Highland being another region.

- 3.5 He also asked VisitScotland to align its area offices to the new Enterprise regions, resulting in a reduction of area offices from fourteen to six and Moray moving from the Aberdeen and Grampian Area Office to the Highland Office from 1 April 2008.
- 3.6 The Highland Tourism Partnership has welcomed the addition of Moray and is inviting The Moray Council to nominate only one Councillor to represent the Council on the Partnership. An officer has also been invited to join, and an industry representative will also be invited.
- 3.7 The Highland Tourism Partnership has representation from both private and public sectors and is serviced by VisitScotland. It does not have an executive role nor has it a budget, but has an influential power. It meets four times a year and the next meeting of the Partnership will be in Moray on June 13.

4. SUMMARY OF IMPLICATIONS

(a) Corporate Development Plan/Community Plan/Service Improvement Plan

The Corporate Plan supports the development of tourism in Moray.

(b) Policy and Legal

None.

(c) Resources (Financial, Risks, Staffing and Property)

There are no additional resources required.

(d) Consultations

None.

5. CONCLUSION

- 5.1 **The change resulting from the Cabinet Secretary announcement has been well received by the industry. Moray will now be promoted under the Highland image which is stronger than the Aberdeen and Grampian.**
- 5.2 **The Committee is invited to consider the invitation from the Highland Tourism Partnership.**

ITEM: 9

PAGE: 3

Background Papers:
Ref: PM/JC