

Members' Library Service Request Form

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Originator	Susan Smith
Originator's Ref (if any)	
Document Title	Wish you were there

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Additional information:

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Designation	Head of Policy & Partnerships
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REPORT TO: Members' Library Service

MEETING DATE:

BY: Executive Director (Support Services)

SUBJECT: Wish you were there

1 PURPOSE

- 1.1 To report on the East Lothian in Edinburgh event – Wish you were there led by Economic Development

2 RECOMMENDATIONS

- 2.1 To note the outcomes of the project and support its future development.

3 BACKGROUND

- 3.1 The working title of this event was East Lothian in Edinburgh and was marketed as Wish you were there. The event was designed to attract to and raise awareness of East Lothian to Edinburgh residents and visitors and the prime time of early August was identified for this purpose.
- 3.2 In order to deliver this specialised event, a sum of £40,000 was identified from the Economic Development budget and through a tendering exercise the contract was awarded to event management company, Event Den, to deliver an inaugural East Lothian in Edinburgh event; a promotional exhibition, in St Andrew Square Garden, Edinburgh from 1st – 14th August 2012.
- 3.3 During this period visitors to and residents of Edinburgh were introduced to all that East Lothian has to offer in terms of tourism, both for day trips and longer breaks
- 3.4 Tourism is a key driver of East Lothian's economy and the East Lothian in Edinburgh event enabled industry to benefit by showcasing their establishments and products. The event met the aims of the (then draft) East Lothian Community Planning Economic Development Strategy.

3.5 Objectives

The exhibition would

- Portray East Lothian as a quality tourist destination
- Represent all that East Lothian has to offer
- Feature activities for visitors to 'have a go'
- Disseminate information about East Lothian
- Include a method of data capture
- Include a mechanism to track visitors to East Lothian from the event
- Be fully managed and manned using East Lothian Council staff, volunteers from the tourism industry in East Lothian and volunteers/staff recruited for the purpose if necessary
- Secure industry input both in terms of sponsorship and in kind support.

Enable industry to work together promoting all that the County has to offer and to realise the benefits of so doing under the banner of Visit East Lothian.

3.6 Key outcomes based on visitor and business research:

- 26 businesses were involved
- The estimated short term visitor spend is £632,770 if realised
- If the average repeat visitor rate is achieved and they visit once more there is an additional spend of £531,527
- The visitor spend expected to be generated as a result of the event is at least £1.1m
- The ROI of the event on the short term spend is therefore 12:1
- An estimated 154,000 people passed through St Andrew Square over the 2 weeks, each exposed to the Visit East Lothian message and branding
- 5,586 visitors were welcomed at the information beach hut 'passport control'
- 1159 visitors entered the prize draw
- 779 emails have been entered in to a data base
- The estimated value of the email addresses in the data base is £7,097

- On one day alone there were 431 unique visitors on the Facebook post for the event and this equates to a value of £2,155
- Promotional merchandise was given away including
 - Passports with special offers
 - Postcards
 - Window stickers
 - Badges
 - Buckets and spades

4 POLICY IMPLICATIONS

- 4.1 The results of the event will inform and influence the development of the relevant action and a number of implementation plans of the East Lothian Community Planning Economic Development Strategy.

5 EQUALITIES IMPACT ASSESSMENT

- 5.1 This report is not applicable to the wellbeing of equalities groups and therefore an Equality Impact Assessment is not required.

6 RESOURCE IMPLICATIONS

- 6.1 Financial - £50,061
- 6.2 Personnel - Managing the contract and attending the event – existing staff.
- 6.3 Other – future event would be along similar lines.

7 BACKGROUND PAPERS

N/A

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