

# EXECUTIVE COUNCIL

## CONFIDENTIAL

**Title of Report:** Tourism Development Strategy: Release of Project Funding  
**Paper No:** 214/11  
**Date:** 28<sup>th</sup> September 2011  
**Report of:** Chief Executive

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### 1.0 Purpose

- 1.1 To seek authority for the funding of specific projects and delegation of approval to release funding from the Tourism Development Strategy reserve.

### 2.0 Recommendation

- 2.1 That ExCo approve;
- a) the projects detailed in 4.3 and refer the release of funding totalling £34,000 to Standing Finance Committee;
  - b) that approval for individual projects detailed in the Strategy is delegated to the Tourism Co-ordinating Group;
  - c) that delegated authority to release funding for future Tourism Development Strategy projects up to £20,000 is given to the Chief Executive in consultation with the Financial Secretary;
  - d) the release of funding for projects over £20,000 is approved by Standing Finance Committee on an individual basis;
  - e) Any non-financial variations to the Strategy are referred back to ExCo for approval.

### 3.0 Summary of Financial Implications

- 3.1 None

### 4.0 Background

- 4.1 In April 2011 ExCo considered and approved the National Tourism Strategy (58/11 & 128/11). Standing Finance Committee on the 6<sup>th</sup> May 2011 approved funding totalling £450,000 over two years for the Strategy, however noted that individual projects would require ExCo approval in order to release funding:

- 4.2 *“[The Tourism Development Strategy] was agreed in April by ExCo, the Committee agreed to leave funding of £345,000 in 2011/12 and £105,000 in 2012/13 respectively in the reserve however noted that specific projects will require individual ExCo approval prior to funding being released”.*
- 4.3 The Tourism Co-ordinating Group has been set up to manage the Strategy and is chaired by the FIG Chief Executive. This Group has reviewed the projects within the Strategy and is recommending release of funding for four projects to Falkland Islands Tourist Board (FITB) totalling £34,000, as follows:
- Develop stronger relationships with US cruise ship providers, £7,500
  - Research large cruise ships needs and wants, £4,500
  - Develop and implement commission strategy for land base operators, £2,000
  - Attend 2 main consumers travel shows, £20,000
- 4.4 These projects were all included in the original strategy and it is recommended that this funding is now released.
- 4.5 The National Tourism Strategy contains 24 items with funding implications and is now frequently reviewed by this Co-ordinating Group, as such it is recommended that:
- a) the need for ExCo approval for individual projects detailed in the original Strategy is delegated to the Tourism Co-ordinating Group. The projects are reviewed in detail by this working group, ensuring they are in line with the original strategy;
  - b) the responsibility for approval of release of funding for projects up to £20,000 is delegated to the Chief Executive, in consultation with the Financial Secretary and budget monitoring is undertaken within the Secretariat. The Chief Executive chairs the working group which is reviewing the projects. Therefore feedback from the Group will be used to assess projects but ensures that the financial responsibility for projects stays with a senior FIG officer;
  - c) the release of funding for projects over £20,000 is approved by Standing Finance Committee on an individual basis. No policy decisions are required for the release of this funding, assuming there are no changes to the original strategy;
  - d) Any variations to the Strategy are referred back to ExCo for approval.

## **5.0 Financial Implications**

- 5.1 Approved funding of £345,000 in 2011/12 and £105,000 in 2012/13 are currently held in Treasury Strategic Reserve (0602-1883) awaiting release. No additional funding is being requested by this paper.

## **6.0 Legal Implications**

- 6.1 None

## **7.0 Human Resources Implications**

7.1 None