

 Executive – 2 July 2014		Agenda Item No. Urgent
Title:	Bowls 2014 Additional Marketing	
For further information about this report please contact	Joseph Baconnet 01926 456011 joseph.baconnet@warwickdc.gov.uk	
Wards of the District directly affected	All	
Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?	No	
Date and meeting when issue was last considered and relevant minute number	Executive - 12 th February 2014	
Background Papers	Executive reports 2012 – 2014 Working with Bowls England	

Contrary to the policy framework:	No
Contrary to the budgetary framework:	Yes
Key Decision?	No
Included within the Forward Plan? (If yes include reference number)	No
Equality and Sustainability Impact Assessment Undertaken	No
Add words	

Officer/Councillor Approval		
Officer Approval	Date	Name
Chief Executive/Deputy Chief Executive		Chris Elliott
Head of Service		Tracy Darke
CMT		Chris Elliot, Andy Jones, Bill Hunt
Section 151 Officer		Mike Snow
Monitoring Officer		Andy Jones
Finance		Mike Snow
Portfolio Holder(s)		Cllr Hammon & Cllr Gallagher
Consultation & Community Engagement		
Insert details of any consultation undertaken or proposed to be undertaken with regard to this report.		
Final Decision?		Yes
Suggested next steps (if not final decision please set out below)		

1. SUMMARY

- 1.1 This report details the scope of the additional marketing work that may be undertaken to celebrate the National Bowls Championships. These are proposed in addition to the previously agreed Action Plan (Appendix 1).

2. RECOMMENDATION

- 2.1 That Executive agrees to the suggested additional activities, and authorises the spending of up to £17,000 from the Tourism Reserve, be delegated to the Economic Development & Regeneration manager in consultation with the Portfolio Holder for Development Services, or the Portfolio Holder for Cultural Services in their absence.

3. REASONS FOR THE RECOMMENDATION

- 3.1 The existing action plan, approved by the Executive in February 2014, was designed to maximise the economic impact of the bowls, but to do so within existing resources. The majority of the activities were aimed at the bowls attendees and therefore the wider public impact of the original plan was limited.
- 3.2 On further reflection, it is felt that the celebratory element of hosting the English Bowls Tournament is missing from the existing work. Members have asked for further activities to be added to the plan to increase the visible profile of the event and maximize the exposure of this significant sporting event. The suggested actions below are the result of a revised brief to celebrate the bowls as well as maximise its economic impact.
- 3.3 The table below details the proposed additional activities and the costs (rounded to £100's) associated with them.

Activity	Cost (inc contingency)	Location
Flower bed sign & installation	£600	Linden Border, Pump Room Gardens
Flags purchase	£3,600	Across Parade
Installation & removal of flags (includes purchase of reusable catenary wire to a value of £1560)	£8,500	Across Parade
Banner	£200	Across Parade
A5 fliers x 5000	£300	Throughout district
Pull up banners x8	£500	Throughout district
Billboard poster (two weeks)	£800	Next to Leamington Train Station
Visitor information stall hire	£1,000	Victoria Park
T-shirts/hi vis for stall volunteers	£500	Victoria Park
Flag & banner for stall	£400	Victoria Park

- 3.4 The total cost of the above activity is circa £16,500. Of this, the purchase of re-usable items (flags etc) comes to £6,800. Other items are either one-off costs such as installation, or marketing material that is dated and therefore not reusable in following years. This figure also includes a small contingency of 15% in case of any additional costs.

- 3.5 The success of the additional promotions will be reviewed as part of the wholesale review of the Bowls Tournaments that the Council has committed to undertake. This will then influence what is done for future years.

4. **POLICY FRAMEWORK**

- 4.1 **Policy Framework** – The report complies with existing policies, most notable the Sustainable Communities Strategy. In particular it will continue to make direct contributions to the following:

- **Prosperity** – encouraging visitors to the district who make a significant contribution to the local economy through overnight stays, hospitality, visitor attractions and retail.
- **Health and Well Being** – contribute to encouraging active lifestyles for all sectors of the local community and visitors to the district.
- **Involving Communities** – provide support for local clubs and other community groups

5. **BUDGETARY FRAMEWORK**

- 5.1 The cost of the suggested additional activity of £16,500. The cost of the works could be accommodated from the tourism reserve, which currently has an unallocated budget of £61,100. This would leave £44,100 in the Reserve.

6. **RISKS**

- 6.1 There are no significant risks associated with this report.

7. **ALTERNATIVE OPTION(S) CONSIDERED**

- 7.1 The Executive could choose to continue with the previous action plan. This would keep the activity to within existing budgets but have a much lower visual impact, with residents in the District not being aware of the significant sporting event taking place. Furthermore, it could fail to maximise the benefits of the additional potential expenditure within the District that comes with the event.

8. **BACKGROUND**

- 8.1 The August 2012 Executive report quoted the estimated economic impact figures for the Bowls. Worthing estimated that the two week Men's Championships had 10,000 visitors and that the value of the Bowls to the area was in the range of £500,000 to £900,000. Utilising this base data, the 2009 tourism economic impact study and the West Midlands Economic Impact Toolkit, the estimate for the additional economic impact on Warwick District was in the range of £713,000 to £1.2m.