Economy and Tourism Overview and Scrutiny Panel

Wednesday 22 May, 2013 at 6.00pm

HMS Phoebe Committee Room, Town Hall, Bournemouth

Panel Members:
Councillor Bob Chapman - Chairman
Councillor Amedeo Angiolini
Councillor David d'Orton-Gibson
Councillor Ian Lancashire
Councillor Roger Marley
Councillor Mark Battistini - Vice-Chairman
Councillor Anniina Davie
Councillor Barry Goldbart
Councillor Sue Levell

For further information please contact: Jill Holyoake, Democratic Services Officer, Legal and Democratic. Tel: 01202 454715. E-Mail: jill.holyoake@bournemouth.gov.uk

For electronic copies of agenda, minutes and reports visit the Council’s website: http://www.bournemouth.gov.uk/CouncilDemocracy/Councillors/BoardsPanels/EconomyTourismOverviewScrutinyPanel.aspx

Members of the Public and any Councillor are welcome to attend this meeting.

A loop system for hearing impairment is provided, together with disabled access to the building.

If Councillors and visitors wish to attend meetings and have particular needs they should inform the Council before arriving at the meeting.

Public information:

Request to speak - ‘Deputation’:
Persons may send a request for a deputation in relation to items on this agenda. The request must be sent in writing or electronic mail to Jill Holyoake at the address shown above.

Public Questions:
Any member of the public whose name appears on the Electoral Roll for Bournemouth - which includes a person under the age of 16 years living in Bournemouth and who is escorted by a qualifying adult - may ask a question in relation to items on this agenda. Questions must be sent in writing or electronic mail to Jill Holyoake at the address shown above.

THE DEADLINE FOR RECEIVING REQUESTS TO SPEAK AND PUBLIC QUESTIONS IS TUESDAY 21 MAY 2013 AT 6.00PM
Items for Discussion with the Press and Public Present

1. APOLOGIES

2. SUBSTITUTE MEMBERS

   The Democratic Services Officer will report on any changes in the membership of the Panel notified in advance in accordance with Procedure Rule 89.

3. DECLARATIONS OF INTEREST

   To receive any declarations of interest from Members of the Panel on matters being considered.

4. CONFIRMATION OF MINUTES

   To confirm the minutes of the meeting held on 5 February 2013.

5. PUBLIC ISSUES

   a. Public questions
      To receive any public questions under Procedure Rule 32.

   b. Deputations
      To receive any deputation requests under Procedure Rule 37.

   c. Petitions
      To receive any requests to present a petition under Procedure Rule 40.

6. SEAFRONT STRATEGY - UPDATE

   6.05pm To receive a presentation from the Service Development Manager on the development of the Seafront Strategy since last reported to the Panel in January 2013.

7. BH LIVE - ANNUAL REPORT

   6.30pm To consider the annual report on BH Live - circulated at ‘A’.
8. UPDATE FROM TOWN CENTRE MANAGER

6.50pm To receive an update from the Town Centre Manager on the retail economy and recent footfall trends.

9. NATIONAL COASTAL TOURISM ACADEMY PROGRAMME

7.10pm To receive an update from the Service Director for Tourism and Corporate Communications - information circulated at ‘B’.

10. PERFORMANCE MANAGEMENT - QUARTERLY MONITORING

7.20pm To consider the quarterly monitoring report on performance measures for Economy and Tourism - circulated at ‘C’.

11. ANY OTHER BUSINESS

To consider any other business of which prior notice has been received and by special circumstances, which shall be specified in the minutes, the Chair is of the opinion that the items should be considered as a matter of urgency.
1. Introduction

This independent Charitable Trust was formed in May 2010. The transition from Council operated services to the Trust was managed smoothly with the public noticing very little change. A small number of partnership issues still remain which are commented on below.

The 2011/12 Annual Review by the Trust Board is attached for information, please click here.

2. Trust Board

The Trust Board is stable with Michael Wright as Chairman with two elected members of the Council (Councillors Williams & Chapman) in addition to 6 others whose details are available on the BH Live website.

There is also a separate trading subsidiary - BH Live Enterprises Ltd - established to operate non charitable, non primary purpose activities. (There are 7 members of this Board with three elected members, Councillors Chapman, Kelsey & Dunlop) and Chief Executive, Mr P Gunn is an ex-officio member of both Boards.

3. Financial position

The new Trust has operated for two full years of trading with audited accounts indicating an operating surplus of £204k pa in 2011/12.

For the Panel’s information current trading for 12/13 would indicate a potential operating surplus of £200K in 2012/13.
The Trust has paid the annual service fee as required by the Partnership Agreement. This increasing service fee is adjusted each year by a formula agreed with the Trust.

4. **Leisure, Arts and Cultural performance**

The agreement identifies a number of performance criteria and, with the exception of conference business during 2010/11, the performance criteria have largely been met. Recent bookings and attendance would suggest that both conference and leisure attendance targets are being met this year.

The monitoring performance process (BH Live Client) has been recently audited by Deloittes for effectiveness and the risk identified has focused efforts on ensuring that Support Services arrangements are finalised.

5. **Key Issues**

With regards to conferences/exhibitions this has been responded to by BH Live actively promoting a stronger partnership involvement with all sectors of the Town (Hoteliers/Tourism/BTMB) to ensure that Bournemouth promotes conference business with a more focused approach. Further partnership work will be required to help develop and respond to this very competitive market.

Recent attendance at leisure centres are showing an improvement for this year and this should help end of year figures particularly as there are fewer major touring shows this year, which is impacting on the performance of the Windsor Hall at the BIC. This is currently expected to be a short term issue.

6. **Risk Management**

As part of the Partnership Agreement 2010 a number of significant risks were identified. These were as follows:

- NNDR (Charitable status) (Completed)
- Pensions (Low risk)
- Pelhams Leisure Centre (Low risk)
- Support Services (Services provided by the Council to BH Live) (Completed)
- TUPE liability (Completed)

Future risks to be considered are:

- Asset management of the Trust premises (High risk)
- Conference development (High risk)
- Partnership development (Medium risk)
7. **Changes**

The Partnership Agreement provides for ‘change’ whether it is encouraged by the Council or BH Live. There have been a number of small operational changes since May 2010 but there have also been some significant developments affecting the leisure offer.

- Pelhams Leisure Centre & Feel Good Factory (2010-12)
- Altitude (High Ropes) - Littledown (August 2012)
- Terrace Bistro & Acoustic Shell - Pavilion (June/Sept 2012)

In addition BH Live has worked in partnership to encourage both the Dance Centre and new Drama Centre at the Pavilion and are closely involved in progress with both the Hotel School & Trevor Osborne Developments that will significantly affect the BIC & Pavilion should they proceed.

Further partnership initiatives are being developed such as the future arrangements for the pier approach area following demolition of the Waterfront Building and the Partnership Agreement also ensures that the Authority’s corporate objectives are considered annually within BH Live’s business case.

8. **Catering**

BH Live has taken catering in-house (BH Live Hospitality) and there has been a significant improvement in this service. This successful transition has helped to win catering contracts outside the Borough (eg. Lighthouse, Poole) and demonstrates BH Live’s ambition to expand beyond the Borough’s boundary when the opportunity arises.

9. **Conclusion**

Although in its infancy this new Trust has delivered both the cost savings (NNDR) identified in the original business case whilst maintaining and enhancing a quality Leisure, Arts & Cultural service in a difficult trading climate. Further partnership support will be required to ensure that the objectives of this Leisure Trust scheme are maintained and developed for the benefit of the community’s long-term use.
Welcome to the National Coastal Tourism Academy’s first newsletter!

We do hope you were able to come to the Academy’s recent introduction evening at The Norfolk Royale Hotel and find it useful and enjoyable. But if you missed it, don’t worry, we plan to hold another introductory event shortly. We’ll be in touch with details soon.

Your views are vital to us, so we’d like to stay in regular contact through these newsletters.

Read on to discover the first exciting new initiatives we’ve put together in partnership with the industry that we hope you’ll find useful:

- Free bus tours of Dorset
- Events at a glance
- Become a Customer Care Champion
- Give us your feedback!

And this is just the start!

If you have any comments or suggestions, do get in touch at NCTA@bournemouth.gov.uk, telephone 01202 451151.

New Familiarisation Bus Tours

We’re launching two FREE dedicated bus tours of the Bournemouth, Christchurch and Poole area for all tourism and hospitality industry staff in conjunction with Discover Dorset tours. If you or a member of your staff have never discovered the area’s hidden gems or got to grips with the wonderful tourist attractions, now’s your chance!

Simply hop on the open-top bus for an afternoon’s tour on either Thursday 6 June or Wednesday 12 June. Tours last around three hours, attached is an itinerary, but do make sure you bring a coat – whatever the weather!

Please download the attached tour itinerary, it’s guaranteed to be fun,
To book your place, contact NCTA@bournemouth.gov.uk
Spaces will be allocated on a first-come-first-served basis.

Events

In response to industry requests, Bournemouth Tourism has revamped its Events listings section on its Bournemouth.co.uk website.

It’s now simple to check out events by the day with a ‘What’s On At A Glance’ screen page, and it’s also easy to see events by month, making it a breeze for reception staff to let guests know what’s going on in and around the resort.

So everyone should know what’s going on in and around Bournemouth.

Become a Customer Care Champion

The National Coastal Tourism Academy is recruiting a group of Customer Care Champions from across the resort who are actively seeking examples of outstanding customer service. And we’d like more to join.

There are currently more than 30 Champions, from a variety of industry sectors, who award retail Vouchers or Confetti certificates to members of staff who have demonstrated outstanding or exceptional instances of customer care.

The scheme is called Bourne to Smile, and Emma Carter, reception manager at the Norfolk Royale Hotel, is the first recipient and was awarded with a Voucher at the NCTA Introduction evening.

To become a Customer Care Champion and help raise standards of customer care across Bournemouth, please contact NCTA@bournemouth.gov.uk

Tell us your views!

We would like to hear your views on issues affecting tourism development in Bournemouth and what improvements you think could be made. Below is a short online survey, simply click the link.

The survey is being managed by the Market Research Group (MRG) at Bournemouth University on behalf of the NCTA, your survey responses will be sent to MRG for analysis. At the end of the survey there is a chance for you to leave your contact details so that the NCTA can keep in contact with you with regards to its developments.

Your contact details will be held securely by the NCTA and will not be linked with your responses to this survey. The closing date for sending us your views is Tuesday 4 June.

Please click on the link below to start the survey
https://mrg.bournemouth.ac.uk/surveys/ncta/bussinesssurvey.htm

We look forward to hearing from you!
Two tours will take place on **Thursday 6 June** and **Wednesday 12 June**. Tours will depart from central Bournemouth at 2pm and last about three hours. All delegates will be issued with a map and itinerary, and there'll be a lively guided commentary.

**Pick up points:**
- 1.40pm  Wessex Hotel
- 1.45pm  Bournemouth Pavilion car park
- 1.50pm  Menzies Carlton Hotel
- 2.00pm  Travel Interchange, Stand K (underneath Asda)

**Bournemouth to Christchurch**

Points of interest will be pointed out, including Kings Park – AFC Bournemouth Stadium, The Littledown Centre, the Hospital and Law Courts.

**Christchurch**

The tour takes in all the town's major historic attractions, including Christchurch Castle, Constable's House, Christchurch Priory and Ducking Stool, along with others. Major festivals and events will also be mentioned, including Christchurch Food Festival, as well as information on transportation links.

The tour continues past Tuckton Bridge and Tea Gardens, and on to Hengistbury Head with informative commentary on its history, flora and fauna, and the facilities at Mudeford Beach, such as the Noddy Train.

The bus continues along Southbourne Grove where the major restaurants, pubs and beach facilities will be pointed out, and on to Boscombe where key attractions include water sports at Boscombe Overstrand, Shelley Theatre and others. An explanation of the 95-mile Jurassic Coast will also be included.

In the heart of Bournemouth, a stop will be made for refreshments at the new Urban Renaissance café and a tour of the Russell Cotes Art Gallery & Museum, with a whistle-stop tour of the town's major tourist attractions, including the Oceanarium, the Pavilion, boat trips and the BIC.

The route will then continue to the **West Cliff**, **Durley Chine** and **Westbourne** and on to **Branksome Chine** and **Sandbanks**, highlighting main features including **Brownsea Island** and beaches, and then moves on to historic **Poole Quay**, with its quaint pubs, gleaming Sunseekers and fascinating Old Town.

The bus returns to Bournemouth via Ashley Cross and Branksome to finish with a drink in the town centre.
### Summary

1.0 **Summary**

1.1 This report sets out the 2012/13 Quarter 4 performance of the Corporate Priority Outcomes for Economy and Tourism Overview and Scrutiny Panel. This report covers the period January - March 2013.

### Recommendations

2.0 **Recommendations**

2.1 That the Economy and Tourism Overview and Scrutiny Panel consider and comment on the performance of corporate priority outcomes, for action by the appropriate performance manager, as necessary.
Report on Performance of Corporate Priority Outcomes:

3.1: Improved facilities for visitors and residents - Cabinet Member Lead - Cllr Lawrence Williams
3.3: Improved quality of parks and countryside - Cabinet Member Lead - Cllr Lawrence Williams
4.1: Bournemouth promoted as Britain's premier coastal resort - Cabinet Member Lead - Cllr Lawrence Williams
4.2: Increased regeneration for those areas most in need - Cabinet Member Lead - Cllr Jane Kelly
4.3: Increased employment opportunities through stronger partnerships with the local business community - Cabinet Member Lead - Cllr John Beesley
4.4: Bournemouth promoted as a good place to do business - Cabinet Member Lead - Cllr John Beesley
4.5: Increased graduate retention and local employment - Cabinet Member Lead - Cllr John Beesley
4.6: Growth in the Green Economy - Cabinet Member Lead - Cllr Mike Greene

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<td>Indicators showing red:</td>
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<tr>
<td>4.2</td>
<td>Increase regeneration for those areas in need</td>
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<tr>
<td>EC4.2a</td>
<td>Footfall trends</td>
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<td>4.6</td>
<td>Growth in the Green Economy</td>
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<tr>
<td>EC4.6a</td>
<td>Business register and employment survey employment figure to illustrate size of the 'green economy ....</td>
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Overall Summary of Performance

- Red - Slippage
- Amber - Ongoing
- Green - Achieved
- Grey - Not provided
- Blue - Not measured in this quarter
### 3.1: Improved facilities for visitors and residents

**EC3.1a** Customer satisfaction rating
- (a) Seafront
- (b) Tourist Information Services

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<th>Ref</th>
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<th>Performance Manager</th>
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<tr>
<td>EC3.1a</td>
<td>Customer satisfaction rating</td>
<td>%</td>
<td>High</td>
<td>Annual</td>
<td>N/A</td>
<td>(a) 95% (b) 94%</td>
<td>N/A</td>
<td></td>
<td>Green</td>
<td>Green</td>
<td>Mark Smith, Tourism &amp; Corporate Comms</td>
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**Comment:** The high satisfaction levels were maintained, although some areas have seen a decline. 4 Blue Flags, 2 Quality Coast awards. Date new data available - Summer 2013.

**EC3.1b** Purple Flag retention - efficient management of Night Time Economy

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<tr>
<td>EC3.1b</td>
<td>Purple Flag retention - efficient management of Night Time Economy</td>
<td>Number</td>
<td>High</td>
<td>Annual</td>
<td>1 Purple Flag (2011)</td>
<td>1 Purple Flag (2012)</td>
<td>Annual award at interim application</td>
<td>Green</td>
<td>Green</td>
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**Comment:** The Interim Renewal application was successful, the Purple Flag will be retained until the outcome of the next FULL assessment in June 2013.

### 3.3: Improved quality of Parks and Countryside

**EC3.3a** Number of Green Flags

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<tr>
<td>EC3.3a</td>
<td>Number of Green Flags</td>
<td>Number</td>
<td>High</td>
<td>Annual</td>
<td>11 (2011)</td>
<td>13 (2012)</td>
<td>12 or 13 (2013)</td>
<td>↑</td>
<td>Green</td>
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**Comment:** Judging takes place in June every year.
# Corporate Plan Performance Monitoring

**Report to Economy and Tourism Overview and Scrutiny Panel**

**Quarterly Reporting Period: January - March 2013**

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<td>Mark Smith, Tourism &amp; Corporate Comms</td>
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<tr>
<td>EC4.1a</td>
<td>Number of Blue Flags and Quality Coast Awards</td>
<td>Number</td>
<td>High</td>
<td>Annual</td>
<td>4 Blue Flags, 2 Quality Coast awards (2011)</td>
<td>4 Blue Flags, 2 Quality Coast awards (2012)</td>
<td>4 Blue Flags, 2 Quality Coast awards</td>
<td>⇓</td>
<td>Green</td>
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<td><strong>Comment:</strong> Applications to be made in November and outcome to be announced in May 2013.</td>
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<tr>
<td>EC4.1b</td>
<td>Positive Tourism PR coverage - advertising value equivalent - AVE</td>
<td>£</td>
<td>High</td>
<td>Every 2 years</td>
<td>N/A</td>
<td>£23 million from April 2012 - March 2013</td>
<td>N/A</td>
<td>↑</td>
<td>Green</td>
<td>Green</td>
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<td></td>
<td><strong>Comment:</strong> Record AVE helped by excellent coverage from the Giant Deckchair and the Beach Wedding campaign and publicity. Further coverage for Air Festival and return of the deckchair plus the Olympic Torch Relay values at £3 million AVE.</td>
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**RAG Status**

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- Grey - Not Provided
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<td></td>
<td></td>
<td>%</td>
<td>Low</td>
<td>Quarterly</td>
<td>14% (Jan 2013)</td>
<td>17% (Apr 2013)</td>
<td>No voids</td>
<td>⌘</td>
<td>Green</td>
<td>Amber</td>
<td>Mark Smith, Tourism &amp; Corporate Comms</td>
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<td>4.2</td>
<td>Increase regeneration for those areas in need</td>
<td>(a) Retail Voids</td>
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<td>EC4.2a</td>
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<td></td>
<td></td>
<td>%</td>
<td>High</td>
<td>Monthly</td>
<td>-17.70% (Dec 2012)</td>
<td>-18% (March 2013)</td>
<td>no specified target - footfall is an indicator of a place's appeal</td>
<td>⌘</td>
<td>Red</td>
<td>Red</td>
<td>Mark Smith, Tourism &amp; Corporate Comms</td>
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### Comment:

- *Increase in the number of empty shop units.* Some units in refurbishment but not open for business, others are advertising 'shops/restaurants opening soon'.

- *Footfall trends.*

### Comment:

Footfall count reports the facts from two footfall counters located in the town. Town Centre Management Board considering additional cameras for more accurate counts and a clearer picture of the 'flow/direction of footfall in the town centre. Greatest footfall decrease occurs in the non peak shopping days of the month, which co-incided with very wet/cold weather, and in the evening and Night Time Economies which are struggling and have done so over the past 12 months.
## 4.3: Increased employment opportunities through stronger partnerships with the local business community

**EC4.3a**  
Annual estimates of jobs in the Borough  

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**Comment:** The authority through its Recession Fund has awarded Dragon's Den style grants to local businesses. The authority works closely with Dorset LEP, Bournemouth Chamber and has provided support and guidance to trading groups. The authority has also provided free workshops on topics such as tax and the use of social media.

## 4.4: Bournemouth promoted as a good place to do business

**EC4.4a**  
Positive Tourism PR coverage - advertising value equivalent - AVE  

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**Comment:** As ET4.1b comment above plus £300,000 coverage from Launch of new Conference Coast Brand by BHLive trust.
# Corporate Plan Performance Monitoring

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<th>Frequency</th>
<th>Previous Data</th>
<th>Latest Data</th>
<th>Target</th>
<th>Direction of Travel</th>
<th>Previous RAG Status</th>
<th>Current RAG Status</th>
<th>Performance Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC4.5a</td>
<td>Use of Bournemouth University &amp; AUCB's destination survey to estimate number of graduates taking up jobs locally</td>
<td>%</td>
<td>High</td>
<td>Annual</td>
<td>10% of 2009/10 graduates found jobs locally</td>
<td>10% of 2010/11 graduates found jobs locally</td>
<td>N/A</td>
<td>Improving</td>
<td>Amber</td>
<td>Amber</td>
<td>Sue Bickler, Tourism &amp; Corporate Comms</td>
</tr>
</tbody>
</table>

**Comment:** The authority is working to encourage high tech, high growth businesses to the area. It is working with the university to support the Creative Industries sector.


**Comment:** It is difficult to identify a clear definition of the green economy. The definition used above is a narrow one and excludes activities in the ‘knowledge’ economy. We are continuing to examine the definitions and sources of data and have contacted those involved in the Green Economy to assist with this.

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**RAG Status**

- Red - Slippage
- Amber - Ongoing
- Green - Achieved
- Grey - Not Provided
- Blue - Not measured in this quarter