

Policy Group – 19 September 2018

Proposed tourism website advertising fees and charges 2019

1. Purpose of report

To seek support for the proposed fees and charges for advertisements on the tourism website effective from 1 January 2019.

2. Key issues

2.1 Tourism website advertising charges are increased from 1 January each year and it is therefore the responsibility of this Council to approve them ahead of the Dorset Council 2019/20 budget setting process. The proposed 2019 schedule of tourism website advertising charges is attached as **Appendix 1**. Policy Group is asked to recommend these to Council for implementation from 1 January 2019.

2.2 A summary of the effect of the proposed fees and charges on Dorset Council's 2019/20 budget is shown in paragraph 4.2.1.

3. Recommendation

A report be submitted to Council recommending approval of the proposed fees and charges for the tourism website, as set out in Appendix 1, with effect from 1 January 2019.

4. Policy issues

4.1 How will this affect the environment, social issues and the local economy?

No direct impact.

4.2 Implications

4.2.1 Resources

The income generated by the fees and charges presented for approval will be incorporated into the draft Dorset Council 2019/20 budget.

The impact on the income budgets from the proposals in this report are set out in the table below.

	2018/19	2019/20	Increase	Variance
Tourism				
Website advertisements	£30,000	31,000	£1,000	3.3%

4.2.2 Equalities

There are no changes in service resulting from the proposed fees and charges and so an equality impact assessment will not be required.

4.2.3 Shaping Dorset Council

The income generated by the increase in these fees and charges will feed into the budget preparations for Dorset Council.

5. Further Information

Tourism Website Advertising Charges

- 5.1 The charges proposed by the Tourism Manager are aligned with all other Visit Dorset partners and are based on a calendar year.
- 5.2 The charges were completely re-designed for 2017/18. In order to remain competitive and to retain advertising businesses, 2 of the 20 fees have not been increased. The overall increase in the income budget is 3.3%.

Appendices:

1 - 2019 draft tourism website advertisement fees and charges

Background papers:

None

For further information contact:-

Sue Joyce, General Manager – Resources
Alison Turnock, Natural Heritage and Tourism Manager
Hannah Brown, Management Accountant

