

# Reprieve for Marketing Edinburgh

**When the council set its budget today it offered a compromise to Marketing Edinburgh the city's destination marketing organisation.**

The proposed cuts to the organisation have been the talk of the steamie in Edinburgh over recent weeks, coming as they did completely out of the blue.

In earlier plans the council had proposed to cut the marketing body's funding by £567,000 next year and a total of 89% in two years. The Chief Executive, John Donnelly, said that it would spell the end of the line for the organisation which has worked hard to bring inward investment to the capital.

The coalition's budget motion passed earlier included a counter proposal from Marketing Edinburgh. The council will now reinstate £0.267m to their annual funding for next year, subject to development of a business plan which outlines a detailed strategy for transition to zero funding from the council. This will include outcomes and targets to show that progress is on track, and scrutiny at a six-month review point.

At present Marketing Edinburgh get funding of £890,000 from the council and their funding will now be reduced in 2019/20 by £300,000.



Gordon Robertson Chair of Marketing Edinburgh

Gordon Robertson, Chair, Marketing Edinburgh, said: “In recent weeks, Marketing Edinburgh has worked hard to develop and submit what we believe is a viable counter proposal to City of Edinburgh Council’s proposed budget cuts. We will now move forward to focus on the next step in the evolution of Marketing Edinburgh to become a destination marketing management organisation.

“That said, £300K is a significant cut and will need to be managed carefully. Our focus now will be to co-produce an appropriate business model which continues to deliver our services to the city of Edinburgh and our members within the revised budget. Private sector funding and collaboration with our members are an essential component.

“Marketing Edinburgh exists to promote what’s in the best interest for Edinburgh and our members, and we shall continue our efforts to sustain Edinburgh’s reputation as one of the best places in the world to live, work, invest, study and

visit.

“On behalf of the Marketing Edinburgh Board and our members, I want to extend our thanks to all our partners and peers from across tourism, hospitality, marketing and film industries, as well as the city’s academic and business leaders, for their support in recognising the critical role we have played in the city’s success to date. It is greatly appreciated.”