BUSINESS CASE
Appendix 8 - Visit Angus Phase 2

Senior Accountable Officer	*Alison Smith*
Project Lead	*Merlyn Dunn*
PID Status	*Version Number* *002*
Background	A responsible approach to travel and tourism enables sustainable growth whilst minimising any negative impacts. It ensures that everyone can benefit from tourism, including visitors and communities. Responsible tourism helps to protect the landscape and boosts the local economy, culture and diversity of the area, which in turn keeps the landscape natural and beautiful for other people to enjoy in the future. Sustainable tourism is a way of visitors minimising the impact of their holiday on a destination whilst enjoying a high-quality experience. The numbers and profiles of visitors to our area and residents using outdoor spaces and visiting destinations has increased and changed as a result of the Covid-19 pandemic. Motorhome ownership has increased and the number of motorhome visits to our towns has increased as a result. The majority of towns across Europe have an 'Aire', which is an overnight parking place for motorhomes, however there are no such facilities in Angus, and the area is not currently perceived as welcoming to motorhome visitors. Also, as a result of Covid-19 restrictions easing, other issues such as dirty camping, litter, vandalism, irresponsible and anti-social behaviour etc have impacted on many parts of Scotland, including Angus. Although it is the minority of visitors who act in this way, we would like to work with businesses and communities to help educate visitors and residents about responsible behaviour to help minimise any negative impacts.
Purpose	*Clearly explain the purpose of this document and the project. What is the case for change? Why are you doing this work? What are the advantages of analysing and improving things? What is the desired end result?* To ensure Angus remains a welcoming destination for visitors, providing facilities to help ensure people's safety and enjoyment whilst ensuring Angus is kept clean and protected.
Strategic Objectives (including SOAP)	*How does this project link towards achieving the objectives set out in the Council Plan? Describe how each will be measured.* Link to Angus Council and Community Plan Economy We want Angus to be a 'go-to' area for businesses We will: • make Angus a low-carbon, sustainable area • make better use of digital technology Place We want our communities to be strong, resilient and led by citizens We will: • continue to reduce the council's carbon footprint with the aim of reducing our net carbon emissions to zero by 2045 eg Recycling Carbon Reduction and Climate Change Strategy on a Page (SOAP)

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	Reduce - Climate Change Aligns to local, regional and national tourism strategies and the Tay Cities Regional Economic Strategy
Project Objectives	*Detail each project objective and how it will be measured.* *Economy:* To enhance the visitor experience based on the increased number of staycations, day visitors and impact of COVID-19 Measurement Visitors satisfaction surveys To enhance local and national messages to visit Angus responsibly Measurement Analytics of campaigns, social media etc Economy and Place Link to existing Performance Indicators in Pentana for tourism
Project Scope	*What are the boundaries for this project? Detail what is in scope, out of scope and up for discussion. The more specific you are, the less opportunity there is for misunderstanding at a later stage in the project.*

Project Deliverables	*What will the project deliver as outputs? Where you can, describe deliverables as tangible items like reports, products or services. Remember to include a date that each deliverable is expected. You'll use this information to monitor milestones.*
	
	 • Contracting research to, identify options and submission of a report with recommendations about potential opportunities for motorhome visits in Angus. This will involve;
	    o determining demand for motorhome stopover facilities in Angus e.g. preferred routes, locations as well as estimated numbers;
	    o engaging with Angus Council services, Angus businesses, stakeholders such as Angus Tourism Cooperative (ATC), and local communities to identify opportunities and challenges;
	    o engaging with Angus Council services to understand the infrastructure required, with costs and estimated timescales;
	    o liaising with other local authorities who have already implemented Motorhome Stopover Sites;
	    o identifying private landowners willing to offer pilot Stopover Sites, and expediting planning conditions

Constraints	*What things must you take into consideration that will influence your deliverables and schedule? These are external variables that you cannot control but need to manage.* Staff resource/commitment Success in commissioning external marketing
Benefits	*What are the anticipated benefits associated with the project? How will these be measured?* • Actions and outcomes will be listed on Pentana related to the work will be identified, monitored and reported • Social media and press coverage and engagement can be measured • Increased awareness and education for visitors and public (Survey and feedback) • Increase in visitors coming to Angus as a welcoming destination (Annual survey)

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Disbenefits	*What are the disbenefits associated with the project? How will these be measured?* • Potential increase in work for current staff
Options Appraisal	*Alternate options considered at this stage must meet the stated business needs; consider innovative approaches and all delivery possibilities. Options for sourcing delivery, obtaining best value and for technical implementation must also be considered). Audit Scotland has guidance on options appraisal, which can be accessed via this link:* https://www.audit-scotland.gov.uk/docs/local/2014/nr_140320_hcw_options_appraisal.pdf
Organisational Requirements	*This could be IT requirements, building or location changes, staffing and training requirements.* IT/Digital support
Costs	*What will the project deliver as outputs? Where you can, describe deliverables as tangible items like reports, products or services. Remember to include a date that each deliverable is expected. You'll use this information to monitor milestones.* • determine demand for motorhome stopover facilities (eg preferred routes, locations as well as estimated numbers)and to work with private landowners to explore options for stopover locations for motorhomes (providing temporary toilet facilities, electricity points or waste water facilities) and to expedite planning conditions - £20k • create a landowners' guide to creating temporary motorhome stopovers. The guide is intended to give an introduction to what can be provided with minimum legislative constraints. This will be new online section on Invest in Angus. Cost will include copy writing and web development- £8k • develop a Welcome to Angus motorhome and campervan guidance booklet to help visitors enjoy the area responsibly - protecting the environment and keeping it clean, tidy and safe for both visitors and residents. – Costs will include copy writer, design and print -£8k TOTAL £ 36K
Risk Analysis	*A risk register must be developed which: identifies the risks that you will either need to manage or accept; describes what you are going to do to mitigate or manage risks; what action you will take if the risk materializes; what processes are in place to routinely assess the risks associated with your project).* Unable to secure outside contractor to do the work
Dependencies	*What are the key dependencies (internal and/or external) to support the successful delivery of the project? External dependencies are external to the project but within the Change Programme (if this is a Change Programme project). Dependencies represent uncertainty and as such should be listed as a project risk).*
Project Plan	*Provide a project plan which includes key milestones, timescales and review points. The business case should be reviewed during the project lifetime to test the viability of the project. This should be done once a milestone or key point in the project is reached. Review points should therefore be highlighted as part of the project plan).* • Confirm project leads for each aspect • Leads develop sub plan for each aspect

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Procurement/Tendering Requirements	*Explain whether or not there are procurement/tendering requirements associated with the project.* Tendering of external work (Quick Quote)
Legislative Requirements	*Must include Health and Safety implications and equality impact assessments).*
Intellectual Property Rights (IPR)	*Detail any intellectual property rights and/or confidentiality issues associated with this project.*
Stakeholders	*Explain how stakeholders will be identified and also how you will communicate with them.* • Existing community groups • Private sector networks • Partner networks • Community Planning partners • Digital communications and e-newsletters
Recommendations	