

SCOTLAND LOVES LOCAL - WEST LOTHIAN GIFT CARD INITIATIVE

The Council Executive considered a report (copies of which had been circulated) by the Head of Planning, Economic Development and Regeneration detailing the proposed creation of a localised gift card initiative across West Lothian, with support from the Scottish Government and the Scotland's Towns Partnership. This would form an integral part of the Scotland Loves Local national gift card campaign scheduled to launch from mid-June 2021.

It was recommended that the Council Executive:

1. Note the scope and remit of the proposed West Lothian gift card;
2. Note the anticipated timing for the national launch and the subsequent local launch within West Lothian;
3. Approve participation in this initiative, and delegate authority to the Head of Planning, Economic Development and Regeneration to provide support and sign appropriate concordat agreement on behalf of the council;
4. Agree that the council should continue to participate in the scheme provided that the approach continued to receive support from the Scotland's Town Partnership; that all costs were met externally and the scheme continued to demonstrate positive benefits; and
5. Agree that where the tests in Recommendation 4 were not met the Head of Planning, Economic Development and Regeneration be delegated to withdraw the council from the scheme unless a further report agreeing on-going participation on a different basis was agreed by Council Executive.

Decision

To approve the terms of the report.