



11. FUTURE ROLE OF CITY CENTRE MARKETING

The Community Relations Manager reported in response to an earlier request of the Committee on the future role of City Centre Marketing. The report was requested because, in line with the current Council policy, the existing programme will be phased out at the end of the current financial year.

Given the work currently being done as part of the central city revitalisation programme and the Council's support for central city retail sector it seemed to the Committee that it would be appropriate for the funding to be retained to ensure that the work of the past five years is built on and new initiatives can be developed to further the work of the Central City Forum.

The Committee **decided** that, in view of the need to maintain impetus in the Central City revitalisation process, funding of \$135,000 for a further two years be recommended to the Annual Plan Working Party.