



## Open Agenda

### FINANCIAL IMPLICATIONS

7. A revised map will no doubt be an attractive purchase by tourists and generate revenue. Data from the Customer Services Centre indicate that 300 copies of the current map were sold in 2018/19. It is recommended that the map is sold at a cost that at least covers its production, so will have no negative financial implications. Initial copies of the map will be printed by GIS to kick start the sale of the new map. Each map at (1:25,000) will cost £8.00 and maps at (1:25,000) will cost £9.00 per map for a set of 4, to print.

### ECONOMIC IMPLICATIONS

8. A revised St Helena map is likely to support the tourism product for the Island and therefore contribute positively to economic development.

### CONSISTENCY WITH INVESTMENT POLICY PRINCIPLES

9. N/A

### PUBLIC/SOCIAL IMPACT

10. There is not likely to be any negative impact on the public.

### ENVIRONMENTAL IMPACT

11. No environmental impact is anticipated.

### PREVIOUS CONSULTATION/ COMMITTEE INPUT

12. Progress on the production of this map has been reported on several occasions at the Economic Development Committee monthly meetings. Following the production of a final draft, the map has been out for public consultation. Members of the public were invited to make suggestions or comments on the map for consideration before it is finalised. These comments were considered by a Working Group that Tourism, ESH and the St Helena National Trust were invited to be a part of. The comments are attached to this Memorandum. If these suggestions are approved by Executive Council, then the map will be finalised for printing by mid to late March 2020.

### PUBLIC REACTION

13. There is likely to be majority public support as a revised map with significant developments such as the Airport and associated structures recorded will be welcomed.

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### **PUBLICITY**

14 Executive Council's decision will be covered in the media briefing following the meeting. If approved, separate publicity should follow including when the new map will be printed and where it will be made available for members of the public to view or buy.

### **SUPPORT TO STRATEGIC OBJECTIVES**

15. N/A

### **LINK TO SUSTAINABLE ECONOMIC DEVELOPMENT PLAN GOALS**

16. Supports Objective 10: Attracting visitors

RKY

### **OPEN/CLOSED AGENDA ITEM**

17. Recommended for the Open Agenda.

Corporate Support  
Corporate Services

19<sup>th</sup> February 2020

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