

MINUTE EXTRACT

TOURISM, COMMUNITIES, CULTURE AND LEISURE COMMITTEE 17 NOVEMBER, 2021

46 GRANT FUNDING FOR DESTINATION MARKETING

The Assistant Director: Chief Regeneration Officer introduced the report on Grant Funding for Destination Marketing. In 2019, prior to the Covid-19 pandemic, the Liverpool City Region Visitor Economy Group had developed a proposal for funding from the Liverpool City Region Combined Authority's (LCRCA) Single Investment Fund, to promote tourism across the city region. The proposal was revised in 2021 and was approved by the LCRCA in July 2021.

The report set out the activity that would be progressed through the Destination Marketing project and requested the Committee to delegate acceptance of the grant funding, allocated to Wirral Council, to the Director of Regeneration and Place in line with the priorities and projects outlined in the report. The grant would be spent on improvements to the visitwirral.com website and on advertising campaigns, to increase visits to Wirral. Following the Covid pandemic, it was part of a series of measures to support the recovery of businesses in the visitor economy sector. Wirral was due to receive around £350,000 from the LCRCA, to be spread over three years

Responding to a number of comments from Members, the Assistant Director stated that the LCR Visitor Economy Recovery Strategy was due to be presented to Chief Executives and that she would provide feedback when this took place. Wirral Council's match funding of £150,000 had been agreed some time ago and was still contained in the budget currently.

She also agreed to provide a breakdown of the City Region's visitor economy and the number of jobs supported in Wirral as referred to in paragraph 3.2 of the report. With regard to the website the development of this would be undertaken on a City Region basis but the website would be tailored to each authority and there would be a strong focus for Wirral. Officers would also work within the Mersey Dee Alliance to make sure Wirral's connection to Chester was maximised.

The Chair suggested a short summary document be produced referencing the breakdown of visitor economy jobs in the borough alongside Key Performance Indicators relating to Wirral to be extracted from the relevant LCR documents.

RECOMMENDED to the Policy and Resources Committee:

- (1) that it be noted that the funding is subject to receiving and entering into a formal Grant Funding Agreement, which details the terms and conditions of the award;**
- (2) the Director of Regeneration and Place be authorised to approve the Grant Funding Agreement, thereby accepting the funds.**