



POLICY AND RESOURCES COMMITTEE

WEDNESDAY 1 DECEMBER 2021

REPORT TITLE:	GRANT FUNDING FOR DESTINATION MARKETING
REPORT OF:	DIRECTOR OF LAW AND GOVERNANCE

REPORT SUMMARY

In November 2021 Members of the Tourism, Communities, Culture and Leisure Committee considered a report on the acceptance of grant funding for destination marketing.

In 2019, prior to the Covid-19 pandemic, the Liverpool City Region Visitor Economy Group developed a proposal for funding from the Liverpool City Region Combined Authority's (LCRA) 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. This report sets out the activity that will be progressed through the Destination Marketing project and requests 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 this report.

The grant will be spent on improvements to the visitwirral.com website and on advertising campaigns, to increase visits to Wirral.

Following the Covid pandemic, it is part of a series of measures to support the recovery of businesses in the visitor economy sector.

RECOMMENDATION/S

The Policy & Resources Committee is asked to consider the request from the Tourism, Communities, Culture and Leisure Committee to approve the following:

1. Note 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. Authorise the Director of Regeneration and Place to approve the Grant Funding Agreement, thereby accepting the funds.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 The Destination Marketing programme is significantly aligned with the priorities within the Inclusive Economy part of the Wirral 2025 Plan: to promote Wirral regionally, nationally and internationally as a world-class visitor destination which is rich in assets and experiences. The programme will provide a valuable source of funding for delivery.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 Other options have been considered as reported within the minutes of the Tourism, Communities, Culture and Leisure Committee and appended report.

3.0 BACKGROUND INFORMATION

- 3.1 Background information is set out within the appended report.

4.0 FINANCIAL IMPLICATIONS

- 4.1 £1.5m was allocated by the Combined Authority, to be funnelled through local authorities in the Liverpool City Region, with a further £1.7m to be provided by private sector and local authorities' match funding. Wirral Council will receive c. £350,000 to be spread over three years, and has approved £150,000 of match funding for the same duration, starting in the current financial year. Activity against this budget will cease in December 2024.
- 4.2 In accordance with the Council's Constitution any amendment to the Capital Programme requested by a Committee or officer in excess of £100,000; is reserved to Policy & Resources Committee

5.0 LEGAL IMPLICATIONS

- 5.1 In accordance with the Part 3B of Constitution (Committee Terms of Reference), the Policy and Resources Committee has two main areas of responsibility, which is to provide strategic direction to the operation of the Council, including making decisions on policies and co-ordinating spend not reserved to full Council, and to maintain a strategic overview of outcomes, performance, risk management and budgets.
- 5.2 The Policy & Resources Committee is charged by full Council to provide a co-ordinating role across all other service committees and retain a 'whole-council' view of performance, budget monitoring and risk management. In particular, this includes specific responsibility for a decision any amendment to the Capital Programme requested by a Committee or officer in excess of £100,000.
- 5.3 As part of the matter of business that was the subject of the report to Tourism, Communities, Culture and Leisure Committee falls under that responsibility

reserved to the Policy and Resources Committee, the Tourism, Communities, Culture and Leisure Committee's resolution is presented as a recommendation.

5.4 As the decision in this matter is the subject of a recommendation from another Committee, the Policy and Resources Committee must take into account the resolution of that Committee and give due regard to the guidance and comments made by its members. The Policy and Resources Committee must not, however, consider itself bound by that Committee's recommendations or otherwise fetter its discretion. Its Members must come to their own decision. In doing so, the Committee must satisfy itself that it has been provided with all relevant information or a suitable précis to enable it to comply with its duties and make a lawful decision.

5.5 Other legal considerations are as set out in the annexed report(s).

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

6.1 This report is for information only and does not contain any direct resource implications.

7.0 RELEVANT RISKS

7.1 The relevant risks are covered in the original report submitted to the Committee.

8.0 ENGAGEMENT/CONSULTATION

8.1 Engagement and Consultation were covered in the original report submitted to the Committee.

9.0 EQUALITY IMPLICATIONS

9.1 Wirral Council has a legal requirement to make sure its policies, and the way it carries out its work, do not discriminate against anyone. An Equality Impact Assessment is a tool to help council services identify steps they can take to ensure equality for anyone who might be affected by a particular policy, decision or activity.

9.2. Whilst there are no equality implications arising from this report, the associated actions arising from the delivery may need to assess any equality issues and mitigate any negative impact that may emerge.

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

10.1 The Wirral Visitor Economy Board will be cognisant of the need for all delivery to take account of the Council's declaration of a Climate emergency and all aspects of the campaign and its delivery will take account of the declaration.

10.2 All work related to the redesign of the website and the Destination Marketing campaign will take a digital-first approach, minimising the need for the production and distribution of print advertising wherever possible.

10.3 Visit Wirral promotes the use of public transport and the team works closely with Merseytravel and other public transport providers to promote greener travel options.

11.0 COMMUNITY WEALTH IMPLICATIONS

11.1 By supporting local visitor economy businesses (hospitality, accommodation, retain, visitor attractions and cultural organisations), the funding will support community wealth building.

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APPENDICES

Appendix 1 Minute extract
Appendix 2 Grant Funding Full Report

BACKGROUND PAPERS

Destination Marketing Plan

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Tourism Communities Culture and Leisure Committee	17 th November 2021