

**HAMPSHIRE COUNTY COUNCIL**

**Executive Decision Record**

<b>Decision Maker:</b>	Executive Member for Economy, Transport and Environment
<b>Date:</b>	6 May 2014
<b>Title:</b>	South Hampshire and Isle of Wight Tourism Marketing Campaign
<b>Reference:</b>	5793
<b>Report From:</b>	Director of Economy, Transport and Environment

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**1. The decision:**

1.1. That, subject to the confirmation of funding, authority be given for the County Council:

- i. To act as the delivery partner for the South Hampshire and Isle of Wight Marketing Campaign on behalf of the Solent LEP;
- ii. To enter into necessary contractual and funding arrangements up to the value of the total fund allocated to that project by the Solent LEP; and
- iii. To seek any consents or other arrangements necessary to deliver the project.

1.2. That authority be delegated to the Director of Economy, Transport, and Environment and Head of Legal Services to finalise contractual and other arrangements pursuant to the delivery of the South Hampshire and Isle of Wight Marketing Campaign on behalf of the Solent LEP and a private sector led Steering Group.

**2. Reason for the decision:**

2.1. Hampshire County Council has offered to provide tourism and procurement expertise and act as delivery partner for the proposed South Hampshire and Isle of Wight Marketing Campaign and manage the procurement process to appoint an external delivery agent.

**3. Other options considered and rejected:**

- 3.1. That an alternative local authority or commercial organisation acts as the delivery partner and manages the procurement process. The Solent LEP and inaugural private sector partners have indicated that they are comfortable with Hampshire County Council providing this support.

**4. Conflicts of interest:**

- 4.1. Conflicts of interest declared by the decision-maker:

The Executive Member for Economy, Transport and Environment declared a non-pecuniary interest as a Director of the Solent Local Enterprise Partnership.

- 4.2. Conflicts of interest declared by other Executive Members consulted:

**5. Dispensation granted by the Conduct Advisory Panel: none.**

**6. Reason(s) for the matter being dealt with if urgent: not applicable.**

**7. Statement from the Decision Maker:**

<b>Approved by:</b>	<b>Date:</b>
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<b>Executive Member for Economy, Transport and Environment Councillor Seán D T Woodward</b>	