

## HAMPSHIRE COUNTY COUNCIL

### Decision Report

<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. Executive Summary

1.1. The purpose of this paper is to gain approval for Hampshire County Council to provide tourism and procurement expertise and act as delivery partner for the proposed South Hampshire and Isle of Wight Tourism Marketing Campaign, on behalf of the Solent Local Enterprise Partnership (LEP).

1.2. This paper seeks to

- set out the background to the project
- explain the proposed funding for the project
- explain the proposed delivery arrangements for the project

### 2. Background

2.1. The South Hampshire and Isle of Wight Marketing Campaign is a proposed ambitious and innovative 2 year marketing campaign that aspires to raise the national and international profile of the South Hampshire and Isle of Wight area as a place of global excellence for its tourism and marine assets. It brings together key elements of two of the strongest economic sectors in the sub region: the visitor economy and the leisure marine sector

2.2. The campaign proposal has resulted from an initiative in July 2013 by Southampton Airport, the Ageas Bowl and Eastleigh Borough Council with support from Hampshire County Council and PUSH, to create a collective marketing partnership to boost the level of visitors and spend to the region  
The main drivers for the proposal are to:-

- accelerate growth in the economy through the promotion of the visitor economy and marine businesses that should result in sustaining and creating jobs particularly for SMEs and young people;

- support recent and proposed investments in new facilities in the region particularly in the visitor economy and to raise confidence in the public and private sectors to make further investments;
- address the disparity between outbound and inbound visitors with particular focus on increasing inbound visitors through the transport gateways;
- maximize the impact of the world class marine and maritime attractions, facilities, and businesses that are a particular strength of the Solent LEP area;
- maximize public and private sector investment, creating added financial value and undertaking activity that stakeholders could not do individually.

2.3. The visitor economy in the Solent area is worth over £3 billion and supports over 60,000 jobs. The leisure marine sector in the South East is the second largest in the UK worth £800 million and supporting 8,500 jobs with most of it concentrated in the Solent area. The campaign will target both domestic and international visitors in both near Europe and long haul markets, taking advantage of the area's superb transport links by air, land, and sea to the rest of the UK and near Europe.

### **3. Finance**

- 3.1. The Solent LEP has included the campaign as a £3million project over 2 years within its Strategic Economic Plan and Local Growth Deal bid. This will be negotiated with Government and a decision is anticipated in June/July 2014. The campaign aims to match £1.5million of Local Growth Deal funding with £1.5million of private and public funds to provide £3million to fund the project.
- 3.2. Hampshire County Council would utilise its procurement and contractual arrangements to appoint an external delivery agent on behalf of the Solent LEP and a Steering Group. The delivery agent would be responsible for generating the match funding and delivering the campaign activity against agreed targets, and would be guided by the Steering Group.
- 3.3. Hampshire County Council would not be responsible for underwriting any shortfall in public or private sector match contributions.
- 3.4. Authority for Hampshire County Council to procure an external delivery agent and spend up to the limit of the contract will be addressed in a future decision once the outcome of the negotiations with Government is known.

#### **4. Proposed Delivery Arrangements**

- 4.1. It is proposed that Hampshire County Council acts as the campaign delivery partner for the Solent LEP if it is given the go-ahead in June/July 2014. A Steering Group comprising public and private sector representatives with an independent chair will be appointed to guide the development and delivery of the campaign. Portsmouth City Council will be acting as the Accountable Body for the Local Growth Deal.
- 4.2. Hampshire County Council officers would manage the procurement of an external delivery agent using the County Council's contract standing orders. A contractual Joint Working Agreement between Hampshire County Council and the Solent LEP and appointed private sector led Steering Group would clearly specify the roles and responsibilities of partners.

#### **5. Recommendations**

- 5.1. 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.
- 5.2. 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.

**CORPORATE OR LEGAL INFORMATION:****Links to the Corporate Strategy**

<b>Hampshire safer and more secure for all:</b>	no
Corporate Improvement plan link number (if appropriate):	
<b>Maximising well-being:</b>	yes
Corporate Improvement plan link number (if appropriate):	
<b>Enhancing our quality of place:</b>	yes
Corporate Improvement plan link number (if appropriate):	

**Section 100 D - Local Government Act 1972 - background documents**

**The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)**

DocumentLocation

None

## **IMPACT ASSESSMENTS:**

### **1. Equalities Impact Assessment:**

- 1.1 The proposals in this report have been developed with due regard to the requirements of the Equality Act 2010, including the Public Sector Equality Duty and the Council's equality objectives. The website contains a summary [assessment of the impacts](#) on Enable Business to Thrive in Hampshire.
- 1.2 It is considered that the issues covered by this report will not have impacts requiring further specific actions by the Council above those already established in its existing policies and working procedures.

### **2. Impact on Crime and Disorder:**

- 2.1. Not applicable

### **3. Climate Change:**

- 3.1. How does what is being proposed impact on our carbon footprint / energy consumption?

The campaign would result in an increase in use of a range of different transport modes resulting in increased carbon footprint and energy consumption.

- 3.2. How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?

The campaign will encourage visitors to use a range of transport modes to visit Hampshire and reduce dependence on the car.