

HAMPSHIRE COUNTY COUNCIL

Decision Report

Decision Maker:	Executive Member – Economic Development and Rural Affairs
Date:	7 November 2012
Title:	Visit England Campaigns
Reference:	4365
Report From:	Director of Economy, Transport and Environment

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1. Executive Summary

- 1.1. The purpose of this paper is to seek approval for £20,000 investment and participation over two years in the new 'Rural Escapes' Visit England Partnership Marketing Campaign supported by the Regional Growth Fund, aimed at the UK domestic visitor market.
- 1.2. Investment and participation in this campaign would help raise Hampshire's profile as one of the country's leading rural destinations and help support and grow the local visitor economy in rural Hampshire. .

2. Contextual information

- 2.1. Thematic marketing campaigns focusing on England's key assets including Heritage, Coast, Countryside and Culture will be delivered by Visit England as part of the three year project 'Growing Tourism Locally', funded by the Government's Regional Growth Fund, with contributions from Visit England and the private sector.
- 2.2. The aim of the project is to inspire Britons to take more holidays at home, boosting local economies through growth in visitor spend, and result in the creation of 9,100 indirect jobs.
- 2.3. The 'Rural Escapes' campaign, under the Countryside heading, would best showcase Hampshire's rich geographical and cultural product including our long distance walking routes, farmers' markets, national parks and market towns.
- 2.4. Participation in the campaign would not only support Hampshire's visitor economy which is worth £2.67 billion (*Hampshire Economic Impact Assessment, 2010*), but also build on existing partnership working, for

example with the Rural Ways Partnership, Hampshire Fare and Action for Market Towns.

3. Finance

- 3.1. The Rural Escapes campaign is due to be launched in February/March 2013 and will run for three years. It is recommended that the County Council contribute £10,000 in 2012/13 to help launch the campaign, and contribute a further £10,000 in 2013/14.
- 3.2. Specific details about the campaign have not yet been provided by Visit England, but it is anticipated that the County Council's contribution will help cover PR activity, national press advertising and online promotion.
- 3.3. The Regional Growth Fund will match-fund contributions from destinations including in-kind support.

4. Performance

- 4.1. Visit England are aiming for a return of investment of 10:1 on all Regional Growth Fund-related activity.
- 4.2. Internal performance will be measured through referrals to the Visit Hampshire website from Visit England and positive stakeholder engagement and feedback.

5. Staff capacity

- 5.1. In addition to the proposed financial contribution, an in-kind contribution of 0.5 days staff time per week in 2012/13 and 1 day per week in 2013/14 is also recommended which will contribute towards Regional Growth Fund match-funding.
- 5.2. Visit England are looking for all participating destinations to deliver local marketing activity. There is also an important local co-ordination role with Hampshire partners and stakeholders who will be asked to provide in-kind support.

6. Future direction

- 6.1. Analysis of the campaign activity and performance in 2012/13 and 2013/14 will help inform whether we continue to participate in 2014/15, the final year of the campaign.
- 6.2. The success of Hampshire's inclusion in the Rural Escapes campaign may also have the potential to strengthen strategic partnerships with, for example, the South Downs National Park.

7. Recommendation

- 7.1. To agree £20,000 investment and participation in the Visit England 'Rural Escapes' marketing campaign over the two years, 2012/13 and 2013/14.

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

Hampshire safer and more secure for all:	No
Corporate Improvement plan link number (if appropriate):	
Maximising well-being:	Yes
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	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. An assessment of the impacts in this service area can be found at <http://documents.hants.gov.uk/equality-impact-assessments/ete/3-2-business.doc>.

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. The recommendation is this report would not have any adverse impact on crime and disorder.

3. Climate Change:

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

No significant change is anticipated

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

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.