

Meeting:	Hampshire Prosperity Partnership Board
Date:	6 January 2025
Title:	Agenda Item 7 – Local Visitor Economy Partnership for Hampshire, Portsmouth and Southampton - Business Case
Appendices	Appendix A – LVEP Business Case Appendix B – Draft Letter to the LVEP Assessment Panel
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The Purpose

1. The purpose of this report is to provide the Hampshire Prosperity Board with a progress update on the Local Visitor Economy Partnership and to seek agreement on a number of recommendations from the Board to the Hampshire County Council Cabinet Member for Hampshire 2050 and Corporate Services.

Recommendation (s):

2. It is recommended that the Hampshire Prosperity Partnership Board notes the proposal for a Hampshire and Solent Local Visitor Economy Partnership (LVEP) and recommends the following to the Hampshire County Cabinet Member for Hampshire 2050 and Corporate Services at their Decision Day on 23 January 2025:
 - a. That Hampshire County Council should partner with Portsmouth City Council and Southampton City Council to form the Hampshire and Solent Local Visitor Economy Partnership
 - b. Agrees the letter of support to Visit England for the establishment of a LVEP (see Appendix B)
 - c. That Hampshire County Council should use Economic Development reserves to fund the £5,000 required per upper tier authority for the first year of the Partnership

- d. Notes the possibility for future requests for funding which will need to be considered separately on a case-by-case basis

Background and Business Case

3. Hampshire, along with its partners Tourism South East (TSE), Portsmouth and Southampton have put together an application for the region to form an approved Local Visitor Economy Partnership (LVEP) by April 2025.
4. It has been agreed that the application is led by TSE as a key local tourism sector partner which works across the whole of the County of Hampshire (and wider), and they will act as the accountable body until there is a Combined Authority in place or it is decided that the management should be taken on by a Local Authority lead.
5. HCC and other local authorities in Hampshire hold Service Level Agreements with Tourism South East to allow them to deliver projects on behalf of the region, including international projects and other marketing and communication activities. Maintaining these SLA's will allow TSE to deliver the first year of the business plan on behalf of the LVEP. The cost to HCC is £5,000 per annum.
6. If the LVEP is successful in its application the plan for the first year is to develop a Destination Management Plan (DMP). The budget needed to deliver this will be fully covered by the fee paid to TSE as part of the existing SLA's so no further funding is sought at this time.
7. The business case sets out the vision and objectives for the LVEP, as well as the deliverables for the first three years.
8. It is proposed that the LVEP will be resourced by existing staff within each partner organisation. Longer term needs will be identified as part of the DMP and any funding associated with delivering this plan will be the subject of separate future business cases and funding requests.

Next Steps

9. Once approved, the letter of support (attached at Appendix B) will be sent to Visit England, supporting the application for an LVEP for Hampshire, Portsmouth and Southampton.
10. If an LVEP is approved by Visit England, a Destination Management Plan and associated Budget will be brought back to the HPPB along with any associated requests for funding.