

OFFICER DECISION RECORD

Decision Title: West of England Visitor Economy Recovery project

Decision reference number: 02.09.21

Decision date: 16 September 2021

Background / reason for decision:

Delegated authority has been granted to the Combined Authority's Chief Executive to take decisions on the award of regional recovery funding in consultation with the Chief Executives of the Combined Authority constituent councils.

A Feasibility and Development application was prepared (see Appendix 1) for the following project: West of England Visitor Economy Recovery project.

In summary, the proposal seeks to draw down £254,500 of the £1m extension to the Regional Recovery Fund agreed by the Combined Authority Committee in June 2021. The ambition is to provide a targeted, rapid response to the issues and opportunities in the tourism, leisure and hospitality sector in the region, as the economy rebalances as lockdown eases. The wider objective is to test a range of approaches from both a supply and demand intervention perspective, to help inform future business cases. The ability to deliver this proposal as soon as possible is critical to its success.

This proposal addresses the immediate labour market and sustainability issues faced by the sector, whilst also providing support to ensure an international trade presence is maintained, with the tourism and travel industry in the short to medium term, while the commercial partnerships are re-assessed for future business development. This will ensure that a sustainable programme of future development is developed to maximise opportunities on behalf of the entire region.

The full Feasibility and Development Fund application is at Appendix 1.

Options considered:

Not applicable in relation to this specific decision, i.e. this was the option considered.

Decision:

To approve the Feasibility and Development funding application as per Appendix 1 for the West of England Visitor Economy Recovery project.

Consultation:

The Chief Executives of the Combined Authority's constituent councils were consulted on this proposal.

Officer making decision: Patricia Greer

Position: Chief Executive, West of England Combined Authority

Report / appendices / background documents:

Appendix 1 – Feasibility & Development Funding application