

PUBLIC

MINUTES of a meeting of the **CABINET MEMBER FOR STRATEGIC LEADERSHIP, CULTURE AND TOURISM** held on 10 June 2019 at County Hall, Matlock

PRESENT

Cabinet Member – Councillor B Lewis

Also in attendance – Councillor R Flatley

Declarations of interest

Councillor B Lewis declared a personal interest in agenda item 4 - Delivering a World Class Visitor Economy within Derbyshire (Phase 2) as a Member of Marketing Peak District and Derbyshire.

10/19 **MINUTES RESOLVED** that the minutes of the meeting held on 9 May 2019 be confirmed as a correct record and signed by the Cabinet Member.

11/19 **BUDGET MONITORING 2018-19 – OUTTURN** The controllable expenditure for the Strategic Leadership, Culture and Tourism portfolio was £12.852m against a budget of £13.276m resulting in a controllable underspend of £0.424m. The key variances were as follows:-

Communications – underspend £0.331m

The key underspend related to staff turnover and vacancies, mainly in the Contact Centre, where there were 12 vacancies at the end of March.

Policy – underspend £0.127m

The main underspend related to vacancies due to staff turnover, payment of a grant to Bolsover CVP (no longer in operation) and a reduction in running costs.

The Environmental Studies had been allocated a savings target of £0.120m which they were not going to achieve this year. The Conservation and Design section had transferred £0.200m to an earmarked reserve to fund two grade 10 posts over two years.

The savings allocated for 2018-19 were set out in Appendix 2 to the report. The savings allocation for the Portfolio was £0.568m. This was to be met by a number of sources:

Identified savings:	£251k
One off support from Council:	£214k

Use of departmental underspends/reserves: £103k

As set out in Appendix 2, only £80k of the identified savings had been achieved. This had resulted in the balance of unmet savings being met from a larger use of departmental underspends, which had increased to £274k. In respect of Economy, Transport and Environment, the Environmental Studies and Forest Schools had been allocated a saving of £0.120m, but this would not be achieved until 2020-21.

The key financial risk to the Portfolio was the non-achievement of savings. As indicated, unachieved savings had to be met from other sources within the relevant department, either by use of underspends, or reserve balances. The current balances on the Portfolio's Earmarked Reserves, totalling £3.373m, were listed in Appendix 1 to the report. These had been earmarked for corporate issues or committed to projects and initiatives that contributed to the Council's Council Plan pledges and priorities.

RESOLVED to note the revenue outturn position for 2018-19.

12/19 DELIVERING A WORLD CLASS VISITOR ECONOMY WITHIN DERBYSHIRE (PHASE 2) On 3 November 2015, Cabinet approved £150,000 match funding contribution over three years from 2016-17 towards the proposed "Growing and Developing the Visitor Economy Sector within Derbyshire" project. Following ERDF approval, the £1.3m project commenced in September 2016.

Since the launch of the programme in September 2016, the project had supported a total of 726 businesses. These businesses all received 3+ hours of essential support, with some accessing over 12 hours. Of this total, over 40 businesses received a grant from the Pedal Peak programme. In addition, the project focused on analysing and developing the visitor offer for 10 target towns. A recent independent evaluation and summative assessment had highlighted the value of the project to the tourism sector.

A project change request had been submitted by Marketing Peak District and Derbyshire (MPDD) to the Ministry of Housing, Communities and Local Government (MHCLG) seeking to extend the project to 31 March 2022, thereby increasing total project expenditure to £2,528,684 (including £1,264,342 ERDF).

However, the proposals went further than a simple extension of current activity but took into account the findings and lessons learnt from the original project responding to the changing strategic environment. To this end, the new Phase 2 project placed greater emphasis on the emerging international opportunities of the destination and the resulting economic growth of such activity. It would also build on the aspirations of Derbyshire's Cultural Heritage

and Tourism Board (CHAT) to deliver a 'world class destination' by taking forward key business support focused elements of the CHAT Action Plan including the proposed "Festival of Derbyshire" signature project.

Phase 2 would continue to support businesses to grow through the delivery of sector specific workshops, networking events and 1-2-1 advice. It would also deliver a small grants programme that would be widened out to all Derbyshire businesses. Planned outputs for the second phase of the project was 200 additional businesses. Specific activity proposed for Phase 2 was highlighted.

To summarise, the project provided a business focused intervention to support the ambitions of the CHAT Board and would ensure the sector continued to grow and develop and achieve its full potential, maximising and building upon a range of major investments including Peak Resort, Buxton Crescent, and the major transport investment offered by HS2. The project would also support and strengthen any proposed bid for a Tourism Action Zone as outlined in the Government's recently published, Tourism Sector Deal.

A previous project change request, agreed with MHCLG, reduced the scale of the original "Growing and Developing the Visitor Economy Sector in Derbyshire" project from £1.5m to £1.3m. As a result, only £125,000 of the original Council match funding had been drawn down to date, leaving a residual £25,000 of approved funding in existing budgets. The proposal was to carry forward the residual £25,000 underspend from Phase 1 to Phase 2 and supplement with a further approval for £45,000. The total match funding being sought for Phase 2 delivery would be £70,000 to be drawn down over the three years of the proposed extension (2019 to 2022). This funding could be met from existing budgets in the Economic Regeneration Service.

RESOLVED to approve a total funding contribution of £70,000 across a total funding contribution of £70,000 across three years from 2019-22 from the Economy and Regeneration budget towards the proposed project extension to deliver the 'Delivering a World Class Visitor Economy for Derbyshire (Phase 2)' project.