

Delegated Decision Notice

This form is the written record of a key, significant operational or administrative decision taken by an officer.

Decision type	<input type="checkbox"/> Key Decision	<input checked="" type="checkbox"/> Significant Operational Decision	<input type="checkbox"/> Administrative Decision
Approximate value	<input type="checkbox"/> Below £500,000 <input type="checkbox"/> £500,000 to £1,000,000 <input type="checkbox"/> over £1,000,000	<input type="checkbox"/> below £25,000 <input type="checkbox"/> £25,000 to £100,000 <input checked="" type="checkbox"/> £100,000 to £500,000 <input type="checkbox"/> Over £500,000 SITS UNDER PREVIOUS KEY DECISION	<input type="checkbox"/> below £25,000 <input type="checkbox"/> £25,000 to £100,000
Director¹	Director of City Development		
Contact person:	Eve Roodhouse, Chief Officer, Culture & Economy		Telephone number: 0113 37 83154
Subject²:	Covid-19 Business Support- Driving footfall to key locations		
Decision details³:	<p>What decision has been taken?</p> <p>The Director of City Development has approved the detailed plans for the expenditure of £300,000 of Additional Restrictions Grant (ARG) monies committed as part of the Key Decision taken in November 2020 to activities which support the return of footfall back to the City Centre and other key locations as restrictions are eased in 2021.</p> <p>The £300,000 will be used as follows:</p> <ol style="list-style-type: none"> 1. £100,000 towards the delivery of the World Triathlon 2021 event which will take place on 5-6 June. <p>In 2019 3384 people entered the participation events. 94 entering the elite race (55 men and 39 women). In the Elite Women's race GB finished 1st and 2nd and had 5 of the top 10 finishes. It was estimated that there were over 50,000 spectators at the event over the weekend bringing significant benefit to the wider visitor economy, retail and hospitality sector. 337</p>		

¹ Give title of Director with delegated responsibility for function to which decision relates.

² If the decision is key and has appeared on the list of forthcoming key decisions, the title of the decision should be the same as that used in the list

³ Simply refer to supporting report where used as these matters have been set out in detail.

	<p>Volunteers supported the event as Tri Makers delivering over 4044 hours helping to deliver the race. The BBC showed 5 hours live coverage on BBC 2 with a peak audience of 0.9 and an average of 0.6 million viewers. In 2021 the event will come at a critical time to support recovery as we exit restrictions and will deliver a much needed boost to retail, hospitality and leisure across the city.</p> <p>2. £100,000 to the Visit Leeds campaign, which will focus on supporting businesses by driving footfall throughout Summer and Christmas 2021</p> <p>The second phase of the ReDiscover Leeds campaign will in the first instance re-engage with local residents and reactivate our local audience into the city centre. As restrictions ease target audiences will extend to regional North of England and the rest of the UK. It aims to support the visitor economy, which will continue to be one of the key drivers of social, economic and cultural vibrancy of the city and its districts. This plan will be pivotal to reactivating local audiences back into the city centre and driving overnight visits thereafter. Campaign objectives will be achieved by conducting consumer research and delivering a business support programme to help tourism businesses develop bookable experiences. This support will also include the development of bookable itineraries. Thereafter Visit Leeds will deliver a fully integrated marketing and PR campaign to promote those experiences and itineraries.</p> <p>3. £85,000 for Leeds Inspired who will oversee a new grant scheme to support the safe return of live performance.</p> <p>The scheme will be specifically focused on live events that encourage audiences back to localities and the city centre. It will support both the creative and commercial sector of artists, event organisers and venues as they transition back to commercial viability. The Leeds Inspired LIVE scheme will complement the existing Leeds Inspired grant schemes while remaining distinct. Grant assessment and management will be through existing processes.</p> <p>4. £15,000 to support #BuyLeeds an Independent Retail and Hospitality Sector initiative aimed at ensuring consumers buy local, by creating marketing assets that the independent Retail and Hospitality sector can use</p>
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	<p>to raise awareness and using a social media campaign to support the initiative. Driven by the sector itself with support from the Visit Leeds team at Leeds City Council this will drive footfall right across the city.</p>
	<p>A brief statement of the reasons for the decision (Include any significant financial, procurement, legal or equalities implications, having consulted with Finance, PACS, Legal, HR and Equality colleagues as appropriate)</p> <p>A Key Decision was taken on Thursday 19 November 2020: <i>COVID-19 Local Restrictions Support Grant and Additional Restrictions Grant Schemes including Discretionary Grant Funds</i> and specifically the detail noted in the associated report at paragraph 3.6.2: <i>'Committing a further £300K now to activities which support the return of footfall back to the City Centre and other key locations as restrictions are eased in 2021. This will enable a plan to be developed with external partners for a series of events and activities throughout 2021, underpinning economic recovery in Retail, Hospitality, Leisure and Tourism across Leeds'</i>.</p>
	<p>Brief details of any alternative options considered and rejected by the decision maker at the time of making the decision</p> <p>Not applicable</p>
Affected wards:	All
Details of consultation undertaken⁴:	<p>Executive Member Councillor Mary Harland, Executive Member for Economy and Culture. Councillor Judith Blake, former Leader of Leeds City Council and portfolio holder for Economy and Culture was previously consulted</p>
	<p>Ward Councillors .</p>
	<p>Others</p>
Implementation	Officer accountable, and proposed timescales for implementation

⁴ Include details of any interest disclosed by an elected Member on consultation and the date of any relevant dispensation given.

List of Forthcoming Key Decisions⁵	Date Added to List:-
	If Special Urgency or General Exception a brief statement of the reason why it is impracticable to delay the decision
	If Special Urgency Relevant Scrutiny Chair(s) approval Signature _____ Date _____
Publication of report⁶	If not published for 5 clear working days prior to decision being taken the reason why not possible:
	If published late relevant Executive member's approval Signature _____ Date _____
Call In	Is the decision available ⁷ for call-in? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	If exempt from call-in , the reason why call-in would prejudice the interests of the council or the public:
Approval of Decision	Authorised decision maker ⁸ Martin Farrington, Director of City Development
	Signature _____ Date 18 March 2021

⁵ See Executive and Decision Making Procedure Rule 2.4 - 2.6. Complete this section for key decisions only

⁶ See Executive and Decision Making Procedure Rule 3.1. Complete this section for key decisions only

⁷ See Executive and Decision Making Procedure Rule 5.1. Significant operational decisions taken by officers are never available for call in. Key decisions are always available for call in unless they have been exempted from call in under rule 5.1.3.

⁸ Give the post title and name of the officer with appropriate delegated authority to take the decision.