

Delegated Decision Notice

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

Decision type	<input checked="" type="checkbox"/> Key Decision	<input type="checkbox"/> Significant Operational Decision	<input type="checkbox"/> Administrative Decision
Approximate value	<input checked="" 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 type="checkbox"/> £100,000 to £500,000 <input type="checkbox"/> Over £500,000	<input type="checkbox"/> below £25,000 <input type="checkbox"/> £25,000 to £100,000
Director¹	Director of City Development		
Contact person:	Belinda Eldridge, Head of Destination Marketing and International Relations	Telephone number: 07566 759512	
Subject²:	West Yorkshire Application for Local Visitor Economy Partnership Status		
Decision details³:	What decision has been taken?		
	<p>The Director of City Development has approved that Leeds City Council act as lead applicant for West Yorkshire local authorities and the West Yorkshire Combined Authority to apply to Visit England for Local Visitor Economic Partnership (LVEP) status.</p> <p>A brief statement of the reasons for the decision</p> <p>Leeds City Council will make the application for a joint West Yorkshire Local Visitor Economy Partnership within the Visit England framework with Visit Leeds (the Council's Destination Marketing function) taking the lead.</p> <p>Visit England are conducting a pilot scheme to standardise the Destination Marketing landscape across Britain, after the De Bois review identified great regional and local differences. The pilot will run for two years with 40 accredited Tier Two LVEPs (Local Visitor Economy Partnerships) which will take the place of DMOs (Destination Marketing Organisations) and have an overarching body, a DDP (Destination Development Partnership), which will be Newcastle for the purposes of the pilot.</p> <p>The Visit Leeds team has had really positive conversations with Visit England who are running this accreditation programme and have been assured of their support for a West Yorkshire application. Individually none of the West Yorkshire Local Authorities or the West Yorkshire Combined Authority meet the criteria due to geography and constitution, but collectively, West Yorkshire can meet or work</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>towards achieving all the criteria.</p> <p>Bradford, Wakefield, Kirklees and Calderdale Local Authorities are all keen to submit a combined application for LVEP Tier Two status for West Yorkshire as a whole. The West Yorkshire Combined Authority is also supportive.</p> <p>The Application form comprises of applicant details; how the LVEP meets the core criteria; how the LVEP intends to meet the growth criteria (including income generation opportunities); how the LVEP meets the business support criteria in the tourism sector, and other supporting evidence including:-</p> <ul style="list-style-type: none"> • Letters of Support • Organogram • Income and Expenditure • Destination management plan (showing it is in train) • Map of the region the West Yorkshire LVEP covers
	<p>Brief details of any alternative options considered and rejected by the decision maker at the time of making the decision.</p> <p>Options including not applying for LVEP status were considered but discounted as this would negatively impact the region's relationship with Visit England.</p> <p>Leeds could apply for Tier 2 status in isolation, but falls short of many of the criteria and a joint application with West Yorkshire Local Authorities supported by West Yorkshire Combined Authority will enable Visit Leeds and neighbouring West Yorkshire Local Authority DMOs to meet most of the criteria or work towards meeting the criteria, which Visit England have agreed is the best way forward.</p>
<p>Affected wards:</p>	<p>N/A</p>


<p>Details of consultation undertaken⁴:</p>	<p>The Leader of the Council, Councillor James Lewis (27th March 2023), and the Executive Member for Economy, Culture and Education Councillor Jonathan Pryor (27th March 2023), Leader of the Conservative Party, Councillor Alan Lamb (5th June 2023) Portfolio holder for the opposition, Councillor Dan Cohen (5th June 2023) and Leader of the Liberal Democrat Party, Councillor Stewart Golton (10th May 2023) have been consulted and are supportive., West Yorkshire Chief Executives and Directors of Development were consulted at the West Yorkshire Chief Executives meeting on 23rd February, 2023 and Directors of Development meeting on 6th January, 2023. A paper was subsequently considered and approved at a meeting of the West Yorkshire Combined Authority on 16th March. Regular updates are being shared throughout the development of the application. Regular consultation has also taken place with Visit England.</p> <p>Ward Councillors</p> <p>Chief Digital and Information Officer⁵</p> <p>Chief Asset Management and Regeneration Officer⁶</p> <p>The West Yorkshire Combined Authority (WYCA), Bradford, Wakefield, Calderdale and Kirklees have all been consulted and agree to submit a collective application for Local Visitor Economy Partner status. See attached report for further details.</p>
<p>Implementation</p>	<p>Belinda Eldridge, Head of Destination Marketing and International Relations is the officer responsible for the submission of the application and whilst there is no deadline, Hull and East Riding have successfully achieved LVEP status and South Yorkshire and North Yorkshire are submitting their application in the next round that expires on 18th June. The next step after submitting the application form, is completion of the Destination management plan, which is estimated to be September 2023.</p>
<p>List of Forthcoming Key Decisions⁷</p>	<p>Date Added to List:- 9 May 2023</p> <p>If Special Urgency or General Exception a brief statement of the reason why it is impracticable to delay the decision</p> <p>If Special Urgency Relevant Scrutiny Chair(s) approval</p>

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

⁵ See Officer Delegation Scheme (Executive Functions) CDIO must be consulted in relation to all matters relating to the Council's use of digital technology

⁶ See Officer Delegation Scheme (Executive Functions) CAMRO must be consulted in relation to all matters relating to the Council's land and buildings.

⁷ See Executive and Decision Making Procedure Rule 2.4 - 2.6. Complete this section for key decisions only

	Signature	Date	
Publication of report⁸	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 ⁹ for call-in?	<input checked="" type="checkbox"/> Yes	<input 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 ¹⁰		
	Martin Farrington, Director of City Development		
	Signature	Date	
		5 June 2023	

⁸ See Executive and Decision Making Procedure Rule 3.1. Complete this section for key decisions only

⁹ 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.

¹⁰ Give the post title and name of the officer with appropriate delegated authority to take the decision.