

## Record of officer decision

<b>Decision title:</b>	<b>Visitor Economy PR Campaign</b>
<b>Date of decision:</b>	<b>14 March 2022</b>
<b>Decision maker:</b>	<b>Director for Economy and Place</b>
<b>Authority for delegated decision:</b>	<p>On 24 June 2021, the Cabinet made the following recommendations:</p> <ul style="list-style-type: none"> <li>● The Covid 19 Recovery Plan 2021/22 was approved, implementing up to £6.144m of Covid 19 funding to deliver the immediate actions required to enable short term economic, community wellbeing and organisational recovery.</li> <li>● The Director of Economy and Place, Director Adults and Communities, Director Children and Families and Director of Public Health was authorised to take all operational decisions to implement recommendation including, but not limited to, the procurement and commissioning of the identified projects.</li> <li>● Neil Taylor, then Economy and Place interim director and Andrew Lovegrove. Section 151 officer subsequently approved a project proposal form to implement the visitor economy marketing and PR element of the Covid 19 Recovery Plan.</li> <li>● On 8 March 2022, Andrew Lovegrove approved the Project Management Change Request Covid Recovery Plan which extends the PR campaign contract with Travel Tonic (£20k) up to 25 June 2022.</li> </ul> <p>Budget £20,000</p>
<b>Ward:</b>	All wards
<b>Consultation:</b>	<p>This decision has been taken in consultation with the Covid Tourism Recovery Steering Group in light of the decision of the Cabinet Member for Economy.</p> <p>This decision has been taken in consultation with the council's Section 151 officer and in light of the decision of the Cabinet on 24 June 2021.</p> <p><a href="http://hc-modgov:9070/ieDecisionDetails.aspx?!ID=7996">http://hc-modgov:9070/ieDecisionDetails.aspx?!ID=7996</a></p>
<b>Decision made:</b>	To extend the PR campaign contract with Travel Tonic (£20,000) which will manage the Visit Herefordshire social media platforms and press office to ensure maximum impact on the tourism sector for the summer period (April to June).
<b>Reasons for decision:</b>	<p>Funding remains available within the Visitor Economy project allocation, funds allocated to business engagement events has not been committed to date and is no longer required for this activity.</p> <p>Utilising the existing budget allocation to extend the PR/ social media and marketing will ensure the county continues to be well placed to benefit from day and overnight visits leading into the peak season (PR and marketing during April to June). The Visitor Economy was the worst effected sector due to Covid, with businesses instructed to close for many months during peak</p>

	<p>season.</p> <p>The Travel Tonic contract was procured in accordance with the Contract Procedure Rules. The proposal would extend the PR contract with Travel Tonic by 40%</p>
<b>Highlight any associated risks/finance/legal/equality considerations:</b>	<p>Failure to appoint a PR agency will lead to a gap in the delivery of visitor economy marketing and PR campaign leading to the 2022 peak season, reducing the impact of the project and impairing the recovery of the tourism sector.</p>
<b>Details of any alternative options considered and rejected:</b>	<p>Do nothing – The council could chose not to implement the visitor economy marketing and PR element of the Covid 19 Recovery Plan. However, this would significantly impair the recovery of the worst effected sector, leading to reduce trade and potential job losses.</p>
<b>Details of any declarations of interest made:</b>	<p>None</p>

I am an officer delegated to make the decision

Signed:

Print Name: Ross Cook

Job Title: Corporate Director Economy and Environment