

Record of Officer Decision

Decision title:	Following the council's CPR approve the contract award to the winning bidder, Herefordshire County BID - to develop and promote tourism in Herefordshire under the UKSPF Intervention - E17: Development & promotion of the visitor economy.
Date of decision:	6 th November, 2023
Decision maker:	Corporate Director of Economy and Environment
Authority for delegated decision:	<p>The cabinet took a decision on the 15th December 2022 to accept and spend the UK Shared Prosperity Funding (UKSPF) allocated to Herefordshire (£6.6m) and Rural England Prosperity Fund (£1.7m) in accordance with the Investment Plan approved by government. <i>The decision delegates all operational decisions to the Corporate Director for Economy and Environment.</i></p> <p>Decision - To Accept and Spend Any Approved UK Shared Prosperity Plan and Rural Prosperity Funds Approved by Government - Herefordshire Council https://councillors.herefordshire.gov.uk/ieDecisionDetails.aspx?ID=9216</p>
Wards:	All wards
Consultation:	Herefordshire Sustainable Growth Strategy Board, S151 Officer, UKSPF Project Board, Service, Director for Communities and Wellbeing
Decision made:	Following the council's CPR, to approve the contract award to deliver the promotion and development of tourism in Herefordshire to the winning bidder, Herefordshire County BID.
Reasons for decision:	<p>In April 2022, government launched the UK Shared Prosperity Fund (UKSPF), to replace the European Union funded structural funds. The primary goal of the UKSPF is to build pride in place and increase life chances across the UK. This aligns with the Levelling Up White Paper missions. Funding is targeted where it is needed most: building pride in place, supporting high quality skills training, supporting pay, employment and productivity growth and increasing life chances. The council has been allocated £7,545,330 to be spent between 2022 and 2025, of which, £903,194 is for 'Multiply' adult numeracy support which is subject to a separate decision. Government announced approval of the Investment Plan on the 5 December 2022, and Cabinet took the decision to accept and spend these funds on 15th December, 2022 https://councillors.herefordshire.gov.uk/ieDecisionDetails.aspx?ID=9216</p> <p>The Visitor Economy project aimed at:</p> <ul style="list-style-type: none"> • Promoting and developing the tourism industry in Herefordshire. • Supporting the Herefordshire tourism industry in order to make it competitive in the national stage. <p>A procurement process was conducted in line with the high value process</p>

as set out in the council’s Contracts Procedure Rules to deliver the Visitor Economy project.

An Invitation to Tender (ITT) was issued to all suppliers via the council’s e-tendering portal on 2nd October 2023, with a closing date of 24th October 2023 at 12.00pm. The winning bidder was:

Provider	Score (%)
1. Herefordshire County BID	58.60%

The following outcomes and outputs for this project must be achieved by the provider by 31 March 2025:

Outputs

- Number of businesses receiving non-financial support (numerical value): 30
- Number of people reached: 800
- Number of local events or activities supported: 8

Outcomes:

- Jobs created: 3
- Jobs Safeguarded: 6
- 10% increase in visitor numbers attracted to Herefordshire as a result of provider’s marketing campaigns
- 10 % increase per annum in visitors’ spend in Herefordshire economy through marketing campaigns.

Quarterly reports and claims: The service provider will submit quarterly reports and claims. These will be accompanied by necessary documents to evidence claims and demonstrate outputs and outcomes are delivered. During the contract set-up, the service provider and the Council will agree template(s) to be used for all management reports which satisfy the Council’s needs.

Communication and governance routes: The service provider will hold a quarterly meeting with relevant Herefordshire Officer to discuss progress and address issues which may arise from programme management.

UKSPF requirements: The service provider should abide by the all UKSPF guidance e.g. branding and publicity, procurement, etc.

Highlight any associated risks / finance / legal / equality considerations:

Finance

The budget for financial year 2023/24 is £76,800 and for 2024/25 is £76,800. The maximum budget for the contract is £153,000.

Legal

The service provider should abide by the all UKSPF guidance e.g. branding and publicity, procurement, etc.

	<p><u>Equality</u> The service provide will be required to have a written equality statement or policy that demonstrates compliance with the Equalities Act 2010. They must demonstrate how their organisation will comply with the Equalities Act 2010.</p> <p><u>Risks</u></p> <p>Reputational Risk - There is a reputational risk if the council chooses not to deliver this activity. This budget is contained within UKSPF Investment Programme to meet the needs of local communities and help to deliver 2050 Economic Plan.</p> <p>Funding Budget is not fully allocated – regular meetings between Herefordshire Council and the service provider will be conducted to ensure that plans and budget are implemented as planned.</p> <p>Not meeting the required outputs - The outputs and outcomes form part of the service contract and will be monitored throughout the lifetime of the project.</p>
Details of any alternative options considered and rejected:	There is no capacity within Herefordshire Council to deliver this activity.
Details of any declarations of interest made:	None.

Signed:

Date:

Ross Cook, Director for Economy and Environment