

SHEFFIELD CITY COUNCIL

POLICY COMMITTEE DECISION RECORD

The following decisions were taken on Thursday 15 June 2023 by the Economic Development and Skills Policy Committee.

Item No

9. LOCAL VISITOR ECONOMY PARTNERSHIP FORMAL APPLICATION

9.1 The Economic Development and Skills Policy Committee considered a report of the Executive Director City Futures proposing that Sheffield City Council's Marketing Sheffield service submits an application for Local Visitor Economy Partnership (LVEP) accreditation in June 2023 via the VisitEngland formal process.

9.2 **RESOLVED UNANIMOUSLY:** That the Transport, Regeneration and Climate Policy Committee:

1. Agrees that Marketing Sheffield leads on the submission of an LVEP application to VisitEngland.

2. Agrees for Sheffield City Council to be established as the accountable body on behalf of South Yorkshire in delivering the requirements

3. Notes the need to establish an operational structure which supports the delivery of the LVEP and seeks SYMCA financial resources as a mechanism for creating the required structure.

4. Notes the development of Sheffield's draft Destination Management Plan required as part of the accreditation process

9.3 Reasons for Decision

9.3.1 Inclusion in the national and regional tourism agenda, and opportunities to access match-funded or grant-funded tourism campaigns will be lost if Sheffield does not pursue LVEP status as part of a South Yorkshire partnership approach

9.3.2 Sheffield would lose strategic support from Visit England, involvement in national strategy development or involvement in Visit Britain/Visit England marketing and other activity.

9.3.3 There is no alternative existing structure across South Yorkshire that could lead such a partnership and therefore the subregion would not be part of the new national framework.

9.3.4 Marketing Sheffield has achieved much success even within tight budgets. The small but highly experienced team has achieved many successes through creative work with partners which could be scaled up with the right support. LVEP status will help us capitalise on this work for the benefit of the Sheffield visitor economy for 2023 and beyond.

9.3.5 It will create a catalyst for more significant private sector engagement

- 9.3.6 It will allow Sheffield, via the South Yorkshire LVEP, to apply for national funding schemes managed by VisitEngland as and when they become available
- 9.3.7 It will allow for strategic support from VisitEngland, involvement in national strategy development and involvement in VisitBritain VisitEngland marketing and other activities.
- 9.3.8 It allows Sheffield to lead the way with South Yorkshire on developing national and international audiences and reputation
- 9.3.9 It will strengthen SCCs relationship with SYMCA and the local authorities in this area by providing expertise and access to the national framework
- 9.3.10 It is the first step to addressing the challenges within the current Marketing Sheffield structure (financial and capacity).

9.4 **Alternatives Considered and Rejected**

- 9.4.1 The alternative decision-making option would be for each Policy Committee where a project was taking place to agree the business case of the project and then approval to draw down funding is sought from Strategy and Resources Budget, which due to timescales of reporting cycles, would be a lengthier process.

10. **INCLUSIVE BUSINESS BOARD**

- 10.1 The report seeks approval of the Terms of Reference for the Sheffield Diverse Advisory Business Board from the Economic Development and Skills Policy Committee.

- 10.2 **RESOLVED UNANIMOUSLY:** That Economic Development and Skills Policy Committee:-

1. Approves the Terms of Reference for the Diverse Business Advisory Board.
2. Formally thanks the Business Response Group for their dedication and work during the COVID Pandemic and in co-authoring the Business Recovery Plan.

10.3 **Reasons for Decision**

- 10.3.1 To ask Members to approve the Terms of Reference for the Diverse Business Advisory Board.
- 10.3.2 A do-nothing option is discounted, developing a more diverse Business Board is essential in meeting the recommendations for an equal and enterprising city. To not follow through would pose a risk for Business Sheffield and for the Council more generally in meeting the specific business support recommendations in the REC and its contribution to the wider overarching theme of becoming an antiracist

city.

10.4 **Alternatives Considered and Rejected**

- 10.4.1 Continuation of the BRG – This group was highly effective during COVID, meeting weekly to ensure business organisations develop and promote the range of support available. However this board was not representative and attendance has waned in the post COVID period. The BRG have discussed this proposal and agree that a new board is needed.
- 10.4.2 A new group made up of business organisations only – This would recreate the BRG, with a broader membership, however this would not meet the recommendations in the REC as would not lead to a diverse set of businesses and business leaders around the table.
- 10.4.3 Not having a business board at all – It is important that EDS Committee and the Council have an effective way to liaise with and hear from businesses. The Council's one year plan and delivery plan, seek to be a good partner to Business in the City, and this is an effective way to do this.

11. **YEARS 2 & 3 SPF VISITOR ECONOMY & CULTURAL BID**

- 11.1 The Economic Development and Skills Policy Committee considered a report of the Executive Director of City Futures seeking approval to the proposed scope of a bid for Year 2 and 3 UKSPF funding from South Yorkshire Mayoral Combined Authority (SYMCA) to create a programme to further build Sheffield's reputation as a distinctive, diverse, cultural, city break destination.

- 11.2 **RESOLVED UNANIMOUSLY:** That Economic Development and Skills Policy Committee:-

Agree the proposed scope of the Year 2 and 3 UK Shared Prosperity Fund cultural destinations bid, including submission of Place Pilot bid to Arts Council.

11.3 **Reasons for Decision**

- 11.3.1 UKSPF Year 2 and 3 provides a valuable opportunity to channel welcome additional resources into culture and city marketing, to give benefits to the visitor economy, wellbeing, cohesion and city reputation.
- 11.3.2 The proposed activities within the cultural destinations programme set out above are based on tried and tested methodologies including the previous ACE-funded Cultural Destinations programme 2016-18 (Lush Spectra, Strong Language, Mausoleum of the Giants) and the learning from Year 1 UKSPF. We want to embed innovative cultural activity into the city's calendar, and a two-year funding allocation following on from UKSPF Year 1 allows this to happen.

11.4 **Alternatives Considered and Rejected**

- 11.4.1 The Council could decide not to apply for Year 2 and 3 UKSPF funding. This would

shut down an opportunity for additional resources which can provide city vibrancy, reasons to visit and support for Sheffield's cultural sector.

- 11.4.2 We could not seek to leverage further funding, and not apply for Place Partnership Match Funding. This would have the advantage of enabling earlier delivery as the bid needs to be developed and submitted, but it would also considerably extend the impact and leverage of the SPF monies.

12. YEARS 2 & 3 SPF PEOPLE AND SKILLS BID

- 11.1 The Economic Development and Skills Policy Committee considered a report of the Executive Director of City Futures seeking;

- Approval on the proposals for the use of UK Shared Prosperity Fund (UKSPF) – People and Skills allocation for Sheffield
- Noting that Sheffield City Council will become the Accountable Body on behalf of other South Yorkshire Local Authorities for a proportion of the activity funded by UKSPF following the entering of a funding agreement with SYMCA to enable the delivery of the UKSPF programme in Sheffield and South Yorkshire.
- Approval to spend with the Voluntary and Community Sector (VCS) on employment support activity and to spend on training in response to community and employers' identified needs.

- 11.2 **RESOLVED UNANIMOUSLY:** That Economic Development and Skills Policy Committee:-

a) Note that Sheffield City Council proposes:

- i. As Accountable Body for activity funded by UKSPF (strands 1 & 2 activity) for an overall regional value of £7.65m, in line with the approval by the Finance Sub-Committee on 7th November 2022;
- ii. As Accountable body, to enter into funding agreements with SYMCA to enable the delivery of the UKSPF programme in Sheffield and South Yorkshire as set out in this report; and
- iii. that the scope of the bid is developed in line with the South Yorkshire Investment Plan for SYMCA and a SY-wide delivery model

b) Approve the use of £3.94m of UKSPF People and Skills funding and £922,520 match funding totalling £4.87m in Sheffield, to be used for the activity described and set out in the table in section 4.2 of this report, Note that this includes

- i. £1.89m commissioning with the Voluntary and Community Sector (VCS) on employment support activity (with no individual contract exceeding a value of £250,000)
- ii. £560,000 on training in response to community and employers' identified needs, (with no individual contract exceeding a value of £250,000).

11.3 Reasons for Decision

11.3.1 The underlying benefit that this proposal brings to secure external funding to deliver a programme of activity in Sheffield that will cover:

- Addressing the cost-of-living crisis
- Support the community sector
- Support to the cultural and visitor economy
- Improvements to the built environment and reduce carbon emissions

11.4 **Alternatives Considered and Rejected**

11.4.1 Not applying for SPF funding was considered. However, this would result in most Council run core employment and skills programmes stopping altogether and result in withdrawal of funding for the VCS and the communities they serve. Due to a shared understanding with SYMCA of the local labour market challenges, the Investment Plan submitted aligns well with the local needs and therefore the activity we seek to deliver fits with the programme of funding.

11.4.2 Alternative models were considered but would have less alignment with the themes developed in the SYSPF Investment Plan and might not be supported by SYMCA. Alternative funding has been attained or is being sought for other activity which does not fit with the investment plan.

13. **YEARS 2 & 3 SPF PROCUREMENT**

13.1 The Economic Development and Skills Policy Committee Considered a report of the Executive Director for City Futures seeking approval for the Commissioning Strategies associated with two Local Business Support projects funded by UK Shared Prosperity Fund (UKSPF) with contract values over £250,000.

13.2 **RESOLVED UNANIMOUSLY:** That Economic Development and Skills Policy Committee:-

- Approves the Commissioning Strategies as set out in the Report.

13.3 **Reasons for Decision**

13.3.1 In order to deliver a number of large UKSPF projects external support is required that can provide specialist knowledge and capacity.

13.3.2 Without the external services the UKSPF programme will either not be delivered as approved by Economic Development and Skills Committee and the outputs and outcomes within Funding Agreements with SYMCA will not be achieved. This will have a negative impact upon the services being provided to Sheffield and South Yorkshire based businesses and residents.

13.4 **Alternatives Considered and Rejected**

13.4.1 The specialist nature of services and capacity required through the procurement process are not available within the Council. It is not possible to effectively and efficiently deliver UKSPF projects without the procurement of external services.

