

SHEFFIELD CITY COUNCIL

POLICY COMMITTEE DECISION RECORD

The following decisions were taken on Wednesday 8 November 2023 by the Economic Development and Skills Policy Committee.

Item No

9. DESTINATION MANAGEMENT PLAN

9.1 Members considered a report of the Executive Director, City Futures seeking approval for Sheffield City Council to adopt the Sheffield Destination Management Plan (with Marketing Sheffield as lead) as the official framework to continue growth around Sheffield's visitor economy and perceptions of place.

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

- adopts the Destination Management Plan for Sheffield (to be led by Marketing Sheffield) as the framework to inform decisions within the lifetime of the DMP around the visitor economy (and those that may impact on the visitor economy).

9.3 Reasons for Decision

- 9.3.1
- It provides an official framework around which we will develop strategic partnerships and cohesive planning to continue growth around the city's visitor economy and positive perceptions of place.
 - It provides a framework to inform all future decisions around the visitor economy (and those that may impact on the visitor economy)
 - It provides a plan to inform some of the council's other plans in this space eg culture, events and city brand.
 - It allows Marketing Sheffield to retrospectively meet the criteria for Local Visitor Economy Partnership status with Visit Britain
 - It ensures Sheffield has its own robust plan to dovetail into the South Yorkshire Destination Management Plan (being led by the SYLVEP and SYMCA)
 - It acts as a springboard for increased stakeholder engagement in our visitor economy plans.
 - It enables us to take longer term decisions around the future of the visitor economy.
 - It is another step towards assessing future needs within the current Marketing Sheffield structure (and addressing the financial and capacity challenges)

9.4 Alternatives Considered and Rejected

9.4.1 Sheffield City Council could choose not to adopt a longer-term destination management plan which would likely result in our LVEP accreditation being rescinded due to the lack of a wider south yorkshire destination management plan. Sheffield would then lose its seat at the table within the new national

framework. Sheffield will not be included in the national agenda for tourism impacting both national and domestic marketing opportunities. This would have a detrimental impact on working across the South Yorkshire geographical area leaving the region with no interface with Visit England.

- 9.4.2 Sheffield City Council could choose not to adopt a longer-term Destination Management Plan and deliver short term campaign style activity. This would likely stifle the opportunities for growth in the visitor economy through lack of a clear vision. It would reduce the likelihood of significant private sector engagement through what could be perceived as a lack of ambition or credibility. Other key strategies would suffer without a holistic view of how Sheffield can grow its visitor economy.

10. CITY MAJOR EVENTS PLAN

- 10.1 Members considered a report of the Executive Director, City Futures seeking approval for the development of a new major events plan.

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

1. Note the current events programme (including the wider economic impact of events in Sheffield) and sets out the need for a proactive major events plan that contributes to the Council's strategic aims, including Destination Management Plan and the Culture Strategy set out in this report
2. Note the interim position on how events are commissioned and how they are funded.
3. Approve the development of a new major events plan.
4. Note that future updates and decisions will be brought back to this committee as required.
5. Request that officers examine and report back on the potential for enhancing and developing the Major Events Plan, what costs would be associated with this, and how it this could be delivered.

10.3 Reasons for Decision

- 10.3.1 With events becoming central to many of our city strategies it is necessary and timely to;

- Note the impact of the current major events programme
- Note the challenges versus our aspirations in this space
- Consider the opportunities for us to 'do events better'
- Support the considered interim position on principles of which events we support and how we finance them as compiled by the City Events Group led by Kate Martin Support/Commission a fully costed and resourced events plan to inform our future work on events.

10.4 Alternatives Considered and Rejected

- 10.4.1 Continuing as we are would likely see costs spiralling, opportunities needing short term emergency budgets and other longer term opportunities to capitalise on events lost.

We could focus only on 'no cost events' but this would remove Sheffield's ability to bid for significant national and international events.

11. ECONOMIC DEVELOPMENT AND SKILLS BUDGET REPORT: OPTIONS FOR 2024/25 BUDGET

11.1 Members considered a report of the Executive Director City Futures setting out new financial pressures facing the Economic Development and Skills Committee in 2024/25, and budget options including savings, fees, grant and other income available to the council to offset these pressures.

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

1. Note the recommendation approved at the Strategy and Resources Committee in September that "Policy Committees will be asked to develop savings / additional income options that cover their service pressures" and to "require Policy Committees to report at their meetings in November on how they can balance their budgets."
2. Note the new financial pressures and risks within the Economic Development and Skills Committee
3. Note the options proposed to mitigate these pressures and that they will be presented to the Strategy and Resources Committee as part of the Council's budget for 2024/25
4. Note the financial risks beyond March 2025 with the end of the Shared Prosperity Fund, and agree to work with officers in coming months on plans to mitigate these risks where possible.

11.3 Reasons for Decision

11.3.1 We have sought to strike a balance between meeting our budget challenges in Committee and still delivering as much impact as possible for Sheffield's economy and residents. Removal of services and budgets would dramatically reduce the city's ability to bid for and win external funding, which maximises the Council's investment. This is the preferred option as it allows our committee to contribute significantly to the Council's budget position, without stopping important economic delivery services. Options in this report and further ideas may be considered by Strategy and Resources Committee with the EDS Committee, as the range of options across all Committees are considered together.

In making this recommendation, the intended outcome is to continue to deliver services which are pivotal to economic development within the city and support the wider regional economy, and maximise our limited financial resource by working in partnership and bringing in external funding.

11.4 Alternatives Considered and Rejected

11.4.1 **Do not make any budget savings**

By undertaking none of the proposed actions, we would be unable to contribute to delivering a balanced budget.

11.4.2 **Deliver Balanced Budget**

Make further savings by accepting the options, currently rejected, by the Committee to stop / reduce non statutory services.