

Mayoral Combined Authority Board

04 June 2024

LVEP Advisory Forum

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| Is the paper exempt from the press and public? | No |
| <i>Reason why exempt:</i> | Not applicable |
| Purpose of this report: | Discussion |
| Is this a Key Decision? | No |
| Has it been included on the Forward Plan? | No |

Director Approving Submission of the Report:

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Report Author(s):

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Executive Summary

This report seeks approval from the MCA Board for the establishment of a Local Visitor Economy Partnership Advisory Forum and a draft Terms of Reference that will guide the work of this Advisory Forum.

What does this mean for businesses, people and places in South Yorkshire?

A stronger and more vibrant visitor economy offer creates more businesses, jobs and visitor spend in the region.

Recommendations

The Board is asked to:

1. Approve the establishment of a Local Visitor Economy Partnership Advisory Forum.
2. Delegate to the Portfolio Lead and Lead Chief Executive:
 - a. Final approval and formal invitations to join the Advisory Forum

- b. Flexibility to amend the non-political membership as the work of the Forum takes shape to ensure that membership reflects the diversity of, and the issues and opportunities that emerge for the Visitor Economy in South Yorkshire.
3. Approve the draft Terms of Reference for the Advisory Forum (Appendix A).
4. Note the intention to bring together visitor economy partners and stakeholders from across the region at an event hosted at Magna, Rotherham in July 2024.

Consideration by any other Board, Committee, Assurance or Advisory Panel

N/A

1. Background

- 1.1 South Yorkshire has a strong visitor economy offer. The offer has grown in recent years with the development of existing destinations along with new destinations across the region.

Following a submission to Visit England / Department for Media, Culture and Sport South Yorkshire was successful in securing formal Local Visitor Economy Partnership accreditation status.
- 1.2 Since formal accreditation was approved the MCA and the four councils have been working to develop:
 - 1) An approved South Yorkshire Destination Management Plan (agreed at the March MCA Board)
 - 2) New governance arrangements at the South Yorkshire level to build upon local arrangements that will support the delivery of the South Yorkshire Destination Management Plan including proposed membership and terms of reference.
- 1.3 Work across the Yorkshire region is also underway, being led by Barnsley MBC on behalf of the Yorkshire and Humber Leaders with the full support of the South Yorkshire MCA and each MCA Constituent Council.

Across Yorkshire, other sub-regional arrangements, including at the West Yorkshire level, are being developed alongside the wider Yorkshire level work.

2. Key Issues

- 2.1 The MCA Board in March 2024 agreed the following principles on which the Advisory Forum Board membership would be drawn. These were that the Forum should:
 - Have a strong private sector input and be principally drawn from members of local boards
 - Have oversight of the DMP – reviewing evidence base, supporting development of implementation plans, funding bids, advocacy and engagement).
 - Include Visit England and other key stakeholders within it (e.g English Heritage / Arts Council England).

- Be chaired by a private sector lead.
- Have political representation from each council area.

2.2 **Draft Terms of Reference**

Building upon the recommendation approved by the MCA Board in March, guidance from Visit England and the content of the SY Destination Management Plan it is proposed that the Advisory Forum have a simple remit and support with six strategic aims.

The proposed remit:

*The **Visitor Economy Advisory Forum** will provide strategic direction and leadership to tourism initiatives which have impact across the South Yorkshire region. The priorities will be drawn from the South Yorkshire Destination Management Plan (SYDMP) and the Growth Plan of the South Yorkshire LVEP.*

Six Strategic Aims

- To provide strong support for, and champion, the South Yorkshire LVEP as it develops
- Be a stronger and united voice for the local visitor economy on the regional and national stage:
- To identify common priorities, themes or issues from the SY DMP and relevant to the LVEP and explore solutions
- To share information on activity across the sector and identify where collaboration could occur
- To support the development of new commercial income streams to diversify income across the LVEP
- To examine working practices identifying areas where closer working would bring benefits to businesses and seek to ensure a joined-up approach on destination management.

3. Options Considered and Recommended Proposal

3.1 It is recommended that the MCA Board support the recommendations as set out above.

4. Consultation on Proposal

4.1 There has been no formal consultation on the proposals set out in this paper.

5. Timetable and Accountability for Implementing this Decision

5.1 Subject to approval of the recommendations a process to recruit membership to the board will take place over the summer.

6. Financial and Procurement Implications and Advice

- 6.1 The MCA has made provision in its 2024/25 and 2025/26 budget for this programme of work. The funding for this activity is derived from the Gainshare allocation committed in March 2022, and is capped at £500k in total.

7. Legal Implications and Advice

- 7.1 The MCA has functions under s.144 Local Government Act 1972 and the Localism Act 2011 to participate in and fund activity to encourage and build the local visitor economy.

8. Human Resources Implications and Advice

- 8.1 n/a

9. Equality and Diversity Implications and Advice

- 9.1 Membership of the Forum will need to be kept under review to ensure that that the Forum reflects the diversity of the visitor economy sector in South Yorkshire.

10. Climate Change Implications and Advice

- 10.1 None at this stage.

11. Information and Communication Technology Implications and Advice

- 11.1 None at this stage.

12. Communications and Marketing Implications and Advice

- 12.1 It is proposed that a Visitor Economy Stakeholder Event is run on the 18th July.

List of Appendices Included

Appendix A: Draft Terms of Reference for LVEP Advisory Forum

Background Papers

MCA Board, 12th March 2024 - Local Visitor Economy Partnership (LVEP) and South Yorkshire Destination Management Plan

MCA Board, 05 June 2023 - Local Visitor Economy Partnership (LVEP) for South Yorkshire