



Project Overview

Project Title

West Yorkshire Tourism – Local Visitor Economy Partnership

Main Funding Programme

Gainshare

Current Forecast Project cost

£500,000

Funding Applied for from the Combined Authority

£500,000

Scheme Description

The West Yorkshire Local Visitor Economy Partnership (LVEP) is a strategic collaboration between the five West Yorkshire districts and the Combined Authority, working together to drive forward the management and growth of the local visitor economy.

The scheme will support establishment of a Local Visitor Economy Partnership (LVEP) with an aim to deliver the Destination Management Plan.

Business Case Summary

Strategic Case

This scheme will deliver activities in support of WYCA's newly designated Local Visitor Economy Partnership status, accredited by VisitEngland, the official tourist board for England. The scheme will enable the CA, in partnership with our local authorities and the WY tourism sector, to collaborate on supporting and growing the visitor economy by implementing a Destination Management Plan with three work streams:

- Increase Awareness and Appeal,
- Develop Our Product and Places,
- Manage Our Visitor Economy Effectively.

The scheme is developed as West Yorkshire Investment Strategy's priority no. 6 Culture and Creative Industries and will contribute to investment priority no. 2 Skills and Training for People and investment priority no. 3 Creating Great Places and Infrastructure.

The scheme is aligned with the following Mayor's priorities:

2. Tackle the Climate Emergency and protect our environment

3. Prioritise skills and training to ensure everyone has the skills they need to secure work
4. Support local businesses and be a champion for our local economy
5. Lead a Creative New Deal to ensure our creative industries are part of our broader recovery strategy
8. Put keeping women and girls safe at the heart of my policing plan

Economic Case

No value for money calculations have been provided within the business case due to the type of scheme which is being undertaken.

Commercial Case

Leeds City Council will be the lead partner in the LVEP partnership with a direct contractual relationship with VisitEngland. As such will lead on procurement of required services, except external evaluation, which will be procured by the Combined Authority.

The engagement with the private sector has been achieved through LVEP Board membership. Once the scheme is in the delivery, further engagement and communication activities will be delivered by the lead partner.

Financial Case

The programme is to be primarily funded through Gainshare, totalling £500,000.

Management Case

This scheme will be managed by Leeds City Council. Delivery will commence in April 2024 and be completed by March 2026.

The LVEP Board, chaired by Mayor Tracy Brabin, will act as a project board for the scheme with meetings every two months. The LVEP will have a number of working groups to co-ordinate specific activities and agendas that will benefit from the combined expertise of LA Tourism leads: Marketing, Business, Strategy and Events sub-groups.

Details of Leeds City Council's delivery team have been provided within the business case.