

North East Combined Authority **Delegated Decision Report** 16 June 2025

Title: Developing the International Offer of the Visitor Economy
Report of: David Braithwaite-Wilson, Programme Assurance Manager
Portfolio: Culture, Creative, Tourism & Sport

Report Summary

The purpose of this report is to document and authorise the extension of the 'Developing the International Offer of the Visitor Economy' project.

On 18th March 2025, North East CA Cabinet endorsed an approach to undertake in depth engagement to with national strategic partners, existing Local Visitor Economy Partnerships, all North East local authorities, and the wider sector and business community. This is with the intention of establishing a region wide Destination Development Partnership. Part of the Cabinet recommendation was to agree to the provision of time limited financial support of £138,000 to deliver these proposals from the North East CA Investment Fund, matching the funding already committed by DCMS.

Recommendations

The Chief Executive is recommended to approve the following funding award, and authorise entry into required agreement to facilitate approvals, as set out in this report:

- i. An investment of £137,519 of North East CA Investment Fund to extend delivery of the **I0180: Developing the International Offer of the Visitor Economy** project to 30 June 2025..

A. Context

1. Introduction

- 1.1 The project was originally approved through the former North of Tyne Combined Authority Single Assurance Framework as part of the Tourism Programme. In March 2025 Cabinet agreed an additional £138,000 to help develop and deliver the Destination Development Partnership proposals.
- 1.2 The most efficient way to implement this was through a Project Change Request (PCR) to an existing project delivered by NGI. This has now been received by North East CA and assessed by the Programme Assurance Team. This report formalises the approvals in line with requirements of the Cabinet recommendation.

2. Current position

- 2.1 The original project was established to support the development and offer of the region to international and domestic visitors through the creation of new marketing materials and targeted business support to tourism businesses. The project has been successful and was due to complete in March 2025.
- 2.2 An extension of 3 months and £137,519 has been submitted to cover staffing and flat rate indirect costs for April – June. The development of a longer-term strategy for the North East Destination Development Partnership is in progress, this short extension will enable the continuation of activity in the interim period.

- 2.3 Direct delivery activity during this quarter will be focussed on a “business as usual” basis, building upon the earlier work funded by both Visit Britain and legacy NTCA funded projects which leveraged the DDP activity.

B. Impact on North East Combined Authority Objectives

The project change request has been reviewed in detail and is considered deliverable. Strategic fit remains in line with North East CA priorities. Whilst there are no additional outputs, the funding is necessary to ensure ongoing provision until a region-wide business case can be developed and taken through the Single Assurance Framework.

C. Key risks

Individual programme risks have been included in the application form and continue to be updated and reported through quarterly claim submissions.

Risk will be managed by the Programme Assurance Team in line with the standard claims process. Risk is reported to the Investment Board as part of performance reporting.

D. Financial and other resources implications

The Financial implications are summarised in the table below. There are no internal staffing and resource implications as the projects are currently being managed within existing staff portfolios. The Financial implications are summarised in the tables below.

IO180: Developing the International Offer of the Visitor Economy - £137,519 additional ask of the £138,000 indicative approval in the Cabinet Paper.

	Currently Contracted	Proposed	Variance (£)	Variance (%)
Total Project Value	£80,000	£217,519	137,519	171.9%
Total North East CA Funding (revenue)	£60,000	£197,519	£137,519	229.2%
North East CA Intervention Rate	75%	90.81%	-	15.81%
Total Public Match Funding	£20,000	20,000	£0	0.00%

E. Legal implications

Legal colleagues have been consulted as part of the delegation process and the comments of the Monitoring Officer have been included in this report. There are no ongoing legal implications.

F. Equalities implications

The North East CA follows the Public Sector Equality duty and this report has due regard to the need to achieve the objectives set out under s149 of the Equality Act 2010. In June 2024 the North East CA adopted equality objectives to reflect the different roles of the Combined Authority as an employer, a commissioner and deliverer of services, and a civic leader. There are no anticipated negative impacts on groups within the protected characteristics.

G. Consultation and engagement

Throughout the process, extensive consultation has taken place, this has included discussions at Officer level between teams in North East CA, key stakeholders, and Director of Finance. The additional funding has Cabinet endorsement.

H. Appendices

None

I. Background papers

- 18 March 2025 – [North East CA March Cabinet Paper](#)

J. Contact Officers

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K. Glossary

North East CA – North East Combined Authority
NTCA – former North of Tyne Combined Authority
NGI – NewcastleGateshead Initiative

L. Sign-off

1) Cabinet Member: Yes	2) Director/Head of Service: Yes	3) Director of Finance and Investment: Yes	4) Monitoring Officer: Yes
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