

**Decision Title:**

The Regional Approach to Fulfil Ambitions for the North East Visitor Economy

**Is this decision Key or Non-key?**

Non-Key

**If the decision is Key, has the decision been published on the Forward Plan?**

Not applicable

**Is this decision subject to Call-in?**

No

**Decision:****Option 1: Non-confidential decision:**

Approve an award of £1,555,751 investment funding to Newcastle Gateshead Initiative to deliver a strategic tourism function for the region, through a redesigned and reorientated organisation.

**Delegation:**

Decision C24/7/24 of Cabinet meeting held on the 30<sup>th</sup> July 2024 - North East CA Cabinet delegated authority to the Chief Executive to progress subsequent business cases and make investment decisions associated with the activity described within the Strategic Portfolio Plans, in consultation with the Mayor and relevant Portfolio Holder, subject to the thresholds which are included within the adopted Single Assurance Framework. This included the following: 'Investment approvals over £1 million and up to and including £5 million are approved by the Chief Executive, in consultation with the Finance and Investment Board, Section 73 Officer and Monitoring Officer, under the Cabinet approved delegated authority'

Decision No. C79/03/25 of the Cabinet meeting held on 18 March 2025; Cabinet resolved to:

- Note the content of the report and endorse the proposals as the basis for a structured engagement programme with regional and wider industry stakeholders.
- 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.
- Receive a further report setting out the outcome of engagement and proposals for new regional capacity to deliver the region's ambition to grow the visitor economy, including financial and operational implications for the North East CA and partners.

**Consultation:**

Cabinet Member:	Yes
Monitoring Officer:	Yes
Director of Finance and Investment:	Yes

**Name and Title of the Decision-Maker:**

Dr Henry Kippin, Chief Executive, North East Combined Authority

**Contact Officer:**

Mark Adamson

[Mark.adamson@northeast-ca.gov.uk](mailto:Mark.adamson@northeast-ca.gov.uk)

**Signature (Decision-Maker)**

**Date of signing** 23 July 2025

A handwritten signature in blue ink, appearing to read 'H Kippin', is written over a faint, light blue circular watermark that contains the text 'North East Combined Authority'.