

Decision Title:

Promoting 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:**Confidential decision:**

Approve and authorise £100,000 of investment fund to support a digital marketing campaign to support an increase in inbound visitors to the North East, in support of the Local Growth Plan ambitions to double visitors to the region.

Further details regarding this decision as set out in the report to the Chief Executive are confidential and not for publication by virtue of paragraph(s) 3 Information relating to the financial or business affairs of any person (including the authority holding that information).

Delegation:

Delegation Decision No. C24/7/24 (3) of the meeting of Cabinet held on 30 July 2024 resolved that delegated authority be granted 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 following thresholds which are included within the adopted Single Assurance Framework:

- Investment approvals up to £500k are to be approved by the Chief Executive, in consultation with the Section 73 Officer and Monitoring Officer, under the Cabinet approved delegated authority.

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:

Lisa Harwood
Programme Manager
lisa.harwood@northeast-ca.gov.uk

Signature (Decision-Maker)



Date of signing 18/10/2025