

SHEFFIELD CITY COUNCIL

OFFICER EXECUTIVE DECISION RECORD (Non Key)

The following decision was taken on 26 January 2018 by the Executive Director, Place.

Date notified to all members: Monday 29 January 2018

Officer Non-Key decisions are not subject to call-in.

1. **TITLE**

Discover England Funding - Adrenaline Fuelled City Breaks

2. **DECISION TAKEN**

That the Executive Director, Place:-

(i) agrees that Sheffield City Council will act as Accountable Body for the Adrenaline Fuelled City Break Project; and

(ii) authorises the Council to accept the grant offer from Visit England for £500,000 and notes the requirement that this will need to be spent by March 2019.

3. **Reasons For Decision**

The funding will support new activity to promote Sheffield as a tourist destination, stimulating new economic activity and raising the profile of the city to an international audience.

As well generating direct benefits for local businesses, it is anticipated that the organisational learning from managing the project will leave a legacy for future initiatives relating to tourism.

4. **Alternatives Considered And Rejected**

Not Accepting The Grant

- There is currently no other programmed activity aimed at tourists that will achieve these benefits at the same scale, and therefore not accepting the grant will be an economic opportunity lost for the city.
- Whilst existing officer time will be required, particularly in the early stages of establishing the project, the vast majority of the costs associated with project management will be funded through DEF.

5. **Documents used in making decision:**

Officer Non-Key Executive Report

6.1 **Any conflict of interest declared by any Executive Member who is consulted by the Officer when making the decision**

None

6.2 **Any dispensation granted by the Head of Paid Service**

N/A

7. **Respective Director Responsible for Implementation**

Executive Director, Place