

Report from the Chief Executive

Subject:

To agree to amend the contribution agreed by the Authority to support the work of Visit Pembrokeshire

Background:

In February 2020 the Authority agreed to support the setting up of Visit Pembrokeshire as a trade led, stand-alone Destination Marketing Organisation for Pembrokeshire. In addition to supporting the principle of setting up the new organising and agreeing to appoint a Director to sit on the Board, the Authority agreed financial support on the following basis:

	In-Kind support	Cash	Total
Year 1	£34,900	£30,000	£64,900
Year 2	£34,900	£20,000	£54,900
Year 3	£34,900	£10,000	£44,900
Year 4	£34,900		£34,500
Year 5	£34,900		£34,500

This scale of the contribution was based on the recommendations of a consultant's report prepared during 2019 and was based on a series of assumptions of what resources would be able to support Visit Pembrokeshire in its set up period and first years of operation. The exact nature of this support was not specified as at the time it was not known where Visit Pembrokeshire would require support, however, given the nature of its work it was assumed that the majority of the support would be relating to marketing and public relations.

Visit Pembrokeshire was set up in November 2020 and during its early months successfully applied to Pembrokeshire County Council for funding through its Enhancing Pembrokeshire Grant. A total of £250,637 was secured which has enabled Visit Pembrokeshire to appoint two external consultants, one focusing on marketing with the other providing Public Relations support. This has changed what support Visit Pembrokeshire requires from the Authority.

However, in securing the Enhancing Pembrokeshire grant Visit Pembrokeshire is required to provide match funding. While some of this is in kind match funding there is also a requirement for £85,000 of cash match funding. While over £50,000 of this has been allocated, they are in the process of seeking to secure additional cash funding.

In view of this it would be beneficial to Visit Pembrokeshire if the in-kind support provided by the Authority for the current year could be changed to cash.

Financial, Risk & Compliance Considerations

From the perspective of the Authority, we have been able to secure funding from Welsh Government to support marketing over this year which includes support for projects such as this. In addition the majority of our marketing work for this year has been focused on COVID related messaging with less activity being undertaken on promotion, and therefore the Authority is in a position to allocate this funding.

This change will be for 2021-22. However, we will continue to discuss with Visit Pembrokeshire how we can support its work over future years.

Summary

Due to the success of Visit Pembrokeshire in securing funding to procure marketing and public relations support, it is considered that the Authority can best support this work during this year by providing a cash contribution rather than in-kind support.

Recommendation

That Members agree to change the support provided to Visit Pembrokeshire for 2021-22 from an in-kind contribution of £34,900 to a cash contribution of £34,900.