

LEADER AND LEAD MEMBER FOR STRATEGIC MANAGEMENT AND ECONOMIC DEVELOPMENT

DECISIONS made by the Leader and Lead Member for Strategic Management and Economic Development, Councillor Keith Glazier, on 3 November 2023 at Remote Meeting via Microsoft Teams

Councillors Johnny Denis and Paul Redstone spoke on item 4 (see minute 21)

17. DECISIONS MADE BY THE LEAD CABINET MEMBER ON 24 OCTOBER 2023

17.1 The Lead Member approved as a correct record the minutes of the meeting held on 24 October 2023.

18. DISCLOSURE OF INTERESTS

18.1 Councillor Denis declared a personal interest in item 4 as a Lead Member of Lewes District Council responsible for a portfolio which includes tourism. He did not consider this to be prejudicial.

19. URGENT ITEMS

19.1 There were none.

20. REPORTS

20.1 Reports referred to in the minutes below are contained in the minute book.

21. VISITOR ECONOMY MANAGEMENT - FUTURE ARRANGEMENTS

21.1 The Leader and Lead Member considered a report by the Director of Communities, Economy and Transport.

DECISIONS

21.2 The Leader and Lead Member RESOLVED to:

(1) Approve in principle the structure and funding requirements for the proposed new visitor economy destination management service model termed "Experience Sussex", subject to Full Council approval of the Annual budget;

(2) Approve entering into a Service Level Agreement with West Sussex County Council to establish and manage the operation of Experience Sussex;

(3) Approve the proposed arrangements for the Sussex Local Visitor Economy Partnership and agree that an application be submitted to VisitBritain/VisitEngland in November 2023;

(4) Approve entering into a formal Service Level Agreement with West Sussex County Council and Brighton & Hove City Council to facilitate the establishment of the Local Visitor Economy Partnership governance model; and

(5) Delegate authority to the Director of Communities, Economy and Transport to take all necessary actions to give effect to the recommendations in the report including, but not limited to:

- a) approving the Local Visitor Economy Partnership Strategic Plan, and the service design and plan for Experience Sussex;
- b) approving the Local Visitor Economy Partnership application for submission to VisitEngland/VisitBritain;
- c) approving the terms of the Service Level Agreement with West Sussex County Council in relation to Experience Sussex;
- d) approving the terms of the inter-authority Service Level Agreement with West Sussex County Council and Brighton & Hove City Council in relation to the Sussex Local Visitor Economy Partnership; and
- e) approving the Local Visitor Economy Partnership governance arrangements on behalf of East Sussex County Council.

REASONS

21.3 The visitor economy arrangements in both the country and the county are undergoing change; future arrangements for East Sussex need to be agreed and established.

21.4 A combination of drivers indicates that the time is right to further consolidate the pan-Sussex tourism collaboration to realise the growth potential of the visitor economy.

21.5 Launching Experience Sussex is a rational and logical next step in the evolution of cross boundary working. This model gives clarity to East Sussex County Council's application for Local Visitor Economy Partnership status and helps realise East Sussex County Council's growth potential in this sector.