



Report to the Partnership for Urban South Hampshire Overview and Scrutiny Committee

Date: 4 February 2014

Report of: Simon Eden – Lead Chief Executive Quality Place Delivery Panel
Charles Freeman – Charles Freeman Projects

Subject: Application to Arts Council England Cultural Destinations Fund

SUMMARY

Hampshire County Council has made an application to the Arts Council England Cultural Destination Fund in partnership with Portsmouth City Council, Southampton City Council and Winchester City Council. The Proposed Project has been designed in order to increase international tourism to the South Hampshire and Solent area. This project is supported by the PUSH Quality Place Delivery Panel.

RECOMMENDATIONS

The PUSH Overview and Scrutiny Committee are advised to NOTE the provisionally PUSH allocation of £10,000 in support of the proposed cultural destination project. This funding will only be spent if the application is successful.

The total value of the project is £395,000 of which £45,000 is made up of contributions from project partners (£8,750 each by HCC, WCC, PCC, and SCC and £10,000 as approved at the PUSH Joint committee at its meeting on 28 January 2014.

INTRODUCTION

1. In February 2013 Arts Council England and Visit England announced a partnership with the aim of supporting cultural tourism in England. The Cultural and Heritage offer available in England is widely recognised as being one of the main factors motivating overseas leisure visitors to choose to take holidays in the UK.

2. Under this partnership Visit England and Arts Council England have jointly developed a £3,000,000 funding stream designed to facilitate joint working between cultural organisations and tourism businesses in the UK's principle cultural destinations.
3. Hampshire the County Council have taken lead in preparing an application for funding from this new initiative to promote cultural tourism in the South Hampshire Area. The proposed project will engage some of the principle visitor destinations in the area including Portsmouth Historic Dockyard, Sea City Museum, hotels, Group Travel Businesses, the Airport and ferry companies. The focus of the proposed project will be to develop overseas visits to the area.

RESOURCE IMPLICATIONS

4. PUSH's provisional funding allocation of £10,000 will help support the cultural tourism project. The Committee is advised to note that PUSH funding will only be released if the funding bid of £395,000 is approved by Arts Council England over the 3 years project duration. The outcome of the application is expected to be confirmed by end of January 2014.