



# HARTLEPOOL BOROUGH COUNCIL

## MANAGING DIRECTOR'S DECISION RECORD

Date of Decision: 17 May 2021

Department: Regeneration and Neighbourhoods

Division: Economic Growth

Officer Making Decision: Managing Director, in consultation with the Leader (or in his absence the Deputy Leader), Chair of the relevant Committee (or in his absence Vice Chair) and Monitoring Officer.

Subject / Description & Reason for Decision: The purpose of this decision record is to approve the activities to be used using the remaining Reopening High Street Safely Fund budget and the additional funds provided by the Welcome Back Fund.

With the £31,005 underspend of the Reopening High Streets Fund budget and the additional £182,445 provided by the Welcome Back Fund, a budget of £213,450 remains.

Activities already delivered through the Reopening High Street Safely Fund include the installation of floor stickers in shopping areas, lamppost banners and the launch of the 'Shop Hartlepool' website and marketing campaign, working with business stakeholders and Love Hartlepool.

The remaining budget will be used for delivering projects under two themes: marketing and promotion; and maintenance and environmental improvements.

The marketing and promotion strand will include the delivery of a 'Summer at Seaton' marketing campaign and programme of family activities during the school holidays.

A touring art exhibition – Luke Jerram's In Memoriam, a reflective installation for the pandemic, utilising flags, light and sound – will be based on the beach at Seaton for ten days at the end of August.

A study will be commissioned to develop a Destination Management Plan, providing a high-level tourism strategy for Hartlepool.

A support programme will also be delivered to help business across the town adapt to new trading environments, including improving their online presence and capabilities.

The maintenance and environmental improvements strand will improve the experience for visitors to Seaton Carew through planting schemes and enhanced cleansing.

Others specific projects include improvements of the public toilets at Seaton Carew, restoration of the existing 'Waves' sculpture, and the provision of storage of the accessible wheelchairs at Seaton Carew.

The breakdown of projects and budgets are summarised below.

#### Marketing and promotion

Project	Budget
Marketing management	£35,000
Marketing, events and activities	£17,500
Destination Management Plan	£20,000
Touring artwork	£10,000
Business engagement	£13,450
<b>Total marketing and promotion spend</b>	<b>£95,950</b>

#### Maintenance and environmental improvements

Project	Budget
Street cleansing and planting	£60,000
Beach wheelchair cabin	£1,500
Solar bins	£30,000
Bus station toilet maintenance	£10,000
'Waves' artwork restoration	£16,000
<b>Total marketing and promotion spend</b>	<b>£117,500</b>

Full details about the Welcome Back Fund and the proposed activities were approved by the Capital Programme Board at the 14<sup>th</sup> May 2021 meeting.

Type of Decision: In accordance with Article 12 – 12.3 - the decision is not defined as a Key decision for the following reason:-  
The Expenditure is inevitable as a result of the Government providing a Section 31 grant ('New Burden' Funding) to help fund the impact of specific legislative commitments where there is no in year cost, or future commitment for the General Fund. Details of any Section 31 grants and the commitments which need to be funded will be reported to the Finance and Policy Committee and the relevant Policy Committee as soon as is reasonably practicable thereafter.

Nature of Delegation Being Exercised: Constitution Reference – CE15 – urgent decisions normally reserved to a Committee. The Managing Director (or in his/her absence the Director of Resources and Development) may take a decision normally reserved to Full Council or a Committee where:  
(a) Failure to take the decision quickly would, or would be likely to, harm the interests of the Council and the public.  
(b) The decision is so urgent that it cannot wait until the next meeting of the Committee at which the decision would normally be taken

Alternative Options Considered & Rejected: A number of options were considered for delivery using the Welcome Back Fund. Projects were selected based on their eligibility under the Reopening High Streets Safely Fund/Welcome Back Fund guidance, the potential impact, and value for money.

Any Declared Register of Interest No

Signatures for retained copy only

Managing Director – Denise McGuckin

Decision made in consultation with:

Leader of the Council - Cllr Shane Moore

Chief Solicitor and Monitoring Officer – Hayley Martin

Director of Finance & Policy – Chris Little