

Investment Board

Date	29 June 2021
Report title	Business and Tourism Programme Update
Portfolio Lead	Helen Kershaw – Head of Commonwealth Games Delivery for WMCA, Michelle Inkpen – Director of Programmes WMGC
Accountable Chief Executive	Laura Shoaf – Interim Chief Executive
Accountable Officer	Ian Martin - Investment and Commercial Activities Director, WMCA
Report has been Considered by	

The Investment Board are recommended to note this for information.

1. Purpose and Background

WMCA have invested £2.6m from the Investment Programme to support the delivery of the Business and Tourism Programme (BATP and previously known as TTI – Trade Tourism and Industry programme) to be delivered by West Midlands Growth Company. The Grant is matched by £13.2m from DCMS.

Approval was given by investment Board 09/11/2020 and WMCA Board 13/11/2020.

WMCA assume Accountable Body status and as such, Investment Board requested regular updates of programme progress in their decision. The purpose of this paper is to provide the requested update.

The BATP programme is set up to deliver a sustainable economic legacy for the region and the country by promoting tourism, trade and investment on the back of the Birmingham 2022 Commonwealth Games.

Resolved:

1. That subject to the WMCA Board agreeing to the overall budget for the West Midlands Growth Company (WMGC) on 13 November 2020 the WMCA be assume Accountable Body status for the delivery of the Tourism, trade and Investment Programme (TTI) via the WMGC as the Delivery Body;
2. That the TTI Programme Full Business Case (FBC) be approved as it stands for final submission to the DCMS on 18 November 2020 with delegated authority being granted to appropriate Officers at the WMCA on assurance matters and reviewing any amendments or updates to the FBC;

The Full Business Case for BAMP was given conditional approval from DCMS in January 2021, with further information requested on Covid scenario planning and the economic appraisal by May 2021. A fifty page document has now been submitted (available on request) and we are expecting a response in June. Further review points with DCMS have been diarised for October 2021 and April 2022.

3. That the funding approved previously at the June 2020 meeting of £2.6 million match funding for the Programme be noted;
4. That the funding match provided by the DCMS of £13.2 million be noted;
5. That quarterly reports be submitted on progress with the BAMP Programme be submitted to this Board.

2. Summary

Since the Programme was last sighted at Investment Board, work has been underway to set up the Programme and plan events to deliver the intended outputs and benefits. Successful recruitment has occurred to strengthen expertise across the key workstreams and programme management. The Grant Agreement with DCMS is close to sign off and is expected to be completed within the next few weeks. Upcoming events have been planned successfully and a recent WMCA conducted Health Check in June 2021 puts the Programme at 94% (high chance of successful delivery). The Programme Board has been set up and is now meeting monthly alongside several other key working groups with cross-departmental representation such as Finance, Procurement and Marketing Communications working groups.

BAMP is currently on track to deliver its objectives on time and on budget. There are a number of risks for Directors to be aware of, but none of them are considered significant at the current time, although as the programme predominantly involves events-based marketing activity, Covid-19 remains a key risk but plans are well underway to mitigate the impact through the use of virtual or hybrid events and other scenario-based options to help mitigate risks to delivery and the realisation of headline benefits.

3. Slipped Milestones/Very High Unresolved Risks and Issues

No slipped milestones to report.

Issue	Impact	Resolution	Issue Owner	Issue Closure Date Aim
The Pass Form has not been approved by the Cabinet Office.	This means that paid international activity can not take place.	Working closely with DCMS and responding to Cabinet Office queries to ensure Pass Form is approved.	Visit Britain	July 2021

4. Outputs

The first major milestone to be met is the launch event at the Library of Birmingham on the 28th July 2021. Due to the fact that events have not commenced yet, there are not any specific outputs to report currently. However, as a reminder, the high-level outputs of the programme are as follows:

- Attract 39,000 additional visitors of which 27,000 will be additional international to the UK and 12,000 will be additional domestic visitors¹ to the West Midlands
- Secure £940m of new overseas investment into the UK of which £500m will be in the West Midlands
- Create £7m of additional export deals for the UK of which £5m will be in the West Midlands

1. Financial Implications

Delivery Partner	Apr-21 YTD Actual	Apr-21 YTD Forecast	Variance	Commentary	Current RAG	Issues	Future RAG	Issues
WMGC	£153,661	£199,921	£46,260	Underspend due to timing of PR and recruitment invoices	Green	Underspend in April is expected to be recovered in May	Green	No future issues expected
DIT	£-	£-	£-	No spend	Yellow	Awaiting revised forecast once deep dives are completed	Green	Deep dives expected to be completed in time for any forecast major spend
VB	£-	£-	£-	No spend	Yellow	Awaiting PASS form approval before spend can commence and forecast completed	Red	PASS form approval can take up to several months and this spend is at risk until approval is received
Total	£153,661	£199,921	£46,260		Green	Overall green as both above expected to be resolved before any major spend is forecast	Yellow	Overall green as PASS Approval expected prior to spend

2. Legal Implications

None

3. Equalities Implications

None

4. Inclusive Growth Implications

None

5. Geographical Area of Report's Implications

N/A

6. Schedule of Background Papers

Covid-19 scenario planning documents and Programme Board overview available on request.