

ENVIRONMENT DIRECTORATE

PERSONNEL COMMITTEE

Report of the Head of Property and Regeneration – Simon Brennan

4th April 2016

SECTION A – MATTER FOR DECISION

Wards Effected: The designated Rural Development wards of Aberdulais, Blaengwrach, Bryn & Cwmavon, Bryncoch North, Coedffranc West, Crynant, Cwmllynfell, Cymmer, Dyffryn, Glyncorrwg, Glynneath, Godre'r graig, Gwaun Cae Gurwen, Gwynfi, Lower Brynamman, Margam, Onllwyn, Pelenna, Pontardawe, Resolven, Rhos, Seven Sisters and Taibach.

Creation of New Post within the Regeneration & Economic Development Team

1. Purpose of the Report

To seek Members' approval to establish the following 37 hour post within the Regeneration & Economic Development team:

- i. Business Development Officer (Tourism) – JEID 3626 (Grade 8)

2. Background

The Regeneration & Economic Development team has successfully secured £150,000 from the Welsh Government's Rural Development Programme 2014-2020 to employ a Business Development Officer to work with local tourism businesses to help them:

- Increase the quality and diversity of facilities, services and activities;

- Create new employment opportunities;
- Safeguard existing jobs;
- Encourage joint marketing initiatives to promote “local distinctiveness”.

This project therefore, will not only help the long term sustainability of local tourism businesses but importantly, it will assist in improving links between providers and local services to increase local spend and encourage a “sense of place” to enhance the visitor experience. In addition, the project will help tourism businesses to use ICT and digital marketing to ensure they exploit developments in new technology as well as encouraging them to invest in energy saving measures that have a positive effect on the environment and their business performance.

Providing support to existing tourism businesses and new investors in the sector to access funding, develop product ideas and encourage networking through sharing best practice and developing joint working arrangements will also be a priority of the project.

Project delivery will adopt a co-ordinated approach by working in partnership with organisations such as Business Wales and Tourism Swansea Bay to deliver outputs.

The post holder will work within the Economic Development Team and will be employed to work with tourism related businesses in the rural wards.

3. Proposal

It is proposed to create the post as a 3 year fixed term contract commencing 1st June 2016 until 31st May 2019. The post holder will report to the Business Development Coordinator for the duration of the post. The post has been graded at Grade 8 under the Council’s Job Evaluation Scheme (JEID 3626).

4. Financial Appraisal

The total cost of the 3 year project is £200,000. The Welsh Government's Rural Development Plan programme has awarded the project £150,000 (75% of total project costs).

Consequently, there is a financial implication to the Council of £50,000 over the duration of the project which will be met from existing budgets. Please refer to Appendix 3.

5. Equality Impact Assessment

There is no equality impacts associated with this report.

6. Workforce Impacts

The proposal will have a positive impact on the workforce as the post will be advertised following the Council's usual recruitment process which gives priority to "at risk" employees.

7. Legal Impacts

There are no legal impacts associated with this report.

8. Consultation

There is no requirement under the Constitution for external consultation on this item.

9. Recommendation

It is **RECOMMENDED** that Members **APPROVE** the establishment of the post of Business Development Officer (Tourism) at a Grade 8 (37 hours per week).

FOR DECISION

Implementation of Decision

The decision is proposed for immediate implementation.

Appendices

Appendix 1 – Financial Appraisal

Appendix 2 – Existing Structure

Appendix 3 – Proposed Structure

List of Background Papers

None

Officer Contacts

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APPENDIX 1

FINANCIAL APPRAISAL – Business Development officer (Tourism)

| POST | PROPOSED CHANGE (New Post/ Delete/ Re-grade) | PAY SCALES | | ANNUAL COSTS | |
|--|--|------------|---------------|--------------|--------|
| | | Current | Proposed | Min | Max |
| Business Development Officer (Tourism) | New Post | N/A | APT&C Grade 8 | 27,000 | 30,000 |
| | | On costs | | 9,000 | 10,000 |
| | | Total | | 37,000 | 40,000 |

FUNDING BREAKDOWN 2016/17

| | £ | £ |
|---|---------------|---------------|
| Funding of Costs | Min | Max |
| External Funding | | |
| Welsh Government Rural Development Plan funding | 27,750 | 30,000 |
| Internal Funding | | |
| Existing Budget Allocation | 9,250 | 10,000 |
| | _____ | _____ |
| Total Costs | 37,000 | 40,000 |
| | _____ | _____ |