

**CORPORATE AND ENVIRONMENTAL  
OVERVIEW AND SCRUTINY COMMITTEE**

**HELD: Thursday, 1 December 2016**

Start: 7.00 pm

Finish: 9.50 pm

**PRESENT:**

Councillor: N Hennessy (Chairman)

Councillors:	M Barron	P Greenall
	P Cotterill	G Hodson
	S Currie	J Kay
	T Devine	D McKay
	Mrs C Evans	M Nixon
	D Evans	D West
	J Gordon	A Yates

In attendance  
Councillors: J Hodson (Portfolio Planning)  
G Dowling  
R Pendleton

Officers: Director of Leisure and Wellbeing (Mr D Tilleray)  
Director of Development and Regeneration (Mr J Harrison)  
Economic Regeneration Manager (Ms P Huber)  
Strategic Planning & Implementation Manager (Mr P Richards)  
Assistant Solicitor (Mr N Astles)  
Principal Overview and Scrutiny Officer (Mrs C A Jackson)

External attendees: Head of Partnerships – Marketing Lancashire (Ms M M Eames)  
Head of Multi-Channel Marketing – Marketing Lancashire  
(Ms E Watson)

**33 APOLOGIES**

There were no apologies for absence.

**34 MEMBERSHIP OF THE COMMITTEE**

The notification of the permanent appointment of Councillor Bailey, in place of Cllr Mrs Blake, was noted.

In accordance with Council Procedure Rule 4, Members noted the termination of Councillors Bailey, Blane and Pryce-Roberts and the appointment of Councillors Mrs C Evans, Gordon and Devine respectively, for this meeting only, thereby giving effects to the wishes of the political groups.

**35 URGENT BUSINESS, IF ANY, INTRODUCED BY THE CHAIRMAN**

There were no items of urgent business.

**36 DECLARATIONS OF INTEREST**

1. Councillor Hennessy declared a non-pecuniary interest in item 14 – Item from the Members Update (Issue 3) – Minutes of Lancashire County Council (LCC) Health Scrutiny Committee 18 October 2016, as an LCC Member of that Committee.
2. Councillor G Hodson a declared an interest in item 14 as the Council's non-voting representative on the LCC Health Scrutiny Committee. She also declared a pecuniary interest in aspects relating to the proposed Linear Park (Tarleton) as a landowner, part of item 11 Draft Green Infrastructure and Cycling Strategy and indicated that she would leave the meeting room if this was raised in discussion.
3. Councillor Cotterill declared a pecuniary interest in item 12 – Community Infrastructure Levy (CIL) Funding, relating to the Tanhouse Community Leisure Complex as a Member of the Tanhouse Community Enterprise and indicated that he would leave the meeting room if this proposed project was raised in discussion.

(Note: Councillor Cotterill, having declared a pecuniary interest, left the meeting room prior to the discussion on the Tanhouse Community Leisure Complex proposal.)

**37 DECLARATIONS OF A PARTY WHIP**

There were no declarations of a Party Whip.

**38 MINUTES**

RESOLVED: That the Minutes of the Corporate and Environmental Overview and Scrutiny Committee meeting held on 13 October 2016 be received as a correct record and signed by the Chairman.

**39 PUBLIC SPEAKING**

There were no items under this heading.

**40 WEST LANCASHIRE TOURISM - THE VISITOR ECONOMY REVIEW**

The Economic Regeneration Manager provided an update on recent events, in Ormskirk Town Centre, that had enhanced the visitor experience and increased the footfall of visitors, over a 3 day period, as part of the Christmas Lights "switch-on".

The event had attracted many visitors into the town and provided a showcase for traders, who occupied stalls in the Marquee set up in Events Square and the Chapel Gallery where artisans also showcased and sold their products.

Officers also worked closely with Ormskirk Community Partnership and a raffle, with the support of prizes from Ormskirk town centre businesses, proved popular.

It was explained that Saturday saw Live Music events and Sunday a vintage / craft event.

Data analysis was still being undertaken but it had been indicated that footfall saw spikes between 5pm and 7pm on Friday and a slow-down in footfall after 4.00pm on Saturday.

She went on to explain that this had been a collaborative event involving personnel from several Council services, including Economic Development; Technical Services, Leisure and Arts/Culture as well as the Ormskirk Community Partnership.

RESOLVED: That the update be noted.

## **41 MARKETING LANCASHIRE**

### **Presentation 2**

Consideration was given to the presentation by Maria Moriaty Eames, Head of Partnerships and Emma Watson, Head of Multi-Channel Marketing, Marketing Lancashire which was supported by a series of slides as contained on pages 421 to 426 of the Book of Reports.

The presentation included reference to the:

- Official visitor brand for Lancashire – “Visit Lancashire – where life feels good”
- Partnerships, including Visit England / Visit Britain and the work being undertaken with the private and public sector.
- Opportunities to raise the profile of Lancashire as a “must-visit” destination.
- Growth in visit numbers and increasing the economic impact.
- Opportunities to support job creation.

The presentation highlighted the efforts to increase the visitor economy. It was reported that 64.38 million visitors visited Lancashire and the aim was to increase this to 70 million by 2020.

In order to achieve this and with it, increase the value of the economy and increase employment, the way the County is promoted was highlighted. Of particular note was how on-line promotion, through the Visit Lancashire web-site was increasing.

It was reported that the West Lancashire pages highlighted things to do and events in the Borough that collectively drew over 325,000 page views. Data in relation to social media saw 150,000 followers.

As well as on-line promotion, the Annual destination guide ‘Welcome to Lancashire’ profiled the lifestyle of the County. The guide, available in print and as a digital edition, was distributed in service stations (M6, M62 & M1), railway stations, visitor information centres as well as in major hotels and attractions. Copies were also distributed at key regional and national events.

The Head of Partnerships then went on to highlight the strategic importance of West Lancashire that included:

- A welcome point into the County
- Edge Hill University – as a gateway to capture more visitors / repeat visitors
- Product assets in the Borough that have been matched to the County's identified key strengths:
  - “Food and drink” – West Lancashire's importance as a culinary destination, with award winning restaurants and artisan food producers.
  - “Great outdoors” – as a tourist destination (Wetland Centre; canal and cycle routes)
  - “Heritage and Culture” – unique National Trust Property (Rufford Old Hall)

In discussion questions and comments were raised in relation to the following:

- The position of West Lancashire as a visitor destination in the County of Lancashire
- Ratio of day visitors to overnight visitors
- Accommodation provision (availability / type / strategies to enhance and encourage overnight / lengthier stays in West Lancashire)
- Lancashire Visitor Economy Data – compilation of data; extracting data to analyse impact; model / sources used.
- Lancashire Enterprise Partnership (LEP) – mechanism to feed into the Group.
- Provision of accurate “intelligence” to support visitor experience data.
- Transport infrastructure (updating rolling-stock; enhancements to rail network)
- Opportunities to work with neighbouring authorities.
- Promotion of key / unique heritage sites in the Borough (Ormskirk Parish Church; Rufford Old Hall; Moor Hall)
- Multi-media promotion (tourist board; Visit Lancashire; media platforms; coach; liner companies )

The representatives from Marketing Lancashire answered questions, providing clarification on the points raise. In relation to the question on the reliability of data and mechanism to produce the Lancashire Visitor Economy Data, an undertaking was made to ascertain if numbers, based on postcodes, could be extracted, for West Lancashire.

As a result of the discussion on this presentation it was concluded:

- (1)Where possible, in relation to visitor economy data for West Lancashire, that data based on postcodes be extracted to ascertain the accuracy of the overnight visitor numbers.
- (2)The importance of gaining customer insight to respond to visitor expectations.
- (3)The importance of “first impressions” for visitors coming into West Lancashire.
- (4)The importance of a collaborative approach to promote West Lancashire as a visitor destination.
- (5)The importance / promotion of the Borough's key specialist heritage sites

- (including Ormskirk Parish Church; Rufford Old Hall; Moor Hall)
- (6) Enhancing the day visitor experience (coach trips; specialist canal boat trips)
- (7) The need to change / develop the public perception of West Lancashire as a “gateway” rather than a “drive-through” or “one stop” destination.

RESOLVED: The Head of Partnerships and Head of Multi-Channel Marketing, Marketing Lancashire be thanked for their attendance and presentation to the Committee

## **42 PROJECT PLAN**

The Project Plan as set down at pages 235 to 239 of the Book of Reports was reviewed.

The next steps of the review were noted to include a presentation by a representative(s) from Liverpool City Region as set down in the Project Plan.

It was agreed that a further update would be provided by the Economic Regeneration Manager on aspects of the review to include information relating to Group Travel, especially coach and canal visitor usage.

RESOLVED: That the Project Plan be revised to include an Update to the next meeting from the Economic Regeneration Manager, including information related to Group Travel and canal visitor usage.

## **43 DRAFT GREEN INFRASTRUCTURE AND CYCLING STRATEGY**

Consideration was given to the report of the Director of Development and Regeneration, as contained on pages 241 to 299 of the Book of Reports that gave details of the draft Green Infrastructure and Cycling Strategy that sought comments, prior to consideration by Cabinet at its meeting on 10 January 2017.

The Strategic Planning and Implementation Manager, who attended the meeting, provided an overview of proposals in relation to the adoption of the Strategy, its content and aspirations, referring to details as down in the report and appendices.

In discussion comments and questions were raised in relation to:

- Proposed projects (including linking canal paths, parks, linear parks and other areas of West Lancashire)
- The proposed “route” of the “West Lancashire Wheel” (effect on nearby residences; expectations of users; safety; inclusive access)
- The cycling / walking focus of the proposals.
- The methodology / processes related to project selection; submissions;

consultation.

- Summary of longer term projects (saving / investment for 5 to 10 year “proposals”)
- The cost of investment (future proofing particular projects; mitigating against smaller projects)

The Director of Development and Regeneration, who also attended the meeting, provided additional clarification in relation to comments raised.

RESOLVED: That as a consequence of the discussion on this item, it was agreed that the comments be:

- (1) “That the recommendation to Cabinet, be supported.
- (2) That Cabinet recognises the importance of the contribution that the Green Infrastructure Strategy will make towards addressing impacts of climate change within West Lancashire.
- (3) That the benefits linked to health and wellbeing (a Council priority), be noted.”

#### **44 COMMUNITY INFRASTRUCTURE LEVY (CIL) FUNDING PROGRAMME 2017/18**

Consideration was given to the report of the Director of Development and Regeneration, as contained on pages 301 to 379 of the Book of Reports, that provided details of the consultation held in Autumn 2016 on the options for the CIL Funding Programme 2017/18 and proposed final recommendations, based on the CIL monies anticipated to be have been collected by the Council by 31 March 2017. Views were requested on the options, prior to consideration by Cabinet on 10 January 2017. The report had been referred to the Committee, at the request of the Portfolio Holder, as a consequence of post-hoc scrutiny by the Executive Overview and Scrutiny at its meeting on 29 September 2016, following consideration of a call-in request. A further explanation of the methodology used in relation to the spending recommendations of “strategic” CIL monies had also been requested.

The Strategic Planning and Implementation Manager attended the meeting and provided an overview of the options, the methodology used, answered questions and provided clarification on the issues raised, referring to detail as set down in the report and appendices.

In discussion questions and comments were raised in relation to:

- Combined cycleway / footpath (including canal tow-paths) – safety / flooding considerations.
- Cycle / pathways (improvements; pathway “surfaces”, suitability (for all users). Bridleways.
- Criterion / selection of Projects (consultation process; involvement of Members in the selection process; submission process; transparency – reference to Appendix 3 regarding the assessment of shortlisted projects)
- The Four Options consulted on, as set down at paragraph 5.9.

- Small-scale infrastructure projects (short-listed projects /CIL monies identified)

The Director of Development and Regeneration, who also attended the meeting, provided further clarification on the points raised referring to details in his report and an explanation of the CIL regulation requirements.

A further discussion ensued in relation to the support for smaller-scale projects and future projects, detailed within section 6 of the report.

The Portfolio Holder (Planning), who was in attendance, with the consent of the Chairman addressed the Committee and provided additional clarification in respect of the comments raised.

**RESOLVED:** That, as a consequence of the discussion on this item, the agreed comments be:

- (1) "That the Committee supports the projects recommended as set down at paragraphs 6.1, 6.2 and 6.3 and that these be referred to Cabinet for consideration.
- (2) That elected Members have a greater involvement in the initial assessment and short-listing process of the projects."

(Note: Councillor Cotterill, having declared a pecuniary interest, left the Cabinet and Committee Room, prior to the discussion on the smaller-scale infrastructure project relating to "Tanhouse Community Leisure Complex.")

#### **45 MEMBERS ITEMS**

There were no items under this heading.

#### **46 ITEM FROM THE MEMBERS UPDATE - MINUTES OF LCC HEALTH SCRUTINY COMMITTEE 18 OCTOBER 2016**

This item, Minute 4, Minutes of Lancashire County Council's Health Scrutiny Committee relating to Lancashire and South Cumbria Sustainable Transformation Plan (STPs) as contained on pages 381 to 418 of the Book of Reports, had been referred from the Members' Update (Issue 4) by Councillor Cotterill.

Councillor Cotterill indicated that he had brought this item on to the agenda in order to:

- "1)To understand why information is being withheld and when it will be provided, such that WLBC might be able to plan around any commitments to action set out on its behalf (and its partners' behalf)
- 2) To understand the place of WLBC, if any, in the governance structure of both the Local Delivery Plan and the overall STP.
- 3) To consider, in context of size of gap and possible implications for WLBC's population and associated council objectives, whether the STP delivery/non delivery

might be best placed on the key Risk Register.”

During discussion Members indicated that in order to consider the implications raised by Councillor Cotterill, that a presentation by the Director of Lancashire and Cumbria Change Programme (Healthier Lancashire) or her representative, similar to that received by the LCC’s Health Scrutiny Committee could be beneficial.

The Director of Leisure and Wellbeing made an undertaking to proffer an invitation, on behalf of the Committee, to the representative referred to above with a view to attending the next meeting the Committee.

RESOLVED: That the Director of Lancashire and Cumbria Change Programme (Healthier Lancashire) or her representative be invited to attend the next meeting of the Committee, scheduled to be held on 2 March 2017.

#### **47 WORK PROGRAMME**

Members consideration the Work Programme for the next meeting as set down at page 419 of the Book of Reports.

RESOLVED: (1) That the Work Programme be amended to include attendance by the Director of Lancashire and South Cumbria Change Programme (Healthier Lancashire), or her representative to the next scheduled meeting of the Committee, on 2 March 2017, to undertake a presentation on the Sustainability and Transformation Plan (STP), subject to confirmation.

(2) That the Work Programme for the next meeting be noted.

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**Chairman**