

CORPORATE AND ENVIRONMENTAL OVERVIEW AND SCRUTINY COMMITTEE – PROJECT PLAN

Title: **WEST LANCASHIRE TOURISM – THE VISITOR ECONOMY**

MEMBERSHIP 2016/17:

Chairman: Councillor N Hennessy Vice-Chairman: Councillor D West

Councillors: Barron, Mrs Blake, Blane, Cotterill, Currie, D Evans, Greenall, G Hodson, Kay, McKay, Nixon, Pryce-Roberts and Yates

MEMBERSHIP 2017/18:

Chairman: Councillor N Hennessy **Vice Chairman:** Councillor D Evans

Councillors: M Barron, Mrs M Blake, T Blane, P Cotterill, S Currie, G Hodson, J Kay, D McKay, M Nixon, N Pryce-Roberts, Savage, West and Westley.

TERMS OF REFERENCE

1. To undertake a review entitled 'West Lancashire Tourism – the Visitor Economy'
2. To present a report of the Committee's findings to Cabinet and Council, as appropriate.

OBJECTIVES

The present –

- To understand the visitor economy in West Lancashire in 2016
- To understand the West Lancashire visitor economy in the sub-regional context of Lancashire and the Liverpool City Region
- To understand a private sector perspective of a tourism project, working with the Borough Council and Parish Council

The future –

- To continue to promote West Lancashire as a visitor destination
- To continue to work with Marketing Lancashire and continue to develop relationships with the Head of Visitor Economy Development for the Liverpool City Region for the benefit of promoting West Lancashire
- To continue to work with businesses and organisations within West Lancashire to promote projects and initiatives that benefit the local economy

Comparison –

- Marketing Lancashire, Lancashire Enterprise Partnership – how they promote

West Lancashire as part of the Lancashire visitor offer

- Liverpool City Region, Liverpool Enterprise Partnership – how can the Borough Council and Liverpool LEP work together to better promote the visitor offer

Resources -

- The Council’s Director of Development and Regeneration will provide technical support and guidance, together with Officers from across the Authority, including Leisure and Wellbeing Services, to be consulted as appropriate.
- External contribution, as appropriate
- Any funding requirements will be included in the final recommendations of the Committee.

INFORMATION

<http://www.westlancs.gov.uk/more/regeneration-projects.aspx>
<http://www.visitlancashire.com>
<https://www.liverpoollep.org>
<http://www.wwt.org.uk/wetland-centres/martin-mere/>
<https://www.visitengland.com>
<https://www.visitbritain.com>
<https://www.visitbritain.org/discover-england-fund-overview>
<http://www.visitseftonandwestlancs.co.uk/>

Witnesses:

Who?	Why?	How?
Representatives from Marketing Lancashire, Lancashire Enterprise Partnership	To provide insight into how West Lancashire is promoted as a visitor destination	<u>Attendance at a meeting, if appropriate or presentation or information.</u>
Representatives from Liverpool City Region, Liverpool Enterprise Partnership	To provide insight into how West Lancashire could be promoted as a visitor destination within the Liverpool City Region.	<u>Attendance at a meeting, if appropriate or presentation of information</u>
Representative from WWT Martin Mere, Burscough	To provide information on this important visitor attraction and how organisations are working together to promote it	<u>Attendance at a meeting, if appropriate or presentation of information</u>

ESTABLISH WAYS OF WORKING

Officer Support

Lead Officer (Corporate and Environmental Overview & Scrutiny Committee) – Dave Tilleray, Director of Leisure and Wellbeing

Scrutiny Support Officer (SSO) – Cathryn Jackson, Principal Overview and Scrutiny Officer

Legal Officer (LO) – Neil Astles, Assistant Solicitor

Officers reporting as and when required –

John Harrison, Director of Development and Regeneration, or Officers on his behalf
Ian Gill, Deputy Director of Development and Regeneration

Paula Huber, Economic Regeneration Manager

Dave Tilleray, Director of Leisure and Wellbeing, or Officers on his behalf

Reporting Arrangements

The Director of Development and Regeneration, or Officers on his behalf, will contribute as appropriate to aspects of the review relating to West Lancashire as a visitor destination.

The Director of Leisure and Wellbeing, or Officers on his behalf, will contribute, as appropriate, to aspects of the review related to leisure.

The Lead Officer (Director of Leisure and Wellbeing)/Principal Overview and Scrutiny Officer will co-ordinate the generic elements of the review and submit reports as required.

The Corporate and Environmental Overview and Scrutiny Committee to submit its final report and recommendations to Cabinet and Council September/October 2017.

TIME SCALES

Meeting 1 – 13 October 2016

- Introduction of the theme of the topic from the Deputy Director Development and Regeneration, presentation from the Economic Regeneration Manager on the background to the West Lancashire visitor economy
- Review confirmed to commence.
- To agree the Project Plan

Meeting 2 – 1 December 2016

- To consider a presentation from Marketing Lancashire on the Lancashire visitor economy and how West Lancashire is promoted as a visitor destination
- To agree and review the Project Plan

Meeting 3 – 2 March 2017

- To consider a presentation from Liverpool City Region to provide some insight into how we could work together on joint promotion of the visitor economy

Meeting 4 – 13 July 2017

- To consider a presentation from WWT Martin Mere on their ambitions for this important visitor attraction and how organisations, including the Borough Council can help with promotion and marketing
- To agree the draft final report and final recommendations for submission to Cabinet and Council, if applicable in September/October 2017.

Cabinet – 12 September 2017

Submission of final report

Council - 18 October 2017

To receive the final report, if applicable.

INFORMATION GATHERED

13 October 2016	Economic Development Strategy 2015-2025) Ormskirk Town Centre Strategy 2015-2020
13 October 2016	West Lancashire Tourism – The Visitor Economy (<i>Presentation Slides</i>)
1 December 2016	'We are Lancashire' - Marketing Lancashire - ' <i>(Presentation Slides)</i>
2 March 2017	Liverpool City Region – Visitor Economy Development (<i>Presentation slides</i>)
2 March 2017	Visitor Economy – Strategic & Destination Management Plan November 2014)
13 July 2017	WWT Martin Mere Wetlands Centre (<i>Presentation slides</i>)
OTHER	
	Economic Development Strategy 2015-2025) Ormskirk Town Centre Strategy 2015-2020
	Visitor Economy – Strategic & Destination Management Plan November 2014)
	Branding information – Ormskirk Town Centre (<i>WLBC/Ormskirk Town Centre Management Group</i>)
	Great Days Out by Train (<i>Visit Southport & West Lancashire</i>)
	Themed Cycle Routes (<i>Lapwing Route Burscough / Moorhen Route Hoscarr</i>) – (<i>Visit Southport & West Lancashire</i>)
	Wetlands & Waterways (<i>Burscough Themed Walks</i>) – (<i>Visit Southport & West Lancashire</i>)
	West Lancashire Parks and Countryside 2017 Events Programme (<i>West Lancashire Borough Council</i>)
	Lancashire – Visitor Magazine 2017 (<i>Marketing Lancashire</i>)

CONCLUSION:

RECOMMENDATIONS:

The Corporate and Environmental Overview and Scrutiny Committee make the following recommendations:

- (1)** That the Council (subject to resource availability) work with our partners to:
 - (i) continue to support West Lancashire as a visitor destination.
 - (ii) continue to work with Marketing Lancashire for the benefit of promoting West Lancashire.
 - (iii) continue to develop and build on relationships established with the Head of Visitor Economy for the Liverpool City Region (Liverpool Local Enterprise Partnership) in the promotion of West Lancashire.
 - (iv) draw on the experiences of Visit Southport and Visit Liverpool to provide something similar for West Lancashire to include joining Visit Liverpool to provide something similar for West Lancashire.
 - (v) continue to work with businesses and organisations within West Lancashire to promote projects and initiatives that benefit the local economy, including bringing forward accommodation projects and increasing advertisement of accommodation.
 - (vi) seek to further improve the promotion of West Lancashire and the importance of
 - (a) gaining customer insight to respond to visitor expectations;
 - (b) first impressions for visitors coming into West Lancashire;
 - (c) a collaborative approach to promote West Lancashire as a visitor destination;
 - (d) the Borough's key specialist heritage sites (including Ormskirk Parish Church, National Trust Rufford Old Hall and Moor Hall);
 - (e) enhancing the visitor experience (coach trips; specialist canal boat trips);
 - (f) changing and developing the public's perception of West Lancashire as a "gateway" rather than a "drive-through" or "one stop" destination.
 - (g) continuance of the research being undertaken, as part of the Ormskirk Town Centre Strategy, into coach travel to increase knowledge and better target visitor groups.
 - (h) WWT Martin Mere, Burscough and its links with the community, local schools and Parish Council through initiatives, projects and future development of the visitor attraction.
- (2)** That the final report of the Corporate and Environmental Overview and Scrutiny Committees review to be circulated to Marketing Lancashire, Lancashire Local Enterprise Partnership, Liverpool Enterprise Partnership, WWT Martin Mere Wetlands Centre, Edge Hill University, scrutiny at Lancashire County Council and published on the Council and Centre for Public Scrutiny (CfPS) web-sites.

(3) That the Corporate and Environmental Overview and Scrutiny Committee review its recommendations in March 2018.

REVIEW DATE – 1 March 2018