

**MINUTE OF THE CORPORATE AND ENVIRONMENTAL OVERVIEW AND
SCRUTINY COMMITTEE HELD ON 13 JULY 2017**

Consideration was given to the draft final report of the Committee, attached as Appendix A, on the findings of the review 'West Lancashire Tourism – The Visitor Economy'.

Members discussed the report, its findings and the recommendations within it. It was noted that amendments in relation to the presentation from the General Manager WWT Martin Mere and additional information presented by the Economy Regeneration Manager would be included in the final report prior to submission to Cabinet.

In considering visitor accommodation within the Borough, Members felt, in order to promote tourism effectively, that the focus of the visitor economy should be shared across the wider functions of the Council.

As a result of the discussion it was concluded that the recommendations be amended to include reference to the following, at

(1)(iv) "draw on the experiences of Visit Southport and Visit Liverpool *to include joining Visit Liverpool to provide something similar for West Lancashire*".

(1)(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.*"

(1)(vi) "seek to further improve the promotion of West Lancashire and the importance of . . .

(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.

In relation to actions on the recommendations it was noted that these would come back for consideration at the meeting of the Committee in March 2018.

RESOLVED: That the draft final report and recommendations therein be approved, subject to amendment as noted, be submitted to Cabinet on 12 September 2017 and Council on 18 October 2017, if appropriate.