



CABINET: 12 SEPTEMBER 2017

COUNCIL: 18 OCTOBER 2017

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**Report of: Director of Leisure and Wellbeing (Lead Officer)**

**Relevant Portfolio Holder: Councillor Moran**

**Contact for further information: Mrs C A Jackson (Extn.5016)**  
**(E-mail: [cathryn.jackson@westlancs.gov.uk](mailto:cathryn.jackson@westlancs.gov.uk))**

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**SUBJECT: WEST LANCASHIRE TOURISM – THE VISITOR ECONOMY - FINAL REPORT OF THE CORPORATE AND ENVIRONMENTAL OVERVIEW AND SCRUTINY COMMITTEE**

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Wards affected: Borough wide.

## **1.0 PURPOSE OF THE REPORT**

1.1 To consider the final report and recommendations of the Corporate and Environmental Overview and Scrutiny Committee following a review conducted entitled 'West Lancashire Tourism – The Visitor Economy.'

## **2.0 RECOMMENDATIONS TO CABINET**

2.1 That the Corporate and Environmental Overview and Scrutiny Committee be complimented on their work.

2.2 That the following recommendations contained in the final report of the Corporate and Environmental Overview and Scrutiny Committee on West Lancashire Tourism – The Visitor Economy be considered:

- (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.

2.3 That the final report of the Corporate and Environmental Overview and Scrutiny Committee on West Lancashire Tourism – The Visitor Economy, attached at Appendix A, be approved.

2.4 That the final report and recommendations at 2.2 above (approved, subject to resources) be submitted to Council for approval on 18 October 2017.

2.5 That call in is not appropriate for this item as it has previously been considered by the Corporate and Environmental Overview and Scrutiny Committee.

### **3.0 RECOMMENDATIONS TO COUNCIL**

3.1 That the Corporate and Environmental Overview and Scrutiny Committee be complimented on their work.

- 3.2 That the final report of the Corporate and Environmental Overview and Scrutiny Committee on West Lancashire Tourism – The Visitor Economy (attached at Appendix A) be noted and approved for formal publication, subject to resources.
- 3.3 That the Corporate and Environmental Overview and Scrutiny Committee review the recommendations contained in the report in March 2018.
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### **3.0 BACKGROUND**

- 3.1 In October 2016 the Corporate and Environmental Overview and Scrutiny Committee commenced a review on the topic 'West Lancashire Tourism – The Visitor Economy'. The purpose of the review was to gain a greater understanding of the visitor economy in West Lancashire.
- 3.2 The draft final report of the review topic was considered by the Corporate and Environmental Overview and Scrutiny Committee at its meeting on 13 July 2017 (Appendix B).

### **4.0 CURRENT POSITION**

- 4.1 Members will find attached as Appendix A, the final report of the review 'West Lancashire Tourism – The Visitor Economy'.

### **5.0 SUSTAINABILITY IMPLICATIONS/COMMUNITY STRATEGY**

- 5.1 Enhanced overview and scrutiny arrangements can give a greater level of involvement for non-cabinet members in the decision making process.

### **6.0 FINANCIAL AND RESOURCE IMPLICATIONS**

- 6.1 There are financial/resource implications arising from this report. The actions as set down within recommendation (1) adds to the work already being undertaken at part of the West Lancashire Economic Development Strategy 2015-2025. However, if more significant actions were required to implement the actions, if endorsed, particularly those involving partner organisations and external funding could not be secured, additional proposals would need to come forward for further consideration in accordance with established reporting mechanisms. Recommendation 2, if endorsed, will be met using existing budgets.

### **7.0 RISK ASSESSMENT**

- 7.1 If projects, resulting from proposals at recommendation (1) do come forward, if implemented, may require formal risk assessments to assess the impact on local residents, business users and visitors. These would be undertaken as part of that process.
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## **Background Documents**

There are no background documents (as defined in Section 100D(5) of the Local Government Act 1972) to this Report.

## **Equality Impact Assessment**

There will be a direct impact on members of the public, employees, elected members and / or stakeholders as a result of recommendations that may come forward, if implemented. An EIA would be undertaken as part of that process.

## **Appendices**

- A Final report of the Corporate and Environmental Overview and Scrutiny Committee – ‘West Lancashire Tourism – The Visitor Economy’
- B Minute of Cabinet – 12 September 2017 (Council only)