Tourism VFM
Task Group Notes

Notes of the meeting of the Tourism VFM Task Group held on Tuesday 4 December 2012 at the Civic Centre, Poulton-le-Fylde

Members present:

Councillor Anderson
Councillor E Anderton
Councillor M Anderton
Councillor Lady Atkins (Chairman)
Councillor Balmain
Councillor Brooks
Councillor Cocker
Councillor Perkin
Councillor Wilson

Officers present:

Peter Foulsham, Scrutiny Officer

TM.58 Apologies

Apologies for absence were received from Councillor Hewitt.

TM.59 Declarations of Interest

None.

TM.60 Draft Report and Recommendations

The task group considered the draft report and proposed a number of amendments that would be included prior to the report’s submission to the Overview and Scrutiny Committee meeting on 17 December 2012.

These included:
The removal of Appendix 2
Further comment to be included about the fact that businesses can advertise in the Visit Wyre brochure at a cost well below the market rate
Emphasis that the Visit Wyre brochure is not representative of tourism businesses in Wyre, with significant coverage of the eastern area and very little coverage of the coastal area
Some further information that had been provided by the eCommunications Officer should be included in the report
Recommendation 3 should be expanded
Support for Visit Lancashire should be strengthened
Amendment to be made on page 12 – Garstang TIC has a 50 year lease, and not as stated
The use of volunteers in TICs should be emphasized by the framing of a separate recommendation

Councillors agreed that they would like to request that the Overview and Scrutiny Committee considers commissioning a further piece of work on the tourism budget. Such a review could be proposed as part of the Overview and Scrutiny Work Programme for 2013/14, but it would require a councillor to make that suggestion through the accepted processes.

TM.61 Submission to Cabinet

Peter Foulsham, Scrutiny Officer, confirmed that the amended report would be placed on the agenda of the Overview and Scrutiny Committee meeting on 17 December. In the absence of the Chairman, Cllr Marge Anderton agreed to present the report at that meeting.

It was likely that the report would be considered by Cabinet at their meeting on 16 January 2013.