



**Cabinet Meeting 16 January 2013**

**AGENDA ITEM 4 PUBLIC QUESTIONS**

The following questions have been received from a member of the public.

**(1) Question from Alison Pye to the Leisure and Culture Portfolio Holder on the report of the Tourism Task Group (Agenda Item 5)**

*"The report is very cost centric, and little has been mentioned regarding the revenue or employment that Tourism brings into Wyre, its towns and people within it. Has the committee considered the impact that removing support would have on the local economy, and also the impact that it would have on employment and indirect employment? For example we employ 30 people at Old Holly Farm, but use a wide variety of local suppliers - butchers, bakers, fishmongers, greengrocers, coffee suppliers, as well as plumbers, builders, joiners, electricians and many more, who all rely on tourism businesses to make a living. We know that the recession has hit many of these small traders hard, and from my understanding it has been tourism and agriculture that have been able to continue developing and investing in the local economy."*

**(2) Question from Alison Pye to the Leisure and Culture Portfolio Holder on the production of the Wyre Tourism Guide (also referred to in the Tourism Task Group (Agenda Item 5)**

*"We understand the use of commercial companies to produce the local guide is something that is currently happening in other areas, but is unproven as a successful option with the risk of claw back, and increased costs to advertise. As a business that sits on the edge of Lancaster we have decided not to advertise in the Lancaster guide again this year, as the expense has increased by over 530%, making it an unviable option, especially when we are already producing leaflets, managing websites and doing our own advertising. The benefit of producing a Wyre guide is that we are representing Wyre as one destination. When you look at any high street or shopping centre the big retail units all want to be near each other, this is because they understand that although their individual offer maybe fantastic, they increase their appeal by being part of a collective rather than being a standalone identity as it gives the consumer (tourist) choice and convenience. Does the committee have results or feedback from other councils that this has been 1. cost effective for the council, 2. produced a better guide, 3. something they will continue to do?"*

The total period of time allocated for public questions will not normally exceed 30 minutes.

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**Please ask for: Democratic Services**  
**Tel: (01253) 887608**

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