



PRCC.19 14/15
Prosperous Communities Committee
Date 2nd September 2014

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Subject: Tourism Working Group Recommendation

Report by:	Cllr Paul Howitt – Cowan Chairman of the Challenge and Improvement Committee
Contact Officer:	Wendy Osgodby – Senior Growth Strategy and Project Officer (Economic Development)
Purpose / Summary:	This report highlights the recommendations from Challenge and Improvement Committee in relation to the visitor economy.

RECOMMENDATION(S):

1. That members agree the recommendation from the Challenge and Improvement Committee that the Visitor Economy is seen as a Corporate Priority with a focus on the objective outlined in paragraph 1.2.
2. That members agree that the remit for developing the visitor economy in West Lindsey be covered by the Member lead for 'Open for Business' and taken forward as identified within the emerging Economic Growth Strategy for the District.

IMPLICATIONS

Legal: None

Financial : fin/ 45 / 15 None

Staffing : None

**Equality and Diversity including Human Rights :
Not applicable**

Risk Assessment : Not applicable

Climate Related Risks and Opportunities : Not applicable

Title and Location of any Background Papers used in the preparation of this report:

Call in and Urgency:

Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

Yes

No

X

Key Decision:

A matter which affects two or more wards, or has significant financial implications

Yes

No

X

1. Information

1.1. Over the last two years, the Challenge and Improvement Committee Tourism Working Group have been reviewing activity underway related to tourism in West Lindsey with a focus on **'creating local wealth through the visitor economy'**.

1.2. There was strong consensus that more should be done to develop the visitor economy in West Lindsey and the group have recommended that further work should be undertaken to with the specific objectives of :

- Increasing number of visitors / length of stay
- Increasing expenditure by visitors
- Developing leisure, culture and recreational offer
- Increasing the quality and number of businesses / jobs in the sector

2. Recommendation to Prosperous Communities

2.1. The visitor economy is identified as a priority within the approved Economic Growth Strategy.

2.2. As any further development in this area falls outside of the remit of the Challenge and Improvement Committee, the Working Group makes the following recommendations to the Prosperous Communities Committee as the committee responsible for business growth, job creation and community development:

- That the visitor economy is seen as a priority for the Council with a focus on the objectives outlined in paragraph 1.2.
- That the remit for developing the visitor economy in West Lindsey be covered by the Member lead for 'Open for Business' and taken forward as identified within the approved Economic Growth Strategy for the District.