

Business Overview and Scrutiny Committee
24 January 2017

REPORT TITLE:	Tourism Scrutiny Review
REPORT OF:	The Chair of the Scrutiny Review Panel

REPORT SUMMARY

This report sets out the findings and recommendations arising from a Scrutiny Review completed in November 2016. The Review was commissioned as part of the former Regeneration and Environment Policy & Performance Committee's 2015/16 work programme.

RECOMMENDATION/S

- Members are requested to consider the contents of this report and endorse the findings and recommendations of the review.
- The committee refers the report and recommendations to Cabinet for its endorsement.

SUPPORTING INFORMATION

2.0 REASON/S FOR RECOMMENDATION/S

For the committee to endorse the work of the Review Panel and refer the findings and recommendations on to Cabinet.

3.0 OTHER OPTIONS CONSIDERED

The review was prioritised as part of the former Regeneration and Environment Policy & Performance Committee's work programme.

4.0 BACKGROUND INFORMATION

As part of the former Regeneration & Environment Policy & Performance Committee's Work Programme, a Task & Finish scrutiny review on tourism was added to the committee's work programme. The main objective of the review was to look at how the Council markets its tourism offer, including heritage, and to identify if there are any gaps that can be exploited.

The Review Panel evaluated Wirral's marketing activity and how it worked with the Liverpool City Region Local Enterprise Partnership for support in marketing Wirral's offer.

A number of recommendations have been made as a result of the review and these are detailed in the report of the Scrutiny Review Panel (Appendix 1).

5.0 FINANCIAL IMPLICATIONS

There are none arising from this report.

6.0 LEGAL IMPLICATIONS

There are none arising from this report.

7.0 RESOURCE IMPLICATIONS: ICT, STAFFING AND ASSETS

There are none arising from this report.

8.0 RELEVANT RISKS

There are none arising from this report.

9.0 ENGAGEMENT/CONSULTATION

Not applicable

10.0 EQUALITY IMPLICATIONS

There are none arising from this report.

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APPENDICES

Appendix 1 – Tourism Scrutiny Review Report

REFERENCE MATERIAL

N/A

SUBJECT HISTORY (last 3 years)

Council Meeting	Date