



COUNCILLOR PHIL DAVIES

**LEADER & CABINET MEMBER
FOR STRATEGIC ECONOMIC
DEVELOPMENT, FINANCE &
DEVOLUTION**

CABINET

27 MARCH 2017

TOURISM SCRUTINY REVIEW

Councillor Phil Davies, Leader & Cabinet Member for Strategic Economic Development, Finance & Devolution said:

“Wirral is a fantastic place to live, and visit. Tourism is one of our fastest growing industries, with more people every year visiting Wirral and enjoying our unique coast, countryside and leisure attractions.

“We have got to build on this momentum. We have a pledge to increase the value of our tourism economy to £450 million by 2020 – creating hundreds of jobs in the process – and we are well on track to achieving our goal.

“I am grateful to the Members of all parties who took part in this scrutiny review and I believe the insight they have provided will prove extremely valuable as we continue our work.”

REPORT SUMMARY

This report sets out the findings of the review, as conducted by the Task & Finish Scrutiny Review Panel, following the tourism sector update report presented by Officers to the former Regeneration & Environment Policy & Performance Committee. The purpose of the review was to look at how the Council promotes & markets the Borough’s tourism offer and to identify gaps in its offer that can be exploited.

The review specifically links to the Wirral Plan for 2020 tourism pledge, which highlights the ambitious target;

- *To increase jobs & revenue and achieve a total value of £450 million for the borough's tourism sector by 2020.*

The report acknowledges that Wirral already has the fastest growing visitor economy in the city region valued at over £385million in 2016, and sets out a series of recommendations put forward by the Panel to help enhance service delivery, however consideration has also been given to the limitation on the Council's existing operational budgets to promote Wirral's tourism assets.

This report informs & supports the development of the new Wirral Visitor Economy Strategy, and affects all wards within the borough, but is not a key decision.

RECOMMENDATION/S

Cabinet endorses the findings of the report and approves all recommendations arising from this review.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 For Cabinet to endorse the findings of this review so that implementation of the recommendations can commence.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 No other options have been considered.

3.0 BACKGROUND INFORMATION

- 3.1 The full scrutiny report appended to this cover report sets out the findings and recommendations arising from a Scrutiny Review completed in December 2016. The final report was considered by the Business Overview & Scrutiny Committee on 24th January 2017, where it was agreed that it should be referred to Cabinet for consideration of the findings and recommendations.
- 3.2 The review was conducted, following the report by Officers to the former Regeneration & Environment Committee, highlighting the Council's support to Wirral's tourism businesses in 2015.

4.0 FINANCIAL IMPLICATIONS

- 4.1 All recommendations are based on implementation through existing resources, and delivered in conjunction with relevant organisations, particularly those partners supporting the delivery of the Wirral Plan for 2020.

5.0 LEGAL IMPLICATIONS

- 5.1 There are none arising from this report.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1 All recommendations are based on implementation through existing resources and delivered in conjunction with relevant partners.

7.0 RELEVANT RISKS

- 7.1 There are none arising from this report.

8.0 ENGAGEMENT/CONSULTATION

- 8.1 Consultation with the relevant service team and related external organisations has been undertaken as part of this review.

9.0 EQUALITY IMPLICATIONS

- 9.1 This has been considered and there is no impact on equality.

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APPENDICES
REFERENCE MATERIAL
SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Policy and Performance – Regeneration & Environment Committee: Supporting Wirral’s Tourism Businesses in 2015-16 and beyond	14 th July 2015