

MINUTE EXTRACT

BUSINESS OVERVIEW AND SCRUTINY COMMITTEE

24 JANUARY 2017

53 TOURISM TASK AND FINISH SCRUTINY REVIEW

The Chair asked Councillor Jerry Williams to introduce the report on the findings and recommendations of the Tourism Scrutiny Review completed in November 2016, which he had chaired. The Review was commissioned as part of the former Regeneration and Environment Policy & Performance Committee's 2015/16 work programme and had been undertaken by four members of that former Committee, Councillors Chris Spriggs, Jean Stapleton and Adam Sykes.

The review was conducted over a number of question and answer evidence sessions with Council officers and external stakeholders. The Panel had evaluated Wirral's marketing activity and how it worked with the Liverpool City Region Local Enterprise Partnership for support in marketing Wirral's offer and a number of recommendations had been made as a result of the review.

Councillor Spriggs referred to the significant increase in visitor numbers and overnight stays in New Brighton which had also meant a large increase in the visitor economy, now the fastest growing visitor economy in the Liverpool city region. She asked that these statistics and supporting information be included in the Scrutiny Review document. The Chair agreed that the amended Scrutiny Review document be circulated to the Committee prior to its consideration by the Cabinet.

Members also expressed concerns regarding the excellent facility, the Floral Pavilion and the need for it to generate more income. Councillor Jerry Williams commented that one of the recommendations within the Scrutiny Review referred to 'the importance of Wirral's cultural offer' and he fully supported the idea that more promotion was needed for the Floral Pavilion. Members expressed support for the tourism team, which with just a small number of employees and through working closely with the private sector, generated a lot of income for the Wirral.

Resolved –

- (1) That the findings and recommendations of the review, be endorsed with the addition of the wording regarding New Brighton being incorporated into the report.**
- (2) That the report and recommendations be referred to Cabinet for its endorsement.**
- (3) That the thanks of this Committee be accorded to the Council's Visitor Economy Team for the fantastic work they did for Wirral.**