

Decision Ref No:

EX.129/08

Subject Matter:

REVIEW OF THE TOURISM SERVICE - INTERIM REPORT

The Director of Development Services reported (DS 67/08) on the review of the tourism service. She reminded Members that the review was being carried out in recognition of the change in the context for the provision of tourism services, both nationally and locally, and as a result of the City Council setting a target in its budget resolution of savings in the service of £38,000 in 2008/09 and an ongoing saving of £75,000 thereafter per year. The Director commented that tourism had a major contribution to make to the local economy and its impact and influence needed to be viewed in the broader sense and the review needed to be set in context of the various opportunities and challenges facing Carlisle, including the Renaissance programme, major development plans for the University, Carlisle Airport and the Morton urban extension. The Director also added that, regionally, Carlisle's potential had been recognised within the latest version of the Northwest Development Agency's Corporate Plan. She itemised for Members the key opportunities associated with tourism and the work which was being carried out with tourism partners and Carlisle Renaissance.

The Director set out for Members details of the City Council Tourism Service and existing staffing structures and costs to deliver the service. She identified the various aspects of the service as Management Marketing and the City Centre, the Conference Desk, Business and Conference Tourism in Cumbria, Visitor Information and Events. She also highlighted the services provided by Tullie House as the City's main museum and one of Carlisle's principle visitor attractions.

The Director presented the review as a phased approach; review of the current tourism operation, budget savings, review or requirements to realise Carlisle's tourism potential; review of organisation of Tourism Services and partnerships to deliver both long term budget savings and outcomes that are right for Carlisle.

In respect of the review of the current Tourism Operation to achieve budget savings the Director reported on aspects of the service and options for savings which provided an opportunity to achieve between £25,000 and £46,000 of savings in a full year.

The Director then reported on options which would assist in realising Carlisle's tourism potential and highlighted the various barriers together with actions and partnerships to address those various barriers

Members in considering the report raised issues with regard to signage of World Heritage Sites such as Hadrian's Wall and suggested that Council could seek support from the North West Development Agency in their efforts to persuade the Highways Agency to agree to provision of signage for such sites within the City Council's area.

Decision:

(1) That the interim report of the Director of Development Services be received as a basis for discussion and consultation with the Infrastructure Overview and Scrutiny Committee, Partner Agencies and Service Users.

(2) That the Director of Development Services seek the support of the North West Development Agency for their support in persuading the Highways Agency to approve the signage of World Heritage Sites such as Hadrian's Wall within the City Council's area, in an effort to boost the tourism potential of the City.

EXCERPT FROM THE MINUTES OF THE EXECUTIVE HELD ON 29 MAY 2008

(3) That the Infrastructure Overview and Scrutiny Committee be requested to nominate two representatives to visit the Tourist Information Centre in Keswick to review the operation of that facility.

Key or Non-Key Decision: **Key Decision Ref:**

Portfolio:

Who made decision:

Date:

Reports and Background Papers considered:

Reasons for Decision:

Summary of Options rejected:

Interests declared

Date published

Urgent decision not subject to call in

Consent of Chairman/ Deputy Chairman of Council to Urgency:

Deadline for call-in:

Implementation date if not called-in:

Relevant Overview and Scrutiny Committee:

Call-in notified to and date notified:

Approved for implementation on: