

MEETING:	CABINET
DATE:	30 JULY 2009
TITLE OF REPORT:	RESPONSE TO SCRUTINY REVIEW OF TOURISM
PORTFOLIO AREA:	ECONOMIC DEVELOPMENT AND COMMUNITY SERVICES

CLASSIFICATION: Open

Wards Affected

County-wide

Purpose

To respond to the Community Services scrutiny review of tourism.

Key Decision

This is not a Key Decision.

Recommendation

THAT the response to the 14 recommendations (see Appendix 1) be agreed.

Key Points Summary

- The Cabinet Member for Economic Development has considered the recommendations contained in the report of 18 April 2008.
- The Cabinet Member's response to each recommendation is set out in Appendix 1.

Alternative Options

- 1 That the original recommendations are accepted in full. This would, however, in one case conflict with existing Council policy and in another lead to overspend on budget.

Reasons for Recommendations

- 2 To ensure the continued provision of a high quality tourism service in Herefordshire.

Further information on the subject of this report is available from Michael Hainge, Director of Environment & Culture on Tel: (01432) 260041

Introduction and Background

- 3 Community Services Scrutiny brought forward a report reviewing tourism services in Herefordshire on 18 April 2008. Since that time the Cabinet Member and the Directors of Environment & Culture and Regeneration have considered the report's findings. The considerable delay in the executive responding to the report arose over the transfer of responsibilities between directorates for the tourism function, for which the author apologises.

Key Considerations

- 4 That tourism services continue to be offered in a variety of forms across the county in a manner that is affordable, flexible and make the most of shared accommodation and services such as info shops and libraries.

Community Impact

- 5 Tourism plays a vital role in the economic life of the county. Tourism services play a key role in promoting the county as a destination and in supporting tourism related businesses.

Financial Implications

- 6 All costs must be met from within existing budgets.

Legal Implications

- 7 None

Risk Management

- 8 Failure to provide effective tourism services would impact on the economic life of the county. The Executive's response to the recommendations made by Scrutiny seeks to balance this against finite budgets and existing policy.

Consultees

- 9 None

Appendices

- 10 **Appendix 1 Recommendations arising from Scrutiny review of Tourism**
Appendix 2 Scrutiny Review of Tourism

Background Papers

- None identified