



SCRUTINY COMMISSION – 2 MAY 2012

REVIEW OF TOURISM SUPPORT SERVICES

REPORT OF THE CHIEF EXECUTIVE

Purpose of Report

1. The purpose of this report is to update the Commission on the impending conclusion of the Review of Tourism Support Services.

Policy Framework and previous decisions

2. The Commission has previously looked at the County's tourism offering with a presentation delivered by Leicestershire Promotions Ltd. (LPL) at its meeting on 10 November 2010.

Background

3. The Council currently provides £195,000 to LPL to provide a range of tourism support services, including online marketing activity, the running of a series of campaigns (eg. Stay, Play and Explore), support for business tourism (eg. conference bidding), the development of the area's 'group travel' offer, and production of publications. A 30% reduction to the contribution (previously £289,000) took effect in April 2011.
4. The contract has been extended until March 2103 and discussions are underway regarding the detailed activities to be carried out in 2012/13. As part of this LPL are developing county-specific performance indicators.
5. The Review will inform the provision of tourism support services from April 2013. The report to Cabinet on May 8th will summarise the conclusions of the Review and make recommendations regarding the procurement process and the specification for the service to be provided from April 2013. That report will be circulated to members of the Commission as soon as it is available.

Consultations

6. The Review has involved a desktop research exercise, stakeholder interviews with local tourism businesses, partner organisations and

adjoining local authorities, and two stakeholder workshops. The Review has been overseen by a partnership board of Council officers and representatives from three district councils.

Timetable for decisions

7. The Review of Tourism Support Services will be considered by Cabinet on 8 May 2012 alongside the comments of the Commission.

Background papers

8. None.

Circulation under the Local Issues Alert Procedure

9. None.

Officer to contact

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