

Overview and Scrutiny Task Group - Town Centre Vitality

Agenda and Reports
for consideration on

**Thursday, 24th September
2009**

in Committee Room No. 1, Town Hall, Chorley

At 6.30 pm



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28 August 2009

Dear Councillor

OVERVIEW AND SCRUTINY TASK GROUP - TOWN CENTRE VITALITY - THURSDAY, 24TH SEPTEMBER 2009

You are invited to attend a meeting of the Overview and Scrutiny Task Group - Town Centre Vitality to be held in Committee Room No. 1, Town Hall, Chorley on Thursday, 24th September 2009 commencing at 6.30 pm.

AGENDA

1. **Apologies for absence**
2. **Declarations of Any Interests**

Members are reminded of their responsibility to declare any personal interest in respect of matters contained in this agenda. If the interest arises **only** as result of your membership of another public body or one to which you have been appointed by the Council then you only need to declare it if you intend to speak.

If the personal interest is a prejudicial interest, you must withdraw from the meeting. Normally you should leave the room before the business starts to be discussed. You do, however, have the same right to speak as a member of the public and may remain in the room to enable you to exercise that right and then leave immediately. In either case you must not seek to improperly influence a decision on the matter.

3. **Minutes of last meeting (Pages 1 - 4)**

To confirm as a correct record the minutes of the last meeting of the Town Centre Overview and Scrutiny Task Group held on 20 August 2009 (enclosed).

4. **Scoping of the Review (Pages 5 - 8)**

The overview and scrutiny inquiry project outline, which sets out the terms of reference and aims and objectives of the town centre review, as agreed at the first two meetings of the Task Group, is enclosed for Members' endorsement.

5. **Marketing and Promotion of the Town Centre (Pages 9 - 12)**

The principal purpose of the meeting will be to consider issues relating to the marketing and promotion of the Town Centre.

The Task Group may wish to consider, amongst other factors, the effectiveness of current marketing strategies; suggestions for alternative marketing policies; and plans for future events and initiatives.

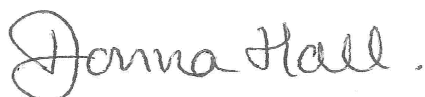
A copy of a note prepared by the Head of Communications, Marketing and Tourism which outlines the work and action that has been instigated by the Council's Communications and Marketing Team since the publication of the findings of the last scrutiny review of the Markets in 2004, is attached as a discussion document.

Louise Finch (Acting Communications Manager), Cath Burns (Head of Economic Development) and Conrad Heald (Town Centre Manager) will attend the meeting to advise the Group of present policies and practices and future proposals. There will be an opportunity to question the Officers and determine whether any specific recommendations should be made at this or a subsequent meeting.

6. **Date of next meeting**

The next meeting of the Town Centre Overview and Scrutiny Task Group is scheduled to be held on Thursday, 8 October 2009. The topic area for discussion will be agreed with the Chair.

Yours sincerely



Donna Hall
Chief Executive

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Democratic and Member Services Officer
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Distribution

1. Agenda and reports to all Members of the Overview and Scrutiny Task Group - Town Centre Vitality (Councillor Peter Wilson (Chair) and Councillors Julia Berry, Alistair Bradley, Anthony Gee, Marie Gray, Pat Haughton, June Molyneaux, Iris Smith and Stella Walsh) for attendance.
2. Agenda and reports to Jane Meek (Corporate Director (Business)), Cath Burns (Head of Economic Development), Peter McAnespie (Planning Policy and Urban Design Team Leader), Conrad Heald (Town Centre Manager), Louise Finch (Acting Head of Communications), Carol Russell (Head of Democratic Services) and Tony Uren (Democratic and Member Services Officer) for attendance.

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ان معلومات کا ترجمہ آپکی اپنی زبان میں بھی کیا جاسکتا ہے۔ یہ خدمت استعمال کرنے کیلئے براہ مہربانی اس نمبر پر ٹیلیفون
کیجئے: 01257 515823