

# Overview and Scrutiny Task Group - Tourism and Promoting Chorley

**Wednesday, 14 September 2011**

**Present:** Councillor Peter Wilson (Chair) and Julia Berry, Marie Gray, Paul Leadbetter, Marion Lowe, June Molyneaux, Mark Perks and Geoffrey Russell

**Also in attendance:** Chris Sinnott (Head of Policy and Communications) and Dianne Scambler (Democratic and Member Services Officer)

## **07.CCS.01 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Matthew Crow and Steve Holgate.

## **07.CCS.02 DECLARATIONS OF ANY INTERESTS**

Councillor Marion Lowe reported that she was the Chair of the Friends of Astley Hall.

## **07.CCS.03 TOURISM AND PROMOTING CHORLEY REVIEW**

In scoping the Review, the Members had an open discussion and agreed that its main objective should be to further develop Chorley as a tourist destination by promoting the Boroughs key assets and events and to identify other opportunities for making the Borough more attractive to outside visitors.

To promote the Borough as a tourist destination the following course of action was AGREED

1. That Chorley's key assets be identified around the Borough, for example Astley Hall and Park, Rivington, Yarrow Valley Park and Cuerden, etc
2. The key events in the calendar be identified that might attract visitors to Chorley, for example, Picnic in the Park, Big Drum Day, the Christmas Lights Switch On, etc
3. To look at any other opportunities that may exist to maximise the promotion of Chorley, including through partnership working.
4. That the Council looks to promote Chorley in the best possible way to encourage more visitors to the town centre and its surrounding villages.

It was AGREED that the scoping document would be drawn up and brought back to the next meeting for approval by the Group.

## **07.CCS.04 DATES OF NEXT MEETINGS**

The following two dates were AGREED for subsequent meetings of the Group:

Wednesday 12 October 2011 at 6.00pm

Wednesday 9 November at 6.00pm

Chair