



# Overview and Scrutiny Task Group - Tourism and Promoting Chorley

Agenda and Reports

For consideration on

**Wednesday, 22nd February  
2012**

In Committee Room 1, Town Hall, Chorley

At 6.00 pm

This page is intentionally left blank

13 February 2012

Dear Colleague

**OVERVIEW AND SCRUTINY TASK GROUP - TOURISM AND PROMOTING CHORLEY - WEDNESDAY, 22ND FEBRUARY 2012**

You are invited to attend a meeting of the Overview and Scrutiny Task Group - Tourism and Promoting Chorley to be held in Committee Room 1, Town Hall, Chorley on Wednesday, 22nd February 2012 commencing at 6.00 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. **Questions to the representatives** (Pages 1 - 4)

As agreed at the last meeting of the Group, representatives from the following organisations have been invited to attend and answer questions about their involvement in tourism.

- Chorley Council – Chris Bryan, Astley Hall and Arts Officer
- Lancashire County Council – Ian Watson, Head of Cultural Services
- United Utilities – Neville Kidd, Rivington Manager

Questions have been drafted for the representatives of Chorley Council and Lancashire County Council and will be sent to the invitees in advance of the meeting. A copy is enclosed for Members information.

A copy of the written responses to the questions submitted to United Utilities is also enclosed for your information.

Members requested that a representative from United Utilities be invited to the next meeting of the Group, to discuss the answers given in more detail

4. **Any other item(s) that the Chair decides is/are urgent**

Yours sincerely



Gary Hall  
Chief Executive

Dianne Scambler  
Democratic and Member Services Officer  
E-mail: [dianne.scambler@chorley.gov.uk](mailto:dianne.scambler@chorley.gov.uk)  
Tel: (01257) 5151034  
Fax: (01257) 515150

**Distribution**

1. Agenda and reports to all Members of the Overview and Scrutiny Task Group - Tourism and Promoting Chorley (Peter Wilson (Chair) and Matthew Crow, Marie Gray, Steve Holgate, Paul Leadbetter, Marion Lowe, June Molyneaux, Mark Perks and Geoffrey Russell for attendance.
2. Agenda and reports to Chris Sinnott (Head of Policy and Communications) and Dianne Scambler (Democratic and Member Services Officer) for attendance.

**This information can be made available to you in larger print or on audio tape, or translated into your own language. Please telephone 01257 515118 to access this service.**

આ માહિતીનો અનુવાદ આપની પોતાની ભાષામાં કરી શકાય છે. આ સેવા સરળતાથી મેળવવા માટે કૃપા કરી, આ નંબર પર ફોન કરો: 01257 515822

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

This page is intentionally left blank

**Questions for representatives invited to the Tourism and Promoting Chorley Task Group meeting  
on 22 February 2012**

**Questions to Chorley Council, Astley Hall representative – Chris Bryan**

1. Do we currently gather any information about where visitors to the Hall and events in the walled garden travel from? If not, do you think it would be practical to do this?
2. Have you got any suggestions for how the Hall could be marketed to visitors from outside the borough?
3. Are there any plans to use the Hall and coach house more extensively for weddings and conferences?
4. What are the key limiting factors for hosting events in Astley Park?
5. Do we do work with accommodation providers in the surrounding area to encourage people staying in hotels to visit the hall and park?
6. Does the Hall and surrounding area have a business plan used to secure visitors?

**Questions to Lancashire County Council representative – Ian Watson**

1. What do you think the key asset is in the borough to encourage tourism (visitors from outside the borough)?
2. Is there anything that the Council is doing at the moment that you think hinders tourism?
3. How could we better work together to encourage tourism in Chorley?
4. What is the role of Lancashire County Council in providing tourism information in the local library?

This page is intentionally left blank



**Questions to the United Utilities representatives – written responses provided by Hazel Gregory****1. What links do you have with other local authorities?**

United Utilities works closely with all Local Authorities within the West Pennine Moors Partnership, this includes Chorley. UU produces reports and attends the various Local Advisory Group meetings inc Rivington and Brinscall and also attends any WPM officer meetings. In the Rivington area UU works especially close to Ian Heywood – Heritage Officer at Chorley and the Neighbourhood Officers to deal with any dog fouling, lost dogs and flytipping issues.

**2. Do you have any ways of working with these Councils that we could benefit from?**

Chorley is included in the WPM partnership.

**3. Do you have strategy in place to encourage visitors/the use of the Rivington area? If so, what are the main objectives?**

Rivington is already extremely popular with visitors, the area cannot cope with the vehicular traffic that already visits the area, we do not actively advertise to attract additional visitors. Information is available on the UU web site concerning all our sites, this includes Rivington. We are in the process of updating the information available on Rivington – onsite interpretation and on the website.

**4. What do you think the key attributes of the Rivington area are that attracts visitors?**

Rivington has many facilities – toilets, cafés, parking, along with its history and areas of interest including Rivington Terraced Gardens, Liverpool Castle, Rivington Pike. There are many footpaths and bridleways enabling a variety of recreational pursuits from easy family walks, gentle bike rides through to rambling across the moors and connections to long distance bridleway routes and the recently established Go Ape course.

**5. Is there anything that the Council is doing at the moment that you think hinders tourism?****6. Is there anything that the Council could do to help encourage more tourists to visit your attraction?**

Public transport is poor to most rural areas; the provision of a regular bus service to the area would vastly improve access for those without their own transport and reduce the number of cars in the area. A better bus service to countryside areas in general would enable the public to visit other areas too and take some of the visitor pressure away from Rivington. The Public Rights of Way in the area are the responsibility of the council to maintain – more work on these would improve the visitor experience and make it safer for the visitors. Rivington Pike is owned by Chorley Council this is visited by thousands of people on Good Friday each year yet there are no staff from Chorley present on this day neither do Chorley assist with the clean up involved on the Saturday.

Just to reiterate Rivington has approx 1 million visitors a year, the parking available does not meet the demand of weekends and bank holidays. People Park all over including roadside verges – making them rutted and unsightly, grid lock occurs by people parking badly resulting with restricted vehicle access to only 1 vehicle so it causes many problems. Vehicles are compacting tree roots where they are parking on verges which can lead to disease and ultimately the tree can become unstable and therefore will be felled. Without a regular public transport service and potentially increased parking Rivington cannot withstand an increase in visitor numbers.

This page is intentionally left blank