

## OVERVIEW AND SCRUTINY INQUIRY PROJECT OUTLINE

**Review Topic:** TOURISM AND PROMOTING CHORLEY

**Objectives:**

To further develop Chorley as a tourist destination by promoting the Borough's key assets and events and identifying other opportunities for making the Borough more attractive to outside visitors

**Desired Outcomes:**

A Corporate Directive for promoting Tourism in Chorley

**Terms of Reference:**

To promote the Borough as a tourist destination by:

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

**Equality and diversity implications:**

None

**Risks:**

That the review extends beyond its remit.

**Venue(s):** Committee Room 1, Town Hall

**Timescale:** 6 months

**Start:** September 2011

**Finish:** March 2012

## Information Requirements and Sources:

### Documents/evidence: (what/why?)

Final Report of the Town Centre Vitality Review and subsequent Monitoring Reports  
Statistical information about numbers of tourist to events and attractions in Chorley  
List of Chorley's key assets and events with brief description

### Witnesses: (who, why?)

#### Internal Officers

Chris Bryan – Astley Hall and Arts Officer  
Andy Brown – Parks and Open Spaces Officer  
Conrad Heald – Town Centre and Markets Manager

#### External Representative's

Chamber of Trade  
Camelot  
Cuerden Valley Trust  
Cados – Chorley Little Theatre  
United Utilities (activities in Rivington)  
Booths Supermarket (sponsorship)  
Lancashire County Council – Tourism Lead Officer

### Consultation/Research: (what, why, who?)

Views from the Town Centre Forum  
Wigan Metropolitan Borough Council – Haigh Hall

### Site Visits: (where, why, when?)

### Officer Support:

**Lead Officer:** Chris Sinnott – Head of Policy and Communications  
Teri Jones – Communications Manager

**Democratic & Member Services Officer:** Dianne Scambler

### Likely Budget Requirements:

<u>Purpose</u>	£
<b>Total</b>	_____

### Target Body<sup>1</sup> for Findings/Recommendations

(Eg Executive Cabinet, Council, partner)

<sup>1</sup> All project outcomes require the approval of Overview and Scrutiny Committee before progressing