

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. How 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 Manager
Conrad Heald – Town Centre and Markets Manager
Louise Finch – Events and Marketing 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> | £ |
|----------------|-------|
| Total | _____ |

Target Body¹ for Findings/Recommendations

(Eg Executive Cabinet, Council, partner)

¹ All project outcomes require the approval of Overview and Scrutiny Committee before progressing