

PENDLE BOROUGH COUNCIL
2016/17 GENERAL FUND REVENUE BUDGET – SAVINGS PROPOSAL

1. SERVICE	Housing, Health and Economic Development Services
2. IMPLEMENTATION DATE:	1/4/16
3. CORPORATE PRIORITY	Working with partners and the community to sustain services of good value Maintaining a sustainable, resilient and efficient organisation
4. TITLE OF PROPOSAL	Reducing the cost of Tourism

5. BRIEF DESCRIPTION OF PROPOSAL:
Savings, estimated at £3,000, could be made by moving the Visitor Guide to a digital document as opposed to paper. The saving would come from a reduction in distribution and postage costs.

6. FINANCIAL IMPLICATIONS (NET ADDITIONAL SAVINGS)

	2016/17 £	2017/18 £	2018/19 £
Revenue	3,000	0	0
Capital	0	0	0

7. IMPACT ON SERVICE PROVISION, IMPLEMENTATION AND OTHER ISSUES
<p>In approving the budget for 2015/16 Council agreed to a proposal to reduce the budget for tourism development and promotion. Savings of £17,520 have been implemented in the current year with a further £3k now proposed for 2016/17. If agreed, the residual budget available to support tourism next year would be £23,500.</p> <p>Currently 40,000 copies of the Visitor Guide are produced.</p> <p>Approximately 23,000 are distributed throughout the North of England, (mainly to Tourist Information Centres but also motorway areas and accommodation) by Northern Print Distribution.</p> <p>Approximately 5,000 are distributed in the South of England by Take One Media.</p> <p>Approximately 3,000 are distributed by post, enquiries coming from direct mail campaigns.</p> <p>The remaining 9,000 are distributed direct from the Discover Pendle Centre.</p> <p>Saving £3,000 would mean limiting physical distribution to local outlets but the guide would be available to view and download from the website.</p>