

**REPORT OF:** HOUSING, HEALTH AND ECONOMIC DEVELOPMENT  
SERVICES MANAGER

**TO:** EXECUTIVE

**DATES:** 25<sup>th</sup> May 2017

**Report Author:** Mike Williams  
**Tel** 01282 661963  
**E-mail:** michael.williams@pendle.gov.uk

## **A VISITOR ECONOMY PLAN FOR PENDLE 2017/18**

### **PURPOSE OF REPORT**

1. To report on the progress of the Visitor Economy Plan for 2016-17.
2. To seek approval of the Council's Executive for the 2017-18 Visitor Economy Plan for Pendle.

### **RECOMMENDATIONS**

- (1) That the Council's Executive notes the progress and achievements of the Visitor Economy Plan for 2016-17.
- (2) That the Council approves the new Visitor Economy Plan for Pendle for 2017-18.

### **REASONS FOR RECOMMENDATIONS**

- (1) To allow for the progress of the 2016-17 plan to be monitored.
- (2) To build on the progress of the 2016-17 plan in order to continue the successful development of actions which will support and improve the visitor economy in Pendle.

### **BACKGROUND**

1. In January 2016 Marketing Lancashire produced a Visitor Economy Strategy for Lancashire. In order that Pendle aligned its visitor economy activity with the Lancashire Visitor Economy Strategy Pendle proposed a Visitor Economy Plan for Pendle which was approved by the Council's Executive in March 2016.

2. The plan included targeted actions, both promotional and developmental, aimed at increasing visitor economy activity. The plan was meant as an active strategy renewable every year. This allows for better monitoring and progression of the Council's activity. To that end the Council's Tourism Officer has drawn up a Visitor Economy Plan for 2017-18. The plan combines a report on the progress of 2016-17 activities, as well as providing a plan to tackle 2017-18 activities.

## ISSUES

3. Economic growth is part of the Council's Strategic Plan, as well as the Jobs & Growth Strategy. The Visitor Economy forms an important part of those growth plans. It generates money and jobs and helps strengthen and diversify the local economy. It also helps create better quality of life for residents as well as visitors.

4. To increase visitor economy activity with a reducing budget we have prioritised areas where we think we can maximise our outputs by concentrating on Pendle's product strength's and core messages. We have developed a very positive multi-channel approach to promoting the area. Namely whilst enhancing our digital promotion, we have recognised the importance of printed matter at local venues, including businesses, countryside centres, information points, museums, cafes, shops, etc. and try and tailor our methods and messages appropriately to the audiences we are trying to reach.

## IMPLICATIONS

**Policy:** Economic growth is part of the Council's Strategic Plan, as well as the Jobs & Growth Strategy. Tourism or the Visitor Economy forms an important part of those growth plans.

**Financial:** All elements of this plan can be met from the tourism budget.

**Legal:** None

**Risk Management:** None

**Health and Safety:** None

**Climate Change:** None

**Community Safety:** None

**Equality and Diversity:** None

## Appendix

Pendle's Visitor Economy Plan 2017-18

## Background Papers