

REPORT OF THE COMMUNITY OVERVIEW & SCRUTINY COMMITTEE – 11 MAY 2004

1 TOURISM STUDY – A SUGGESTED WAY FORWARD

1.1 This item of business was referred by the Community Overview & Scrutiny Committee on 11 May to Council with the recommendation that a tourism study, as outlined in the report, be funded from the 2004/05 Budget allocation. A copy of the officer's report is appended.

1.2 Members had agreed that the consultant should be asked to identify the top six priorities. This should include suggestions around funding opportunities.

1.3 Actions endorsed by Members would be fed into the budget process in the autumn.

1.4 Members made a number of suggestions around improving tourism within the District as follows:-

- Better signage.
- Improved advertising using leaflets.
- Work in conjunction with other districts and bodies, particularly Thames Gateway and local Tourist offices.
- Emphasise our heritage.
- Provide information around facilities available close to tourist sites, such as food outlets and car parking.
- Provision of heritage/town walk leaflets.

1.5 It is proposed that Council **RESOLVES**

That a tourism study, as outlined in the report, be funded from the 2004/05 Budget allocation. (CE)

Sarah Fowler

Head of Administrative & Member Services

Background Papers:

None

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