

<b>Council Meeting</b>		<b>Agenda Item:</b>
<b>Meeting Date</b>	15 February 2017	
<b>Report Title</b>	Scrutiny Review of Leisure and Tourism	
<b>Cabinet Member</b>	Cllr Andrew Bowles, Leader of the Council	
<b>SMT Lead</b>	Mark Radford, Acting Chief Executive	
<b>Head of Service</b>	N/A	
<b>Lead Officer</b>	N/A	
<b>Key Decision</b>	No	
<b>Classification</b>	Open	
<b>Forward Plan</b>	<b>Reference number:</b>	
<b>Recommendations</b>	1. Council is asked to note the recommendations made by Scrutiny Committee on their review of Leisure and Tourism and Cabinet's response to them.	

## **1 Purpose of Report and Executive Summary**

- 1.1 The purpose of this report is for Council to note the recommendations made by the Scrutiny Committee in their report on Leisure and Tourism, and Cabinet's response to those recommendations.

## **2 Background**

- 2.1 The Scrutiny Committee established a Task and Finish Group (TFG) to review whether the Council was making the most of Swale's leisure and tourism offer in order to encourage people to visit the Borough.
- 2.2 The review was conducted principally through a number of meetings between the TFG and people from the local tourism sector and officers at Swale Borough Council. Members of the TFG also took the opportunity of visiting other local authorities in the South East.
- 2.3 The final report of the review was agreed by the Scrutiny Committee on 12 October 2016 and it was submitted to Cabinet on 7 December 2016. Cabinet agreed its response to the report's recommendations at its meeting on 1 February 2017.

## **3 Proposals**

- 3.1 The Scrutiny Committee's recommendations and Cabinet's response to them are set out in Appendix I.

## 4 Alternative Options

4.1 None.

## 5 Consultation Undertaken or Proposed

5.1 The Scrutiny Committee's Task and Finish Group consulted widely with people and organisations from the local tourism sector in Swale, and further afield, before reaching their findings. The responses were considered through Cabinet and officer discussions.

## 6 Implications

Issue	Implications
Corporate Plan	The subject matter supports Priority Theme One: A Borough to be proud of.
Financial, Resource and Property	The report makes a number of recommendations for increasing funding to further support the promotion of tourism to Swale.
Legal and Statutory	None. Tourism activity is a discretionary service.
Crime and Disorder	None.
Sustainability	The report makes several recommendations for further promoting sustainable tourism.
Health and Wellbeing	None.
Risk Management and Health and Safety	None.
Equality and Diversity	None.

## 7 Appendices

7.1 The following documents are to be published with this report and form part of the report:

- Appendix I: Scrutiny Committee's recommendations on leisure and tourism, together with Cabinet's response.

## **8 Background Papers**

The Scrutiny Committee's report was submitted to Cabinet on 7 December 2016:

<http://services.swale.gov.uk/meetings/documents/s6587/Item%207%20Leisure%20and%20tourism%20review%20-%20Report%20to%20Cabinet.pdf>