

Western Lake District Tourism Partnership

Head of Service: Tim Capper, Heads of Democratic Services

Report Author: Neil White, Scrutiny Support Officer

Recommendation: that the presentation from the Western Lake District Tourism Partnership be received and considered.

BACKGROUND

The Committee will recall that at its meeting on 7 April 2008 it heard from Cumbria Tourism on its 10 year tourism strategy for Cumbria and agreed that West Coast Tourism Partnership be invited to attend a future meeting of the committee.

Lucy Wilson, Marketing Manager at the Western Lake District Tourism Partnership will be attending the meeting to give a presentation on the current work of the Western Lake District Tourism Partnership and what it has achieved and also to discuss opportunities for the Partnership to develop the marketing and promotion work it does.

List of Appendices

None

List of Background Documents:

None