

**EXECUTIVE REPORT**

**DEPUTY LEADER'S PORTFOLIO**

**COUNCILLOR M ASHBROOK – PORTFOLIO HOLDER**

**Western Lake District Tourism Partnership**

1. The Economic and Tourism Development Unit are working with colleagues at Allerdale Borough Council to develop tourism in West Cumbria.

At present we are drafting a Service Level Agreement jointly with Allerdale for the provision of tourism management services from the Western Lakes Partnership. This is part of Copeland Borough Council's conditions for financial support for the work of the partnership for the next 3 years. The partnership will continue to focus on marketing the Western Lake District using a key activities profile agreed by both local authorities.

Western Lake District Tourism Partnership will create 2 new positions, one part time marketing specialist and an administrator, and these positions are currently being advertised. The new recruits will start on 1<sup>st</sup> April 2006 and will be line managed through Cumbria Tourist Board.

**Cleator Moor Co-Op**

The project is still on schedule for completion on the 16th April 2006.

As part of encouraging the the involvement of local people and businesses the Council's Community Renewal Manager will be making a presentation with Cleator Moor Business Centre to the Cleator Moor Neighbourhood Forum on the 16th February on progress of the Co-op. It is intended that the local community are informed of progress and how we intend to manage the facility after completion.

**CPA**

The Council's work on the CPA continues and on 11 January a meeting with the External Auditor provided some preliminary feedback on the first Use of Resources assessment. The Auditor recognised a lot of progress and systems and processes were in place. However the Council still needs to improve a number of things including having a more modern financial information system, financial management of partnerships, risk management and linking budget and service planning and reporting.

The Council will receive its Use of Resources judgement in March, and it will be reported in the Auditor's Annual Letter.

The annual Direction of Travel Statement will be progressed in January and the results of that will also be included in the Auditor's Annual Letter.

### **World Heritage Site Status**

The Executive has recently considered a report on a proposal to seek World Heritage Site status for the Lake District National Park. While we would like to be positive about the proposal there are concerns that WHS status could make it even more difficult for developments such as those linked to tourism to take place within the Park and its surrounding area. It could be used as an opportunity to encourage visitors to the West. We are hoping to receive more information from the National Park Authority, particularly regarding the draft Management Plan. There is a further meeting on 27<sup>th</sup> of January, chaired by Lord Clark of Windermere, when a decision will be taken on whether or not to proceed. I will update members on progress verbally at Council.

## **2 EXECUTIVE DECISIONS RECOMMENDED TO COUNCIL**

**None**

## **3 EXECUTIVE DECISIONS REPORTED FOR INFORMATION ONLY**

**Subject:** Forward Plan

**Date of Decision:** 6 December 2005

**Decision Reference:** EXE/05/0109

**Context:** To consider the forward plan of Key decisions December 2005 – March 2006

**Decision: That the Forward Plan of Key Decisions be noted**

**Subject:** Review of Best Value Performance Indicators for the Second Quarter

**Date of Decision:** 6 December 2005

Decision Reference: EXE/05/0111

**Context:** This report summarises Copeland's performance against Best Value Performance Indicators for the period Apr-Sept 05. During consideration of this item Members asked for the action sheet to include who and when the actions are to be undertaken.

**Decision**

**That a) the report be noted: and**

**b) the actions as detailed in the report be agreed.**

**Subject:** Cumbria Inward Investment Agency

**Date of Decision:** 6 December 2005

**Decision Reference:** EXE/05/0117

**Context:** This report seeks the Executive's views on selling its share in the CIIA and seeks to identify how the Council would wish to be involved in its successor organisation

**Decision**

**That subject to the County Council agreeing to the Borough Council having a seat on the Board;**

**a) the recommendation that the Council sells its share in the current CIIA company be approved;**

**b) the Council continue to fund inward investment activities through the new organisation as detailed in the report and consider options three and four at annual reviews; and**

**c) £ 20,000 be found from contingencies to provide funding for a 12 month period and reviewed after 6 months.**