

Western Lake District Tourism Partnership Performance

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| <p>Summary: To update Members on the performance of the Western Lake District Tourism Partnership and look ahead</p> |
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Recommendation: that the Committee reviews performance of the partnership against the SLA in the current year.

The Western Lake District Tourism Partnership (WLDTP) is a private sector funded organisation, whose main funders are Allerdale Borough Council, Copeland Borough Council and the West Cumbria Development Fund. The Council uses the services of the WLDTP for the purpose of marketing and developing tourism in the areas of Allerdale and Copeland

There is an agreement between Copeland Borough Council, Allerdale Borough Council and the WLDTP which sets out levels of service, details of which are included in the report. The terms of the agreement and the funding arrangements need to be ratified on an annual basis subject to approval of budget bids.

Fiona Tubman, Marketing Specialist and Lucy Wilson, Marketing Administrator of the Tourism Partnership will present Members with an update on the performance of the WLDTP and proposed aims for 2007/08. This report includes a full year marketing plan for 2007 and outlines services which have been provided from April 2006 - January 2007. The attached information is intended to be back-up material to the presentation.

The OSC is asked to review the performance against SLA for the 2006/2007 year.