

THE TOURISM AND CONSERVATION PARTNERSHIP

EXECUTIVE MEMBER: Deputy Leader Councillor Cath Giel
T Knowles
LEAD OFFICER: Mike Tichford
REPORT AUTHOR: Carol Robertson

Summary and Recommendation: Members are requested to approve the continuation of support for the second year of the three year agreement to the Membership of the Tourism & Conservation Partnership.

1. INTRODUCTION

- 1.1 A report was taken to Executive on 4th April 2006 outlining the work of The Tourism & Conservation Partnership (TCP) and Members agreed to take out a corporate membership for a 3 year period subject to funding being available and the receipt of satisfactory progress reports on work under in the borough.

2. ARGUMENT

- 2.1 A progress report has been produced by the TCP outlining all their activities in the borough in 2006/7 and this is attached as Appendix A. It is clear that they have undertaken a considerable amount of work and this is partly as a result of the funding they have received from Copeland.
- 2.2 It is important that conservation support becomes the norm for visitors and tourism relating businesses whilst fostering and facilitating environmental best practice.
- 2.3 In order to achieve these aims the objectives of the Partnership are as follows:
- To fund conservation in the Lake District
 - Maintain an effective non-political forum, which brings together businesses, conservation groups and the local community.
 - Promote awareness that sustainable tourism benefits special landscapes and secures a prosperous future for businesses.

- To share best practice and raise awareness, nationally and internationally through appropriate events and consultancy.
- To communicate effectively that sustainable tourism is successful

3. OPTIONS TO BE CONSIDERED

- 3.1 That Copeland Borough Council continue with the membership for a further year subject to the conditions of last year's approval.
- 3.2 Alternatively, we could withdraw Council membership and accept that less priority will be given to Copeland projects.

4. CONCLUSIONS

- 4.1 The progress report indicates that the TCP have undergone a significant amount of work in the borough which has helped in the development of the tourism sector. Tourism remains an important element in addressing the impact of the run down of the nuclear industry in the future.

5. FINANCIAL AND HUMAN RESOURCES IMPLICATIONS (INCLUDING SOURCES OF FINANCE)

- 5.1 If Members are minded to approve the continuing membership, £1,000 will be found from existing budgets.

6. PROJECT AND RISK MANAGEMENT

- 6.1 This does not apply to this initiative.

7. IMPACT ON CORPORATE PLAN

- 7.1 The initiative will help the Council in its objective of creating a sustainable and healthy economy through improving the borough's tourism offer to visitors. Cumbria's landscape is its key unique selling point for tourists and will only be maintained with resources being put into conservation.

List of Appendices

Appendix A – Funding and Conservation Activity of The Tourism & Conservation Partnership within Copeland

List of Background Documents: Promotional material from The Tourism & Conservation Partnership

List of Consultees: Corporate Team, Cllr ?

CHECKLIST FOR DEALING WITH KEY ISSUES

Please confirm against the issue if the key issues below have been addressed. This can be by either a short narrative or quoting the paragraph number in the report in which it has been covered.

Impact on Crime and Disorder	N/A
Impact on Sustainability	The Partnership's purpose is to connect visitors, tourism businesses and others to the conservation organisations that protect the landscape and manage the impact of visitor pressure. Their fund-raising techniques are hassle free and fruitful and therefore appeal to busy businesses. They include visitor payback, donation boxes, percentage sales income and proceeds from events.
Impact on Rural Proofing	The major impact of the work is in the rural part of the borough.
Health and Safety Implications	N/A
Project and Risk Management	N/A
Impact on Equality and Diversity Issues	N/A
Children and Young Persons Implications	N/A
Human Rights Act Implications	N/A

Please say if this report will require the making of a Key Decision - YES