

EXECUTIVE REPORT

DEPUTY LEADER'S REPORT

COUNCILLOR M ASHBROOK – PORTFOLIO HOLDER

1. KEY ISSUES – PROGRESS REPORT

Tourism

The Beacon & Tourism Services (Compiled 15.3.06)

Visitor Figures for The Beacon during February were 2457, a considerable increase on last year (1884 in February 2005). These figures include paid admissions as well as visitors to the free harbour gallery, café and shop. 708 people **paid** for admission to The Beacon, the highest February figure since 1999.

Tourist Information Centres. Whitehaven TIC received 1838 enquiries in February, a substantial increase on last year's figure (1506 in February 2005). These enquiries include services and information for the local community as well as tourists, especially during the winter months.

Western Lake District Tourism Partnership

The joint SLA has now been signed between Western Lake District Tourism Partnership, Copeland Borough Council, Allerdale Borough Council and Cumbria Tourist Board.

Egremont Tourism Steering Group

Bowles Green Consultants will present the findings of the Egremont Tourism Study Wednesday 19th April at 4pm, Supper Room, Egremont.

TIC Brief Background

A review of Tourist Information Centres in Copeland, has been sent out to consultants to respond by 23rd March, the final study to be completed by 31st May 2006. The study will address the following issues:

- Opportunities to generate additional income
- Location of centres in particular Millom TIC
- Possible impact of closure of LDNP centres on visitor numbers/ staffing
- Future of DMS Service
- Impact of CTB plans for future delivery of service in Cumbria
- Opportunities for developing the service in partnership with another provider
- Future marketing of the TIC service
- Quantify the business benefits of retaining the service and its importance to the wider Tourism Industry, in Copeland.

Copeland Pride Awards

Copeland Pride Awards will take place in April for the 2nd year running will once again include categories for Top Tourist Attraction (Sellafield Visitor Centre 2005)

and Best Accommodation Provider (Georgian House 2005). This year the awards scheme will be promoted through Western Lake District Tourism Partnership to encourage more entries.

Whitehaven Maritime Festival

Dates have now been set for 15-17th June 2007.

The Committee have changed the name to Whitehaven International Maritime Festival in recognition of the representatives from Russia, USA and international visitors.

£150,000 of funding is already secured, Copeland Borough Council £50,000, British Nuclear Group £50,000 and Cumbria County Council £50,000. There is still a shortfall of £200,000. A presentation to potential major sponsors will be held next month at Sellafield Visitor Centre 19th April. Speakers include Leader Cllr Elaine Woodburn, Brian Watson and Barry Snelson.

Customer First

A third meeting of our Stakeholder took place on 7th March. The meeting was well attended and dealt with a range of issues including workshops to help us further develop our action plan. The group was advised of local progress through our action plans, national progress through the LGA "Reputations" project and the Countywide initiative through the Achieving Cumbrian Excellence (ACE) Customer Contact initiative.

The Improvement Board have now approved a revised and extended Project Initiation Document (PID), which extends the project to the end of the year setting specific targets.

One of the themes in this year's ACE programme is Customer Contact. Following a Countywide scoping event on 9th February Copeland hosted the first meeting of the group on 4th April in the Copeland Centre. As a part of the meeting we provided a tour of the Copeland Contact Centre and a short presentation on our Customer Satisfaction work.

CPA – Use Of Resources

Copeland BC's first judgement under the new rules for CPA Use of Resources has shown that Council is performing consistently at a satisfactory level.

The elements of this new regime, which was inspected by the Audit Commission, include:

- Financial reporting
- Financial management
- Financial standing
- Internal control
- Value for money

41 % of county and single tier authorities were found to be in this category, as are all the other Cumbrian authorities bar Eden DC.

Since the assessment was made in autumn 2005, progress has been made in a number of aspects of this area of work, and an action plan is being worked on to seek to improve the judgement for the next year's inspection.

2. EXECUTIVE DECISIONS RECOMMENDED TO COUNCIL

Subject: NPDB Procurement

Date of Decision: 14 March 2006

Decision Reference: EXE/05/173

Context: This report seeks Executive approval to appoint North Country Leisure Ltd to manage the Council's principal Leisure Facilities from 1 April 2006.

Decision:

- a) **The Partnership contract for the management of the Council's Leisure Facilities be awarded to North County Leisure Ltd (NCL);**
- b) **The pensions underfunding for the transferring employees be met by a single payment at a maximum of £240,000, and the Head of Finance and Business Development be authorised to identify the most appropriate source;**
- c) **A Capital Maintenance fund be established at £65,000 p.a with the first years contribution being met by top-slicing the Public Buildings Capital Programme for 06/07; and**
- d) **Executive recommend to Full Council that two Members be appointed to the local management board one of whom should also be nominated to sit on NCL's main charity board.**

3. EXECUTIVE DECISIONS REPORTED FOR INFORMATION ONLY

Subject: Statements of Executive Decisions

Date of Decision: 21 February 2006

Decision Reference: EXE/05/143

Context: Decisions made at the previous meetings requiring formal approval

Decision

That the Statements of decisions made at the meeting held on the 2 February 2006 be agreed as a correct record.

Subject: Forward Plan

Date of Decision: 21 February 2006

Decision Reference: EXE/05/145

Context: To consider the forward plan of key decisions for February-May 2006

Decision

That the Forward Plan of Key Decisions be noted, with the addition noted of one item relating to the Pay and Workforce Strategy.

Subject: Western Lake District Tourism Partnership - SLA

Date of Decision: 21 February 2006

Decision Reference: EXE/05/149

Context:

This report asks the Executive to approve Service Level Agreements with the Western Lake District Tourism Partnership.

Decision

That the Service Level Agreement for 2006-2009 be approved.

Subject: Quarterly Performance Report to Executive

Date of Decision: 21 February 2006

Decision Reference: EXE/05/152

Context: This report in a new format gives an update of progress in the Corporate Plan targets for the period between September to December 2005.

Decision

1) That Executive notes progress against the targets in the Corporate Plan 2005/7 and

2) That Executive notes the BVPI data

Subject: Corporate Plan 2005/07

Date of Decision: 21 February 2006

Decision Reference: EXE/05/153

Decision made by:

Full Executive

Context: This report presents the Council's draft Corporate Plan for consideration and recommendation to the Council

Decision

(a) That the Plan be recommended to Council in June before publication of the Best Value Performance Plan

(b) That the Members agree the recommendations from the OSC in Appendix C

Subject: Statements of Executive Decisions

Date of Decision: 14 March 2006

Decision Reference: EXE/05/170

Context: Decisions made at the previous meetings requiring formal approval

Decision

That the Statements of decisions made at the meeting held on the 21 February 2006 be agreed as a correct record.

Subject: Forward Plan

Date of Decision: 14 March 2006

Decision Reference: EXE/05/174

Context: To consider the forward plan of key decisions for March-June 2006

Decision

That the Forward Plan of Key Decisions be noted