

WESTERN LAKE DISTRICT TOURISM PARTNERSHIP - SLA

EXECUTIVE MEMBER: Cllr M Ashbrook
LEAD OFFICER: Mike Tichford
REPORT AUTHOR: Sherrie Lewthwaite

Summary: Asks the Executive to approve Service Level Agreements with the Western Lake District Tourism Partnership.

Recommendation: That the Service Level Agreements for 2006-2009 shown as Appendix A be approved.

Impact on Delivering in Corporate Objectives Assist delivery of Priority 4 in the Corporate Plan

- PI E4 04 – Support the re-establishment of the Western Lake District Tourism Partnership, delivered under contract by the Cumbria Tourist Board – from April 2006.
- PI E4 05 – Visitor spend (5% increase on previous year for 2006/07)

Impact on other Statutory Objectives (eg crime and disorder, LA21) There is no direct impact on statutory objectives.

Financial and Human Resource Implications: A budget bid of £25,000 for 2006/7 has been agreed. Years 2 & 3 will be subject to budget bids being submitted and delivery against the SLA.

Project and Risk Management Without the SLA the Tourism Partnership would not be properly held to account and may fail to deliver on objectives.

Key Decision Status

- **Financial:** None
- **Ward:** None

Other Ward Implications: None

1. INTRODUCTION

1.1 The Western Lake District Tourism Partnership (WLDTP) is a successor organisation to the West Cumbria Tourism Initiative and was established in 2001 to help market and develop the tourism product in the local government boundary areas of Allerdale and Copeland. It comprises a number of partners from the public and private sectors and draws its funding primarily from Copeland and Allerdale Borough Councils and the West Cumbria Development Fund.

1.2 The Service Level Agreement (SLA Appendix A) sets out the broad terms of the relationship between Copeland Borough Council, Allerdale Borough Council and the WLDTP for a three year period commencing 1 April 2006. It will be reviewed annually

and amended as necessary to reflect any significant changes that either party may wish to incorporate.

2. ARGUMENT

- 2.1 The SLA requires that the grant money is directed at achieving the objectives of the Marketing Plan. (see Appendices B and C) The grant funding is valuable to the Western Lake District Tourism Partnership to help secure addition funding from Allerdale Borough Council, West Cumbria Development Fund and the Private Sector.
- 2.2 The SLA is a joint agreement between Allerdale Borough Council. Copeland Borough Council, , Western Lake District Tourism Partnership and Cumbria Tourist Board. The Cumbria Tourist Board Brand Manager will meet monthly with Partners to review the work of the partnership, maximising our value for money.

3. CONCLUSIONS

- 3.1 It is recommended that the SLA be approved.

List of Appendices

Appendix A – Western Lake District Tourism Partnership SLA
Appendix B – Western Lake District Tourism Partnership Marketing Strategy & Funding Profile
Appendix C – Western Lake District Key Activities Profile

List of Background Documents:

List of Consultees:

Cllr M Ashbrook, Corporate Team,
Cllr Elaine Woodburn