

Cheltenham Borough Council

Social & Community Overview and Scrutiny Committee- 10th June 2009

Economy & Business Improvement Overview and Scrutiny Committee-

18th June 2009

Development of a Marketing & Tourism Strategy

Report of the Assistant Director Wellbeing & Culture

1. Executive Summary and recommendation

1.1 The issue

- 1.1.1** The Council's business plan, approved by Council on 30th March 2009, includes a milestone to produce a marketing and tourism strategy for Cheltenham in order to maximise opportunities to attract UK based and overseas visitors and investors.
- 1.1.2** Following discussion with the chair of the Social and Community Overview and Scrutiny Committee, it is proposed that a small time-limited working group is established to work with officers to develop the strategy which is scheduled to be presented to Cabinet in September.
- 1.1.3** The Economy and Business Improvement Overview and Scrutiny Committee, has also expressed an interest in becoming involved in the development of the strategy and therefore it is proposed that the working group comprises members from both Committees:
- 1.1.4** **I recommend that both Committees nominate 3 members to represent their respective Overview & Scrutiny Committees on the Tourism & Marketing Strategy Working Group.**

1.2 Summary of implications

- 1.2.1** Financial None as a direct result of this report
- 1.2.2** Legal None as a direct result of this report
- 1.2.3** Human Resources None as a direct result of this report

1.3 Implications on corporate and community plan priorities

- 1.4.1.** Contribution to the delivery of Ambition 3 promoting a strong and sustainable

O&S Marketing & Tourism Strategy June

version 1

economy.

1.5 Statement on risk

1.5.1 There is no direct impact on the corporate risk register

Background Papers	Council Business Plan 2009-10
Contact Officer	Sonia Phillips Assistant Director Wellbeing & Culture 01242 774973
Accountability	Cabinet Member Sport & Safety
Scrutiny Function	Social & Community Overview & Scrutiny Committee