

EXTRACT
THE EXECUTIVE
MEETING, 12th JUNE, 2006

Councillor Morris	Leader of the Council – Corporate Resources
Councillor Mrs. Thomas	Deputy Leader of the Council – Children’s Services
Councillor Adia	Development
Councillor J. Byrne	Environmental Services
Councillor Clare	Adult Social Care and Health
Councillor Ibrahim	Culture and Community Safety
Councillor Kay	Schools
Councillor Sherrington	Recycling and Waste Management
Councillor Zaman	Regeneration

Non Voting Members

Councillor Peel

Councillor Critchley

Councillor Mrs. Fairclough

Councillor Morgan

Councillor Rushton

Councillor Cox

Councillor Hayes

Councillor Mrs. Ronson

Councillor David Wilkinson

Officers

Mr. B. Knight	Chief Executive
Mr. S. Arnfield	Director of Corporate Resources
Mr. P. Crosbie Environmental	Assistant Director of Services
Mr. C. Bullough	Head of Commercial Services
Mr. M. Cox	Deputy Director of Commercial Services
Mr. C. Swift and Services	Assistant Director (Policy Resources) Children's
Mr. D. Winstanley	Assistant Chief Executive
Mr. K. Davies	Director of Development and Regeneration
Ms. K. Johnston Research	Corporate Consultation and Manager
Mr. J. Farr	Principal Policy and Improvement Officer

Ms. M. Stoney	Assistant Director of Legal and Democratic Services
Mr. N. White	Head of Tourism
Mr. A. Jennings	Democratic Services Manager
Miss. K. Treadwell	Graduate Trainee Democratic Services Officer

6. BOLTON 2011: A FIVE YEAR TOURISM DEVELOPMENT PLAN

The Director of Development and Regeneration submitted a report which outlined a range of detailed actions needed to achieve the vision of Bolton as a key tourist destination in the North West of England by 2011.

By way of background information, the Executive was informed that production had commenced on the Draft Tourism Strategy in Autumn, 2005 and that during this time consultation was undertaken and the Draft Strategy amended accordingly.

The Executive was informed that the tourist industry welcomed the production of the Strategy Development Plan. The report also stated the economic importance of tourism in the area was becoming increasingly recognised.

In order to meet the vision of Bolton as a tourist destination, the report outlined the 'strategic aims' which included:

- strengthening Bolton's tourism product;
- promoting and positioning the Bolton brand and targeting key markets;
- making it easy accessing Bolton;

- providing a quality experience and excellence in tourism; and
- ensuring effective partnerships and communication.

The Executive was informed that these Strategic Aims would focus future activity, thereby, helping all partners contribute towards the vision of tourism for Bolton.

The report stated that the next step was to convert the Plan to action. This meant ensuring that the Implementation Plan for the Development and Regeneration Department and the Service Improvement Action Plan for the Economic Division (which included the Tourism Unit), together with the Marketing Manchester Business Plan, identified the short, medium and long term actions needed.

Resolved – That the Draft Tourism Strategy, as set out in the report, be approved.