

## **EAST AYRSHIRE COUNCIL**

### **COUNCIL MEETING – 2 MARCH 2006**

#### **AYRSHIRE AND ARRAN TOURISM PARTNERSHIP NOMINATION OF REPRESENTATIVE**

##### **Report by Executive Director of Development and Property Services**

## **1 PURPOSE OF REPORT**

- 1.1** To request the Council to nominate a representative to serve on the Ayrshire & Arran Tourism Partnership.

## **2 BACKGROUND**

- 2.1** At the Statutory Council Meeting on 8 May 2003, the Council appointed the Chair of the Development Services Committee as its representative on the Ayrshire & Arran Tourist Board.
- 2.2** Following a national review of support for the tourism industry, the Scottish Executive introduced regulations which wound up the existing structure of 14 tourist boards, with effect from 31 March 2005.
- 2.3** From 1 April 2005, the work of the former tourist boards was subsumed into a formalised network of local offices of the national agency VisitScotland.
- 2.4** The Scottish Executive also required that within each local area, an Area Tourism Partnership should be established, to include representatives of the tourism industry and the public sector support agencies. The new Area Tourism Partnerships were to become operational from 1 April 2006.
- 2.5** Acknowledging the period of transition from the previous to the new structures, the former Ayrshire and Arran Tourist Board agreed that its serving members would form the Area Tourism Partnership on an interim basis during the financial year 2005/06, to allow adequate discussion to take place on the future membership of the Partnership. This interim arrangement for one year was acceptable to VisitScotland.

## **3 PROPOSED AYRSHIRE AND ARRAN AREA TOURISM PARTNERSHIP**

- 3.1** At the meeting of the interim partnership on 2 February 2006, it was agreed that the Area Tourism Partnership should have 10 members, as follows :

- A representative of each Local Authority; 3
- A representative of the two Enterprise Companies; 2
- A representative of the Federation of Small Businesses; 1
- A representative of the Chamber of Commerce and Industry; 1

- A representative of the Chamber Tourism Forum; 1
  - Two private sector representatives of the tourism industry 2
- 10

**3.2** It was stressed at the meeting of the interim partnership that the representation of Local Authorities should be by Elected Members, with officers attending only in a support role or with the benefit of a proxy in the event of the Elected Member being unable to attend any particular meeting.

**4 FINANCIAL, LEGAL, PERSONNEL AND POLICY IMPLICATIONS**

**4.1** There are no financial, legal, personnel or policy implications arising directly from this report.

**5 RECOMMENDATION**

**5.1** That the Council nominate a representative to serve on the Ayrshire and Arran Tourism Partnership.

**JAMES LAVERY**  
**Executive Director of Development and Property Services**

10.02.2006/jrs

**BACKGROUND PAPERS**

Nil

**For further information please contact JOHN SPOONER, Business Development Manager on Extension 6143.**

**Implementation Officer : JOHN SPOONER**