

Report to the Company Member Cabinet Committee
Meeting to be held on Thursday, 21 December 2023

Report of the Director of Growth and Regeneration

Part I

Electoral Division affected:
(All Divisions);

Corporate Priorities:
Supporting economic growth;

Marketing Lancashire Update
(Appendix 'A' refers)

Contact for further information:
Andy Walker, Tel: 01772 535629, Head of Service, Business Growth
andy.walker@lancashire.gov.uk

Brief Summary

Over the past year, Marketing Lancashire has undergone a period of significant change. This has included: -

- Shareholder concern over the deliverability of the company business plan and financial sustainability leading to a decision to wind up the company
- Executive Leadership change (May)
- The TUPE transfer of the Marketing Lancashire team into LCC (August)
- The scheduled liquidation of the Marketing Lancashire as a company in (Feb 24)
- The successful application to be designated as a new VisitEngland certified Local Visitor Economy Partnership (LVEP) in partnership with VisitBlackpool.

Overall data for the performance of the tourism sector comes through an agreed industry mechanism know as STEAM. Data is significantly lagged and we are only just receiving 2022 data in mid-December 2023. On this basis, it is hard to ascribe any measure of impact to the work of Marketing Lancashire from this point.

Headlines on financial performance as at the end of November 2023, suggests that expenditure is likely to exceed income by around £15,000. This includes the reduction in income from LCC of £200,000.

Further alignment of financial systems and the inclusion of Marketing Lancashire in a wider review of the Business Support Service in 2024/25 should address any



