

## **Marketing Lancashire Limited – Company Number: 05039554**

### **Review of progress in 2022-23 and Forward Plan for 2023-24**

**Overview:** Marketing Lancashire is a not-for-profit, private sector company limited by guarantee and wholly owned by Lancashire County Council, governed by a Board of Directors.

During 2022/23 an organisational review of Marketing Lancashire was undertaken with a proposal submitted to the Marketing Lancashire Board of Directors on 19 April 2023 to agree to transfer all functions of the company to the county council which was approved.

This decision was subsequently approved by the county council in its capacity as sole company member at the meeting of Cabinet on 4 May 2023. It is proposed that staff and their duties are transferred to the County Council, which will involve discussions with other Lancashire local authorities including Blackburn with Darwen Council and Blackpool Council as key partners.

Consideration will also be given to how Marketing Lancashire can continue to build on strong relationships to work collaboratively and appropriately with the private sector in the future.

One possibility would be the establishment of a reshaped board that is best suited to support the submission of a local visitor economy partnership (LVEP) application, which are accredited tourism boards that act as a one-stop shop for visitors to find all they need to know about a local area.

**Lancashire County Council Ownership:** Lancashire County Council is the sole member of Marketing Lancashire Limited so therefore owns 100% of the company.

**Conclusions relating to going concern status:** No status issues raised by the company auditors.

**Lancashire County Council Directors on the Board:** 3 County Councillors – Peter Buckley, Aidy Riggott and Mike Goulthorp.

**Company Contact Details:** Simon Lawrence, Director of Growth and Regeneration, Lancashire County Council, Tel: 01772 533252 Email: [simon.lawrence@lancashire.gov.uk](mailto:simon.lawrence@lancashire.gov.uk)