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E-mail: GNoall@lancaster.gov.uk
Our reference: GN/TS/UB69
Your reference:

Councillor Abbot Bryning,
Leader of Cabinet,

Councillor Shirley Burns,
Cabinet Member with Special Responsibility for Tourism and
Events throughout the District.

HEAD OF DEMOCRATIC SERVICES

Town Hall
Dalton Square
Lancaster
LA1 1PJ

DX 63531

8th April 2009

Dear Councillor,

URGENT BUSINESS – Seven Day per Week Opening of Morecambe Visitor Information Centre - Trial Period

Members are requested to consider the attached report, advising of the need to seek approval to extend the opening hours of the Morecambe Visitor Information Centre (VIC) to 7 days a week as a trial period during the shoulder seasons (spring and autumn) of 2009.

The issue of 7 day per week opening for the Morecambe VIC has been looked at following a request at the Cabinet and MP liaison meeting on 21st April, 2008. The original request was to consider the possibility of Sunday opening throughout the whole year and not just during the summer months. However, it was clear that the financial implications of this would be likely to require budget growth. It is therefore proposed that an initial trial period of extended opening is undertaken to assess the levels of demand and income generation, during the “shoulder” months of the season in April and May, 2009, and the following October and November.

The trial period will allow the full implications of the costs, income and service to the public to be assessed to allow an informed decision to be made about the feasibility of extending 7 day per week opening into 2010. It is possible that one outcome of the trial would be to demonstrate that extended opening in spring (i.e. between Easter and the start of the summer season) could be supported within existing budgets.

The urgency for this decision is to allow implementation one week after Easter on 26th April in order to allow for the 13 additional Sundays proposed in the trial period (the VIC is already open for the 3 bank Holiday Sundays in the spring). There would be 4 additional Sundays in the spring and 9 in the autumn shoulder period (October-November).

The recommendations are:-

- (1) To approve the opening of the Morecambe VIC for 7 days per week as a trial period during April and May, 2009, and during October and November, 2009.**
- (2) That a further report is produced at the end of the trial to consider the feasibility of further extending the 7 days per week operation of Morecambe VIC from the spring of 2010 onwards.**
- (3) That the Overview & Scrutiny Chairman be consulted with a view to waiving call in, in accordance with Overview & Scrutiny Procedure Rule 17, to enable immediate implementation.**

The approval of the Chief Executive in consultation with the Chairman of the Overview and Scrutiny Committee has also been sought to this action in accordance with Overview and Scrutiny Committee Procedure Rule 17(a).

I would be grateful if you could complete the attached slip, signifying whether you are in agreement with the recommendation or not, and return it to the Town Hall as soon as possible. In the meantime, could you please telephone Tom Silvani on 582132, or e-mail tsilvani@lancaster.gov.uk, with your decision.

Yours sincerely,

HEAD OF DEMOCRATIC SERVICES

Enc.

URGENT BUSINESS – Seven Day per Week Opening of Morecambe Visitor Information Centre - Trial Period

Councillor Consultation

*I am/~~am not~~ (***please delete as appropriate**) in agreement with the recommendation:-

- (1) To approve the opening of the Morecambe VIC for 7 days per week as a trial period during April and May, 2009, and during October and November, 2009.
- (2) That a further report is produced at the end of the trial to consider the feasibility of further extending the 7 days per week operation of Morecambe VIC from the spring of 2010 onwards.
- (3) That the Overview & Scrutiny Chairman be consulted with a view to waiving call in, in accordance with Overview & Scrutiny Procedure Rule 17, to enable immediate implementation.

Signed: Shirley Burns -----

Name: Councillor Shirley Burns -----

Position Held: Cabinet Member with Special Responsibility for Tourism and Events throughout the District -----

Dated: 8th April 2009-----

Councillor Consultation

*I am/~~am not~~ (***please delete as appropriate**) in agreement with the recommendation:-

- (1) To approve the opening of the Morecambe VIC for 7 days per week as a trial period during April and May, 2009, and during October and November, 2009.
- (2) That a further report is produced at the end of the trial to consider the feasibility of further extending the 7 days per week operation of Morecambe VIC from the spring of 2010 onwards.
- (3) That the Overview & Scrutiny Chairman be consulted with a view to waiving call in, in accordance with Overview & Scrutiny Procedure Rule 17, to enable immediate implementation.

Signed: Abbott Bryning -----

Name: Councillor Abbott Bryning -----

Position Held: Leader of Cabinet-----

Dated: 9th April 2009-----

Chief Executive Decision

*I agree/~~do not agree~~ (***please delete as appropriate**) to exercise my delegated authority and approve:-

- (1) To approve the opening of the Morecambe VIC for 7 days per week as a trial period during April and May, 2009, and during October and November, 2009.
- (2) That a further report is produced at the end of the trial to consider the feasibility of further extending the 7 days per week operation of Morecambe VIC from the spring of 2010 onwards.
- (3) That the Overview & Scrutiny Chairman be consulted with a view to waiving call in, in accordance with Overview & Scrutiny Procedure Rule 17, to enable immediate implementation.

Signed: Mark Cullinan-----
Chief Executive

Dated: 9th April 2009-----

Please return to: Tom Silvani,
Democratic Services,
Town Hall,
Dalton Square,
LANCASTER. LA1 1PJ

Ref: UB69