

Maidstone Borough Council

Economic & Commercial Development Overview & Scrutiny Committee

Tuesday 22 October 2013

Vision for Visitor Information

Report of: Clare Wood

1. Introduction

- 1.1 In 2012/13 the Economic Development and Regeneration Overview & Scrutiny Committee reviewed the visitor information centre and concluded that that visitors contribute a great deal to Maidstone's economy.

2. Recommendation

- 2.1 The Committee is recommended to interview Cllr Greer, Cabinet Member for Economic & Commercial Development to identify the vision for providing visitor information in the borough.

3. Visitor Information Centre Review Update

- 3.1 In August 2013 the Economic and Commercial Development Overview & scrutiny Committee interviewed Laura Dickson; Tourism Manager to ascertain what changes had been made as a result of the review.
- 3.2 Following this interview the committee requested to see the Cabinet Member for Economic and Commercial Development to give him the opportunity to share his vision for the visitor economy with the committee.

3. Impact on Corporate Objectives

- 3.1 The Committee will consider reports that deliver against the following Council priority:
 - 'For Maidstone to have a growing economy.'
- 3.2 The Strategic Plan sets the Council's key objectives for the medium term and has a range of objectives which support the delivery of the Council's priorities. Actions to deliver these key objectives may therefore include work that the Committee will consider over the next year.