

**THE CALL IN PERIOD FOR THIS DECISION EXPIRES AT 5.00PM ON FRIDAY,
13 JANUARY 2012. THE DECISION CANNOT BE IMPLEMENTED UNTIL AFTER
THAT DATE.**

RECORD OF DECISION TAKEN UNDER DELEGATED POWERS AT COUNTY
HALL, NEWPORT, ISLE OF WIGHT ON THURSDAY, 5 JANUARY 2012

Present: Cllr George Brown – Deputy Leader of the IW Council & Cabinet
Member for the Economy and the Environment

Jonathan Baker – Democratic Services Officer

Item	<u>Consultation on the Principles of a Private Sector Led Destination Management Organisation (Tourist Board) for the Isle Of Wight</u>
Decision reference	48/11
Notice of Decision Published	Tuesday, 20 December 2011
Decision taken	Option (a) - Consult with tourism industry stakeholders on the principles for establishing an industry led DMO as set out in the appendix. Option (e) - Recommendations to be made to the Cabinet' setting out proposals for the Council's continued support for the tourism industry following consultation with stakeholders.
Reason for decision	To support the Council's priority of 'Regeneration and the Economy'
Additional reasons	To be consistent with the Council's aspiration to, "actively pursue the opportunities created by partnerships to commission or deliver services particularly those that engage local communities and use available resources in a more coherent and effective way"
Options considered and rejected	Option (b) - Consult with tourism industry stakeholders on the principles of a developing a new MOU with the CCTI. Option (c) - Agree the principles for establishing an industry led DMO as set out in the appendix without consultation with industry stakeholders. Option (d) - Seek to agree a new MOU with the CCTI without consultation with industry stakeholders.
Declarations of interest	None declared
Additional advice received	None received
Additional information	It was noted that the original published report contained a typographical error whereby the 'Recommendation' section incorrectly referred to 'Option (e)' as 'Option (d)'.