Item 3: Authority Review meetings: Findings and Actions Proposed
25 April, 2018 and 13 June, 2018

1. Purpose of the Report

This report informs members of the recommendations of the Authority Review of Communications at the meeting held on 25 April 2018 and our Review of Visitor Experiences held in the Breamish Valley on 13 June 2018 and seeks endorsement for the actions planned or currently underway to address the recommendations.

2. Recommendations

The Authority is recommended to:

a. Note the findings of the Review meetings held on 25 April and 13 June 2018;

b. Note and consider the response from Leadership Team in respect of the recommendations from these meetings;

c. Endorse the actions planned or currently underway as set out in Appendix 1 to Item 3; and

d. Note the progress in implementing the action plan for the Breamish Valley as set out in Appendix 2 to Item 3.

3. Implications

a. Financial: The recommendations emerging from the Visitor Experience review resulted in a costed action plan being tabled to the Authority meeting in July 2018. This meeting agreed a budget of up to £10,500 to fund the implementation of the plan. It is anticipated that the remainder of the actions proposed in Appendix 1 can be managed within the medium term budget.

b. Equality: None

4. Background

a. The theme for the Authority Review meeting held on 25 April 2018 was Communications. This review involved Fusion PR who provide communication and PR support to the Authority. This was a very positive review which recognised the step change which has taken place in the Authority’s external awareness and profile. Key findings were to ensure we have metrics to measure the impact of our communications, and the need for a similar step change to be achieved for our communications with local communities.

b. The 25 April review meeting also involved a review of findings and recommendations from previous meetings and resulted in an action for the Review Chair and CEO to consider progress from earlier reviews that remained outstanding and that these should be brought forward to the revised list of actions to be considered by Leadership Team.

c. The theme of the Authority Review meeting held on 13 June was Visitor Experience. This review was held in the Breamish Valley with members having the opportunity to sample visitor provision and visitor experience.
5. **Response to Key findings**

   a. The response of the Leadership Team to the findings of these reviews is set out in Appendix 1 to Item 3.

   b. A key outcome of the Visitor Experience review was a request for an action plan to be considered at the Annual meeting in July for resourcing and early implementation. This plan was approved by members and good progress on implementation has already been achieved as detailed in Appendix 2 to item 3.

6. **Conclusion**

   a. Members are asked to note the findings of the Review Group, consider the responses from Leadership Team and endorse the actions as set out in Appendix 1 to this report and note the progress on the Breamish Valley Action Plan set out at Appendix 2 to Item 3.

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**Background papers:** None