

**REPORT OF DIRECTOR OF RECREATION, MARKETING &
COMMUNICATIONS**

**SUBJECT:
UPDATE ON REVIEW OF PCNPA VISITOR CENTRES AND ATTRACTIONS**

Background

The Park Authority faces ongoing budget restrictions in coming years. As a result, in July 2010 the Senior Management Team (SMT) instigated an internal review of operations with key staff across the organisation followed by Member's workshops in both September and December 2010. The review utilised a 'results based accountability' (RBA¹) process to identify opportunities for efficiency savings and to ensure that PCNPA services meet the needs of our communities, customers and stakeholders both now and in the future.

The conclusions of the review have now been finalised and will be made available to Members prior to the meeting.

RECOMMENDATION:

That Members consider the conclusions of the review undertaken.

(For further information, please contact PCNPA Director of Recreation, Marketing & Communications)

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Alan Hare – Head of Business Management
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Background documents to this report

Update on review of PCNPA Visitor Centres and Attractions

¹ http://en.wikipedia.org/wiki/Results-Based_Accountability