

Review of the Marketing of Stockton's Visitor Offer – Phase 1

Project Plan

Chair (Project Director) Cllr Jean O'Donnell	Scrutiny Officer (Project Manager) Peter Mennear
Departmental Link Officers Mark Rowell, Regeneration Projects Manager	Finance Link Officer Andy Bryson, Finance Manager

KEY TASK	DETAILS/ACTIVITIES	DATE	RESPONSIBILITY
Scoping of Review	Information gathering		Scrutiny Officer Link Officer
Tri-Partite Meeting	Meeting to discuss aims and objectives of review	1 May 2012	Select Committee Chair and Vice Chair, Cabinet Member(s), Corporate Director(s), Scrutiny Officer, Link Officer
Agree Project Plan	Scope and Project Plan agreed by Committee	2 May	Select Committee
Publicity of Review	Press Briefing at start of review		Chair, Link Officer, Press Officer Scrutiny Officer
Obtaining Evidence	Briefing on the changing tourism support and SBC support arrangements	2 May	Select Committee

	Baseline Report – Visitor Economy Phase 2 – Marketing	4 July 19 September 7 November	
Members decide recommendations and findings	Review summary of findings and formulate draft recommendations	30 January 2013	Select Committee
Circulate Draft Report to Stakeholders	Circulation of Report		Scrutiny Officer
Tri-Partite Meeting	Meeting to discuss finding of review and draft recommendations	TBC	Select Committee Chair and Vice Chair, Cabinet Member(s), Corporate Director(s), Scrutiny Officer, Link Officer
Final Agreement of Report	Approval of final report by Committee	13 March	Select Committee, Cabinet Member, Corporate Director
Consideration of Report by Executive Scrutiny Committee	Consideration of report	26 March	Executive Scrutiny Committee
Report to Cabinet/Approving Body	Presentation of final report with recommendations for approval to Cabinet	18 April	Cabinet/ Approving Body