

Arts Leisure & Culture Select Committee

A meeting of Arts Leisure & Culture Select Committee was held on Wednesday, 4th July, 2012.

Present: Cllr Nigel Cooke(Chairman), Cllr Carol Clark, Cllr Gillian Corr, Cllr Alan Lewis, Cllr Mick Womphrey

Officers: Sarah Oliver, Mark Rowell(DNS), Peter Mennear, Sarah Whaley(LD)

Also in attendance:

Apologies: Cllr Jean O'Donnell, Cllr Eileen Johnson,

1 Appointment of Chairman

In the absence of the Chairman and Vice Chairman, nominations were invited for a Chairman for this meeting.

AGREED that Cllr Nigel Cooke be appointed as Chairman for this meeting.

2 Evacuation Procedure

The Evacuation procedure was noted.

3 Declarations of Interest

There were no declarations of interest.

4 Draft Minutes of Previous Meeting - 6th June 2012

Consideration was given to the draft minutes from the meeting which was held on the 6th June 2012 for approval.

AGREED that the minutes be approved.

5 Scrutiny Review of the Marketing of Stockton Borough

Members received and considered a presentation and baseline report for the Scrutiny Review of the Marketing of Stockton Borough Council - Phase 1 - The Visitor Economy.

The main issues discussed were as follows:

a)Background on the Visitor Economy in Tees Valley and Stockton

- that Stockton's visitor economy primarily fell in to two categories however these were wide ranging – attractions such as Saltholme, and supporting services such as hotels.

- data collated by One North East in 2010 showed an increase in visitors across the Tees Valley during the period between 2003-2009. Stockton had two key attractions in the top ten of most visited places within the Tees Valley which were Preston Park and Saltholme, however no Tees Valley attraction was in the top ten attractions within the whole of the North East. Members were informed

that the data collated had been on a regional level as it had been too costly to obtain statistics specifically for Stockton alone.

- due to the disbandment of One North East in March 2011 visitor data was no longer being captured at a regional level. One North East had also acted as a regional tourist board and any marketing activity provided at a regional level had also ceased.

- b) National and Regional Arrangements

- the role of Visit England was as a national tourist board, and they would be adopting a 'attract and disperse' strategy, bringing people to main attractions. The focus would then be on local areas sign posting visitors to areas of interest within the local area. The Tees Valley area did not have visitor destinations that could directly benefit from Visit England's focus on 'main' attractions, and there would be a need to ensure information was available to signpost those visiting the 'main' destinations to this area.

- the role of 'The Northern Tourism Alliance' which was formed in 2011.

- the movement towards more private sector-led funding and government arrangements due to funding cuts.

- c) Changes in Tees Valley and Stockton Support Structures

- the impact of the closure of Visit Tees Valley (VTV) due to budgets being withdrawn, 75% of which came from One North East.

- the need to enable the local visitor economy sector to support itself.

- Members recognised the need to capitalise on high numbers of visitors from outside the Borough visiting the area for specialist reasons, for example for dental surgery.

- 1)information be noted

- 2)local businesses including representatives from the local visitor economy attend the next meeting.

- 3) Members to forward any further suggestions direct to the Scrutiny Officer.

6 Work Programme

Consideration was given to the Scope and Project Plan for the Review of the Marketing of Stockton Borough.

Phase 1 of the review was to concentrate on the visitor economy, and Phase 2 was to consider the marketing arrangements. Members requested information relating to leaflets and general advertising spend relating to promotion of Stockton when considering phase 2 of the review.

AGREED that:

1)the Scope and Project Plan be noted

2) and further information be considered as detailed above.

7 Chair's Update

No update.