

Scrutiny Review of the Marketing of Stockton Borough – Phase 1 – The visitor economy

Summary

Members are requested to receive evidence from representatives of businesses from the local visitor economy, in order to inform the review.

Detail

1. In order to provide background information for the review, at the meeting of 4 July Members were provided with a briefing on the impact of funding and policy changes in relation to support for the visitor economy and tourism.
2. Following a reduction in the resources available there have been significant changes made to the support structures for the visitor economy regionally, sub-regionally and locally. The Council's support for tourism has been re-focussed and the visitor economy is now treated as one of the business sectors to be supported to encourage growth. Part of that role will be to facilitate local visitor economy businesses to operate their own networks, play an increasing role in their marketing, and ensure that they are able to take advantage of Council organised activities, for example the events programme.
3. Members agreed at the last meeting to invite representatives from local businesses that are attracting, and providing services, to visitors. A number of organisations will be in attendance at the meeting to discuss the issues with Members.
4. Representatives will be in attendance from Saltholme (RSPB nature reserve near Port Clarence), Infinity Marine and Café (marine-based retailer and leisure business situated at the Castlegate Quay site, Stockton Riverside), and Mohujos Restaurant (Mexican restaurant in Billingham).

Name of Contact Officers: Peter Mennear

Telephone: 01642 528957

Email: peter.mennear@stockton.gov.uk