

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

## Project Plan

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

KEY TASK	DETAILS/ACTIVITIES	DATE	RESPONSIBILITY
<b>Scoping of Review</b>	Information gathering		Scrutiny Officer Link Officer
<b>Tri-Partite Meeting</b>	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
<b>Agree Project Plan</b>	Scope and Project Plan agreed by Committee	2 May	Select Committee
<b>Publicity of Review</b>	Press Briefing at start of review		Chair, Link Officer, Press Officer Scrutiny Officer
<b>Obtaining Evidence</b>	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	
<b>Members decide recommendations and findings</b>	Review summary of findings and formulate draft recommendations	30 January 2013	Select Committee
<b>Circulate Draft Report to Stakeholders</b>	Circulation of Report		Scrutiny Officer
<b>Tri-Partite Meeting</b>	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
<b>Final Agreement of Report</b>	Approval of final report by Committee	13 March	Select Committee, Cabinet Member, Corporate Director
<b>Consideration of Report by Executive Scrutiny Committee</b>	Consideration of report	26 March	Executive Scrutiny Committee
<b>Report to Cabinet/Approving Body</b>	Presentation of final report with recommendations for approval to Cabinet	18 April	Cabinet/ Approving Body