

Arts Leisure & Culture Select Committee

A meeting of Arts Leisure & Culture Select Committee was held on Wednesday, 7th November, 2012.

Present: Cllr Mrs Jean O'Donnell (Chairman), Cllr Carol Clark, Cllr Nigel Cooke, Cllr Gillian Corr, Cllr Eileen Johnson, Cllr Alan Lewis, Cllr Mick Womphrey.

Officers: Beccy Brown (C); Shaun McLurg (CESC); Reuben Kench, Mark Rowell (DNS); Fiona McKie, Peter Mennear (LD).

Also in attendance:

Apologies: were submitted on behalf of Cllr Mark Chatburn, Cllr Ray McCall.

ALC 29/12 Evacuation Procedure

The Evacuation procedure was noted.

ALC 30/12 Declarations of Interest

There were no declarations of interest.

ALC 31/12 Minutes from the meeting which was held on the 4th July 2012

The minutes of the meeting held on 4th July 2012 were signed by the Chairman as a correct record.

AGREED that the minutes were signed by the Chairman as a correct record.

ALC 32/12 Draft minutes from the meeting which was held on the 19th September 2012.

Consideration was given to the draft minutes of the meeting held on 19th September 2012.

AGREED that the minutes be approved.

ALC 33/12 Scrutiny Review of the Marketing of the Borough

Members were requested to review progress to date (Phase 1 – the Visitor Economy), consider and agree the updated scope which now included the objectives for phase 2 – the marketing of the Borough, and receive information on marketing services provided by Stockton Council.

Members were provided with a summary of the information the Committee had received so far in relation to the local visitor economy.

Beccy Brown, Head of HR and Communications was in attendance to provide members with a presentation on the marketing activity undertaken by the Council and partners.

The presentation highlighted:-

Marketing in Stockton on Tees
Strategy and approach
Promotion of visitor attractions
How non SBC managed attractions were supported
Marketing of the heritage of the Borough

Members were informed that Stockton News had been redesigned and that the website was also currently being redesigned to make it more user friendly.

The programme of events was being strategically reviewed and more information on the impact of events was being gathered. This would determine where people resided who were attending the events and how people were spending money when they attended etc.

Since the re-opening of Preston Park Museum and Grounds in the Summer there had been over 70,000 visitors. The official relaunch would be held in February 2013.

Members were provided with a copy of the Stockton Events Guide Autumn/Winter 2012/13. Discussion was held on the various events such as the Festival of Light and Colour, Stockton Sparkles etc.

Discussion was held on marketing of the heritage of the Borough. Members supported the development of a heritage-focussed website that was demonstrated at the meeting.

AGREED that the presentation be noted and the scope for phase 2 be agreed.

ALC **Progress Updates on Previously Agreed Recommendations**
34/12

Members were requested to consider the assessments of progress contained within the attached Progress Updates on the implementation of previously agreed recommendations. There were updates from the EIT review of Sport Leisure & Recreation, EIT Task and Finish Review of Finance, EIT Review of Children's Social Care, EIT Review of Highways, Lighting and Network Management and Scrutiny Review of River Based Leisure Facilities.

The EIT Task and Finish Review of Finance and the EIT Review of Children's Social Care were now complete.

AGREED that the progress updates be noted and the assessments for progress be confirmed.

ALC **Work Programme**
35/12

The next meeting would be held on Wednesday 19th December 2012.

AGREED that the Work Programme be noted.

ALC **Chair's Update**
36/12

The Chairman had no update.

