

Scrutiny Review of the Marketing of Stockton Borough

Summary

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

Detail

1. This meeting provides the opportunity to review progress from the first phase of the Committee's work. Appendix 1 is provided for Members consideration and summarises the information the Committee has received so far in relation to the local visitor economy.
2. The second part of the review is to concentrate on the marketing of the Borough. At Appendix 2, the scope for the review has been updated to include the aims and objectives of phase 2, and Members are requested to consider and agree the scope.
3. In order to inform the review, the Committee will be also provided with information at the meeting on the marketing services provided by Stockton Council.

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