

Arts, Leisure and Culture Select Committee

Review of the Marketing of Stockton's Visitor Offer

Outline Scope

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Which of our strategic corporate objectives does this topic address?	
<p>The following Council Plan 2012-13 priorities are relevant:</p> <ul style="list-style-type: none"> - Promote prosperity and support economic recovery - Improve and celebrate our heritage - Effective marketing and communications 	
What are the main issues and overall aim of this review?	
<p>This review will be undertaken in two phases. Phase 1 will concentrate on support for the local visitor economy.</p> <p>Recently there has been significant change to national, regional and sub-regional arrangements for tourism support and related marketing activity, in addition to changes associated with SBC's Regeneration Service following the EIT programme.</p> <p>Within SBC, businesses within the visitor economy will in future be supported through the creation of a visitor economy specialism within the wider business engagement team.</p> <p>The review will need to respond to these changes and ensure the Council is well placed to enable the local visitor economy to grow, working in partnership where appropriate.</p> <p>The review will consider the marketing of the Borough in the context of these changes.</p>	
The Committee will undertake the following key lines of enquiry:	

Phase 1

- What has been the effect of regional and sub-regional changes to tourism support organisations (including ONE and Visit Tees Valley)?
- What support from the Council and sub-regional partners is now in place to support the visitor economy in Stockton?
- What links are in place with other visitor destinations?
- How can the local authority support and enable private sector visitor economy business to grow?
- What type of visitor does/should the Borough focus on (day trips/short stay/longer stays/multi-location holidays)
- How does the visitor economy contribute to the quality of life in the Borough, and wider efforts to attract inward investment?

Phase 2

- What marketing activity is undertaken by Stockton Council and partners?
- Is best use made of Stockton's unique selling points?
- How is the web used to promote Stockton?
- What are the links with sub-regional marketing activity, and sub-regional attractions?
- What are the links to other visitor destinations (eg. Tees Valley, York, Durham, Newcastle-Gateshead) and with their Destination Management Organisations (if in place), and other successor organisations eg, Northern Tourism Alliance?
- What plans are in place to use One North East legacy assets eg. 'Passionate Places' branding?
- What is being done to capitalise on Olympic legacy in terms of promoting local sports facilities and events?

Who will the Committee be trying to influence as part of its work?

Cabinet, local visitor economy businesses, Tees Valley Unlimited.

Expected duration of review and key milestones:

Due to report to Cabinet on 18 April 2013

What information do we need?

Existing information (background information, existing reports, legislation, central government documents, etc.):

Relevant extracts from EIT Reviews of Regeneration and Economic Development, and Events, Arts and Tourism.

Position statement on revised support arrangements for the visitor economy in the Borough.

Marketing services provided by SBC

New information:

The views of local tourism businesses

Visitor figures, spend analysis	
Information on regional and national (including Visit England) initiatives, and their local implications	
Who can provide us with further relevant evidence? (Cabinet Member, officer, service user, general public, expert witness, etc.)	What specific areas do we want them to cover when they give evidence?
Regeneration & Economic Development	Support for the visitor economy
Representative business organisations Key local businesses	Understanding of business needs, impact of recent organisational changes, what is required to enable sector to 'support itself' and work in partnership.
Communications	Marketing services provided by the Council
Culture and Leisure	Celebration of local heritage, sport and events
How will this information be gathered? (eg. Financial baselining and analysis, benchmarking, site visits, face-to-face questioning, telephone survey, survey)	
Baseline position statement to be produced, consideration at committee meetings, face-to-face and other consultation as appropriate.	
How will key partners and the public be involved in the review?	
Scrutiny reviews will be promoted generally via posters and Stockton News.	
Additional consultation activity to be discussed as appropriate. Partners to be invited to meetings, consulted as described above.	
How will the review help the Council meet the Public Sector Equality Duty?	
The review could lead to the promotion and development of more accessible activities and attractions, and improved, more accessible marketing materials.	
How will the review contribute towards the Joint Strategic Needs Assessment/Health and Wellbeing Strategy?	
Not directly in terms of information gathering for JSNA. However, development of the visitor economy would improve economic wellbeing. Improved awareness of and attendance at local attractions and leisure activities could improve mental wellbeing.	
Provide an initial view as to how this review could lead to efficiencies, improvements and/or transformation:	
Develop a response to the changing environment for visitor economy support, and a clear	

strategy for supporting and marketing the visitor economy within Stockton Borough.