

## **Arts Leisure & Culture Select Committee**

A meeting of Arts Leisure & Culture Select Committee was held on Wednesday, 13th March, 2013.

**Present:** Cllr Mrs Jean O'Donnell(Chairman), Cllr Eileen Johnson(Vice Chair), Cllr Carol Clark, Cllr Gillian Corr, Cllr Alan Lewis, Cllr Mick Womphrey

**Officers:** Beccy Brown(RES), Reuben Kench, Paul Dobson, Sarah Oliver, Mark Rowell(DNS), Peter Mennear, Sarah Whaley(LD)

**Also in attendance:** Cllr Ken Dixon(Cabinet Member for Arts, Leisure and Culture)

**Apologies:** Cllr Nigel Cooke, Cllr Ray McCall

### **ALC 42/12 Evacuation Procedure**

The evacuation procedure was noted.

### **ALC 43/12 Declarations of Interest**

There were no declarations of interest.

### **ALC 44/12 Draft Minutes - 30th January 2013**

Consideration was given to the draft minutes of the meeting which was held on the 30th January 2013 for approval.

AGREED that the minutes be approved.

### **ALC 45/12 Scrutiny Review of the Marketing of Stockton's Visitor Offer**

Members were requested to consider and approve the final draft report of the Scrutiny Review of the Marketing of the Borough prior to the report being presented at a future Cabinet meeting for final approval on 18 April 2013.

The main issues discussed were as follows:

- Members acknowledged that Stockton was fast becoming a town renowned for its music and culture events which were drawing in visitors from the surrounding areas outside of the borough. Members requested that more information be included within the report detailing those events such as the Diwali inspired Festival of Light.
- The Head of Culture and Leisure presented the committee with the new design for the automaton which would be an interactive sculpture commissioned as part of the regeneration of Stockton Town Centre. The location of the sculpture was still to be decided however Members expressed their approval of the design and agreed that the new design would be included within the report.
- Members discussed the current work being carried out which recognised Stockton's heritage. The Head of Culture and Leisure explained that over the past few years much more work had been done to promote Stockton's heritage than had occurred previously.

- The Committee discussed the lack of leaflets available in visitor centres at neighbouring authorities. In order to let people know what was going on in Stockton and to attract people from further afield it was felt that this type of promotion was still needed. The Head of HR and Communications explained that there was currently joint working with some neighbouring authorities where leaflets would be shared and distributed however some had a policy of only showing leaflets from their authority area. There was also a current trial of 10,000 new leaflets being dropped outside of the Borough which would be displayed in visitor centres and hotels. This was a much bigger distribution outside of the borough than had been seen before. Councillors agreed that they would also distribute events leaflets to residents within the borough if they could be sent some in the courier.

- The Cabinet Member for Arts Leisure and Culture commended the report prior to it being considered at Cabinet.

AGREED that the final draft report of the review be approved subject to the amendments as detailed above.