

**Agenda Item**

**Art Leisure & Culture  
Select Committee**

**5 June 2013**

**ACTION PLAN FOR AGREED RECOMMENDATIONS - REVIEW OF  
MARKETING OF STOCKTON'S VISITOR OFFER**

**Summary**

Members are asked to consider the Action Plan setting out how the agreed recommendations from the Scrutiny Review of Marketing of Stockton's Visitor Offer will be implemented and target dates for completion.

**Detail**

1. The Committee's final report of the Scrutiny Review of Marketing of Stockton's Visitor Offer was considered by Cabinet on 18 April 2013. Cabinet accepted the recommendations contained within.
2. These are now subject to the procedure for monitoring the implementation of agreed recommendations. An Action Plan has now been drawn up and is attached at **Appendix 1**. This sets out how the relevant departments will be taking forward the agreed recommendations and includes target dates for completion.
3. Members should consider the Action Plan. The Committee will receive updates on the implementation of recommendations.

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