

Action Plan – Review of the Marketing of Stockton Borough

No.	Recommendation	Proposed Actions/Progress	Success Measures	Responsibility	Date
1.	The additional promotional activity to attract inward investment to be undertaken by Tees Valley Unlimited should include enhancing the quality of life aspects of the marketing materials			Tees Valley Unlimited	
2.	A Visitor Economy Sector Action Plan be developed to reflect the revised arrangements for support this business sector	- An action plan is currently being produced detailing arrangements to support the sector. This internal document will be available at the next meeting in September	- Action plan finalised and implemented	Sarah Oliver – R&ED	September 2013
3.	Work to increase awareness of the opportunities for local businesses to gain benefit from the Council's events programme be undertaken	- Opportunities identified and relevant businesses contacted - More businesses taking part in events - A link business engagement officer has been identified for key events to work with event organisers to identify businesses to take part	- Number of businesses taking part in events	Business Engagement Team – R&ED	Ongoing
4.	A local Visitor Economy network be developed to provide a forum for information sharing and promote joint working	- Initial meeting with small group took place on 23 May - Wider meeting to be arranged for July 2013	- Provide a network opportunity to help support and facilitate bringing businesses - Shared knowledge and skills - Provide help and information for businesses wanting to use local supply chain. More referrals between businesses will increase sustainability	Sarah Oliver – R&ED	July 2013

5.	Methods of supporting the promotion of local restaurants and other places for eating out be explored	<ul style="list-style-type: none"> - Restaurant promotions group to be established for Stockton town centre - First meeting schedules to take place in June 2013 	<ul style="list-style-type: none"> - Provide a network opportunity to help support and facilitate bringing businesses - Shared knowledge and skills - Provide help and information for businesses wanting to use local supply chain. More referrals between businesses will increase sustainability 	Sarah Oliver – R&ED	June 2013
6.	The new Stockton Council website should include a dedicated section for visitors to the Borough	<p>The new website will include a Visitor Landing Page and also an upgraded visitor information in the Arts Leisure and Culture section of the site.</p> <p>The new site will also incorporate a dedicated events site to promote the year round calendar of events</p>	Improved promotion of the visitor offer in the Borough.	Beccy Brown – Communications Service	June 2013
7.	The proposed development of a dedicated Stockton Borough heritage website be supported	The Heritage website will be developed as a link from the new heritage section in the update SBC website	Improved promotion of the heritage of the Borough.	Beccy Brown – Communications Service	September 2013
8.	The Council continues to take advantage of all appropriate opportunities to highlight the railway-related heritage of the Borough, for example through improvements to the public realm and in cultural services and events	The new website will include a dedicated section on the railway heritage which will itself highlight all the references to railway heritage in the Borough.	Improved promotion of the railway heritage in the Borough.	Beccy Brown – Communications Service	June 2013