

Progress Update – Review of Marketing of Stockton Borough

No	Recommendation	Responsibility	Anticipated Completion Date	Progress Update 18/09/13	18/09/13 Assessment of progress (Categories 1-4)
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	Ongoing	<ul style="list-style-type: none"> - TVU worked with BQ magazine to produce an “Invest in Tees Valley” supplement which was distributed at the Tees Valley Business Summit, to around 10,000 North East contacts as well as BQ investment intermediaries in the Midlands and Scotland. - A short business video has been produced and used at TVU events, as well as on TVU web site and other digital and social media channels. https://www.teesvalleyunlimited.gov.uk/tees-valley/the-place.aspx - A film focusing specifically on quality of life is in production and due to be complete Autumn 2013. 	1
2	A Visitor Economy Sector Action Plan be developed to reflect the revised arrangements for supporting this business sector	Sarah Oliver – R&ED	September 2013	Sector action plan produced and being implemented. The plan will be kept under review and revised/updated as required.	1
3	Work to increase awareness of the opportunities for local businesses to gain benefit from the Council's events programme be undertaken	Business Engagement Team – R&ED	Ongoing	<p>A number of businesses have been engaged with and participated in events over the summer:</p> <p>Duathlon – Sponsored and attended by Visualsoft. Skinnergate Cycles and Stockton Cycling & Running were also in attendance at the event</p> <p>Cycling Festival – Sponsored and attended by Visualsoft and Phusion IM. Halfords and Skinnergate Cycles were also in attendance at the event.</p> <p>Stockton Weekender – Mohujos traded over the weekend</p> <p>SIRF – Dec-a-Cake, Chocs Away, Mohujos & Cultures CIC traded at the event</p>	1
4	A local Visitor Economy network be developed to provide a forum for information sharing and promote joint working	Sarah Oliver – R&ED	July 2013	The first initial meeting took place on 22 nd July 2013. The network was well received by businesses and feedback given will be used to shape future meetings and format. The next network date has been provisionally scheduled for Thursday 17 th October, 2.00pm.	1

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5	Methods of supporting the promotion of local restaurants and other places for eating out be explored	Sarah Oliver – R&ED	March 2014	The meeting scheduled to take place in June was cancelled due to low interest. Another attempt was made to try to set up another meeting but again low interest meant that a date was not set. Other methods of support are now being investigated working on a joint approach with Enterprise Made Simple to support businesses, this includes assistance with social media marketing. Also work is ongoing with Durham University to carry out a programme of engagement activity with students. The programme being rolled out will include restaurants in the Town Centre and will encourage them to participate in offering a student discount and to get involved in a 'Grub Crawl' which is due to take place in March 2014.	1
6	The new Stockton Council website should include a dedicated section for visitors to the Borough	Beccy Brown – Communications Service	June 2013	The new site was launched in June with a dedicated section for Visitors and enhanced events promotion. The site is under continuous development with improvements under development to display the year round nature of our events programme.	1
7	The proposed development of a dedicated Stockton Borough heritage website be supported	Beccy Brown – Communications Service	September 2013	The joint developer, Libraries and museum meeting to review the site takes place on 30th Sep. assuming the developments meet the customer needs the site should be ready for launch soon after.	2
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	Beccy Brown – Communications Service	June 2013	The Automaton "The Stockton Flyer" based on Locomotion No 1 gained Planning approval last week and work continues on the development. This will mark a significant and central recognition of the proud railway related heritage of the Borough. The new Heritage website (Recommendation 7) will also provide a good platform for highlighting our railway heritage	1