

STOCKTON-ON-TEES BOROUGH COUNCIL

CABINET RECOMMENDATIONS

PROFORMA

Cabinet Meeting17th March 2011

1. Title of Item/Report

EIT Review of Events, Arts, and Tourism

2. Record of the Decision

Members were provided with a report that presented the findings of the Regeneration and Transport Select Committee following the EIT review of Events, Arts and Tourism undertaken between May 2010 and February 2011.

One of the Council's key development priorities for 2010 – 2013 was to "develop our events programme, to involve local people and raise the profile of the area." The primary aim of the review therefore was to identify ways in which the service could be organised that would deliver efficiencies and that would sustain or improve the visitor experience and encourage more visitors to Stockton Borough, maximising the social and economic benefits.

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The Committee was presented with and considered substantial evidence on how and why the services were delivered, acknowledged the significant social and economic benefits that came as a result and recognised the contribution that the services made to marketing Stockton as a good place to live, work and visit.

RESOLVED that:-

1. The Council commit to a programme of events and festivals and develop a co-ordinated and cohesive Strategy and Events service. This would provide the basis to:

- develop a 5-10 year Events/Festivals strategy
- confirm a programme which would allow smarter procurement / efficiencies

- adopt a project management approach in the delivery of the events programme and define roles under a delivery framework
- improve marketing and communication of events including website improvements and a single point of contact through a comprehensive communication plan
- develop a Medium Term Financial Plan including increasing income via a charging regime, offering season tickets, etc.
- develop a business sponsorship framework to re-invest into events

2. Officers work up detailed proposals on the savings from Arts Development budget that would be delivered over the next five years.

3. The current vacancy within the tourism team be deleted from the structure.

4. Consideration be given to providing tourist information outlets at the Customer Service Centres in the three town centres when they were available.

3. Reasons for the Decision

To identify options for future strategy / policy / service provision that will deliver efficiency savings and sustain / improve high quality outcomes for SBC residents.

4. Alternative Options Considered and Rejected

None

5. Declared (Cabinet Member) Conflicts of Interest

Councillor Cook declared a personal non prejudicial interest in the item entitled EIT review of events, Arts and Tourism as he had been a member of Tees Valley Unlimited's Visit Tees Valley Board.

6. Details of any Dispensations

Not applicable

7. Date and Time by which Call In must be executed

Midnight on 25 March 2011

Proper Officer
21 March 2011