

STOCKTON-ON-TEES BOROUGH COUNCIL

CABINET RECOMMENDATIONS

PROFORMA

Cabinet Meeting18th April 2013

1. Title of Item/Report

Scrutiny Review of the Marketing of Stockton's Visitor Offer

2. Record of the Decision

Consideration was given to a report on the Scrutiny Review of the Marketing of Stockton's Visitor Offer.

The report outlined the findings and recommendations following the review of the marketing of Stockton's visitor offer undertaken by Arts, Leisure and Culture Select Committee. The review had considered how the Borough should be promoted as a place to visit and live, following substantial changes to the regional and local support arrangements for the visitor economy. The Committee had also considered the importance of the area's heritage and its key role in the marketing of the Borough.

RESOLVED that:-

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;
2. a Visitor Economy Sector Action Plan be developed to reflect the revised arrangements for supporting this business sector;
3. work to increase awareness of the opportunities for local businesses to gain benefit from the Council's events programme be undertaken;
4. a local Visitor Economy network be developed to provide a forum for information sharing and promote joint working;
5. methods of supporting the promotion of local restaurants and other places for eating out be explored;
6. the new Stockton Council website should include a dedicated section for visitors to the Borough;

7. the proposed development of a dedicated Stockton Borough heritage website is recognised and could be supported promotionally as existing resources allow;

8. the Council continues to take advantage of all appropriate opportunities to highlight the railway, industrial and scientific heritage of the Borough within promotional channels and its cultural activity and events programme.

3. Reasons for the Decision

The review was incorporated in the scrutiny work programme for 2012-13 by Executive Scrutiny Committee and this report provides Cabinet with the conclusions of the review.

4. Alternative Options Considered and Rejected

None

5. Declared (Cabinet Member) Conflicts of Interest

None

6. Details of any Dispensations

N/A

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

Midnight on Friday, 26th April 2013

Proper Officer
22 April 2013