

## CABINET ITEM COVERING SHEET PROFORMA

### **AGENDA ITEM**

### **REPORT TO CABINET**

**18 APRIL 2013**

### **REPORT OF ARTS, LEISURE AND CULTURE SELECT COMMITTEE**

## **CABINET DECISION**

**Regeneration and Transport** – Lead Cabinet Member – **Councillor Mike Smith**  
**Arts, Leisure and Culture** – Lead Cabinet Member – **Councillor Ken Dixon**  
**Access and Communities** – Lead Cabinet Member – **Councillor David Coleman**

### **SCRUTINY REVIEW OF THE MARKETING OF STOCKTON'S VISITOR OFFER**

#### 1. Summary

The attached report outlines 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 has 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 has also considered the importance of the area's heritage and its key role in the marketing of the Borough.

#### 2. Recommendations

The Committee recommend 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 Recommendations/Decision(s)

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. Members' Interests

Members (including co-opted Members) should consider whether they have a personal interest in any item, as defined in **paragraphs 9 and 11** of the Council's code of conduct and, if so, declare the existence and nature of that interest in accordance with and/or taking account of **paragraphs 12 - 17** of the code.

Where a Member regards him/herself as having a personal interest, as described in **paragraph 16** of the code, in any business of the Council he/she must then, **in accordance with paragraph 18** of the code, consider whether that interest is one which a member of the public, with knowledge of the relevant facts, would reasonably regard as so significant that it is likely to prejudice the Member's judgement of the public interest and the business:-

- affects the members financial position or the financial position of a person or body described in **paragraph 17** of the code, or
- relates to the determining of any approval, consent, licence, permission or registration in relation to the member or any person or body described in **paragraph 17** of the code.

A Member with a personal interest, as described in **paragraph 18** of the code, may attend the meeting but must not take part in the consideration and voting upon the relevant item of business. However, a member with such an interest may make representations, answer questions or give evidence relating to that business before the business is considered or voted on, provided the public are also allowed to attend the meeting for the same purpose whether under a statutory right or otherwise (**paragraph 19** of the code)

Members may participate in any discussion and vote on a matter in which they have an interest, as described in **paragraph 18** of the code, where that interest relates to functions of the Council detailed in **paragraph 20** of the code.

### **Disclosable Pecuniary Interests**

It is a criminal offence for a member to participate in any discussion or vote on a matter in which he/she has a disclosable pecuniary interest (and where an appropriate dispensation has not been granted) **paragraph 21** of the code.

Members are required to comply with any procedural rule adopted by the Council which requires a member to leave the meeting room whilst the meeting is discussing a matter in which that member has a disclosable pecuniary interest (**paragraph 22** of the code).

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COMMITTEE**

**CABINET DECISION**

**SCRUTINY REVIEW OF THE MARKETING OF STOCKTON'S VISITOR OFFER**

**SUMMARY**

The attached report outlines the findings and recommendations following the review of the marketing of Stockton's visitor offer undertaken by Arts, Leisure and Culture Select Committee.

**RECOMMENDATIONS**

The Committee recommend 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.

## **DETAIL**

1. The attached report outlines the conclusions of the review of the marketing of Stockton's visitor offer undertaken by the Arts, Leisure and Culture Select Committee.
2. Following consideration by Cabinet an action plan will be submitted to the Select Committee setting out how approved recommendations will be implemented detailing officers responsible for action and timescales.

## **FINANCIAL IMPLICATIONS**

3. There are no significant financial implications. Implementing the recommendations will be met from within existing budgets.

## **LEGAL IMPLICATIONS**

4. There are no legal implications.

## **RISK ASSESSMENT**

5. This review of the marketing of Stockton's visitor offer is categorised as low to medium risk. Existing management systems and daily routine activities are sufficient to control and reduce risk.

## **SUSTAINABLE COMMUNITY STRATEGY IMPLICATIONS**

6. The report and recommendations are particularly relevant for the following Sustainable Community Strategy themes and ambitions:

Economic Regeneration and Transport: A strong local economy with better jobs and improved employability; Vibrant and successful Town Centres

Stronger Communities: Increased community pride

Arts Leisure and Culture: Celebrate our Heritage; Provide a year round programme of cultural events and activities to bring people together on their own terms and enhance the image of the Borough and the wider Tees Valley; Promote and generate sports and leisure participation; Use Arts and Culture to develop a distinct identity in the fabric of our Town Centres.

7. There are no particular community safety implications.

## **EQUALITIES IMPACT ASSESSMENT**

8. This report is not subject to an Equality Impact Assessment as it makes recommendations to assist with taking forward reviews and strategies that have previously been subject to EIAs (eg. EIT Review of Regeneration and Economic Development).

## **CONSULTATION INCLUDING WARD/COUNCILLORS**

9. The recommendations in the report have been developed in consultation with the Cabinet Members for Regeneration and Transport, Arts, Leisure and Culture, and Access and Communities, the Corporate Director of Development and Neighbourhood Services, and relevant senior officers.

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Education related? No

Background Papers None

Ward(s) and Ward Councillors: Not ward specific

Property No property implications