

**STOCKTON-ON-TEES BOROUGH COUNCIL**

**CABINET RECOMMENDATIONS**

**PROFORMA**

Cabinet Meeting .....18th July 2019

1. Title of Item/Report

Stockton on Tees Visitors Economy Strategy 2019 - 2025

2. Record of the Decision

Consideration was given to a report on the Stockton on Tees Visitors Economy Strategy 2019 – 2025.

Tourism plays a relatively small but important part in the local economy. Stockton's events and attractions, including the River Tees and the Barrage, were important parts of the local and Tees Valley tourism offer. The Tees Valley Combined Authority had created in the Enjoy Tees Valley brand, website and tourism promotion service. 'Enjoy Tees Valley' increased the potential reach and pull of Stockton's visitor offer and could help us attract more visitors from further afield. The development of a complementary sub-set of 'Enjoy Stockton on Tees' campaigns and packages would feed into and derive benefit from the Enjoy Tees Valley activity.

The use of the 'Enjoy' logo and branding would align Stockton's overall tourism promotions with the Tees Valley campaigns and brand, however, it was important to note that the identity and ownership of the attractions or events would not change; they would still be recognised as being owned by SBC or partners.

To maximise the potential economic impact for Stockton Borough, the Council also needed to link the products with the supporting tourism economy businesses, such as hotels, and seek to improve transport connectivity and product development. According to data from the STEAM economic impact assessment model, a 1% increase in Stockton's tourism economy could be worth £2.25m per annum.

There would be opportunities for further investment in tourism related activity, building on existing expenditure, but the primary purpose of the strategy was to achieve more with the existing resources, packaging and targeting efforts to make the whole greater than the sum of the parts.

The clearer alignment of the tourism offer, and more effective promotion

of events and cultural attractions, will also contribute to the pursuit of the UK City of Culture status for the Tees Valley in 2025.

The Strategy incorporated a Delivery Plan with a number of more detailed actions and anticipated outputs. This was expected to evolve as more partners become involved.

RESOLVED that the Stockton on Tees Visitor Economy Strategy 2019 – 2025 be approved.

3. Reasons for the Decision

If it is effective, the impact of this Tourism Economy Strategy will be highly visible and will impact (directly or indirectly) on every part of the Borough. It is important that it enjoys the endorsement and support of Cabinet. Delivery will require the alignment and coordination of the work of a number of internal departments and also our collaboration with external public, private and voluntary sector agencies. It is appropriate therefore to allow Cabinet to fully consider the potential outcomes.

In practical terms the 'Enjoy Stockton on Tees' branding will begin to become visible in our literature and on the former Rediscover Shop and it is important that this is understood to be a conscious and coordinated move.

Whilst the primary impact of the Strategy will be on our efforts to create economic prosperity, this work will also contribute to our aim of creating a Borough where our heritage, festivals, cultural activity and leisure facilities help us attract visitors and investment.

4. Alternative Options Considered and Rejected

None.

5. Declared (Cabinet Member) Conflicts of Interest

Councillor Nigel Cooke declared a personal non prejudicial interest in respect of agenda item 11 - Stockton on Tees Visitors Economy Strategy 2019 – 2025 as he was a non re-numerated Director of TMA.

6. Details of any Dispensations

N/A

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

Midnight, 26 July 2019.

Proper Officer  
22 July 2019