

Arts, Leisure and Culture Select Committee

Update 6 June 2012

Scrutiny Review of the Marketing of Stockton's Visitor Offer

Update on Progress (including issues/problems/successes)

The Committee considered a draft version of the scope of this review at the meeting of 2 May.

It is planned to undertake the review in two phases: phase 1 will seek to understand the local visitor economy and the Council's role in supporting it. Phase 2 will assess what marketing activity is in place in order to support related businesses and organisations.

At the meeting on 4 July, the Committee will receive a briefing on the Council's and partners' role in supporting the local visitor economy in order to set the scene for the first phase of the review. There have been significant changes to support organisations including Tees Valley Unlimited and One North East.

EIT Programme

At the meeting of 2 May, the Committee will considered the action plans for the EIT reviews Registration and Bereavement Services, and Children's Social Care.

Overview

The annual overview of services within the Committee's remit will be presented to Members on 6 June.