

Arts, Leisure and Culture Select Committee

Update 31 July 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 received 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.

Overview

The annual overview of services within the Committee's remit was presented to Members on 6 June, and included presentations on performance in libraries and heritage, arts development, Tees Active Ltd, and leisure and sports development.

Members discussed the impact of the EIT reviews of 'Events, Arts and Tourism', and 'Sport, Leisure and Recreation'. The Committee also considered plans to develop the events programme, methods used to celebrate the Borough's heritage, and plans to review library services.