

## **Arts, Leisure and Culture Select Committee**

### **Update 23 October 2012**

#### **Scrutiny Review of the Marketing of Stockton's Visitor Offer**

##### **Update on Progress (including issues/problems/successes)**

The review is taking place 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.

At the meeting of 19 September the Committee discussed the issues with representatives of three local businesses and organisations in the visitor economy: Infinity Marine and Café, Saltholme, and Mohujos Restaurant.

Members discussed: the type of services provided, the marketing approaches taken by the different organisations, support available from the local authority, co-operation and networking between visitor economy businesses, and involvement in events.

Phase 2 is scheduled to begin at the meeting of 7 November. Members will initially receive a briefing on the methods of marketing currently used by Stockton Council to promote the area.