

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

### **Update 18 December 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 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.

At the meeting of 7 November the Committee received a summary of the evidence received to date during phase 1 and a presentation of the marketing services provided by Stockton Council. Members also considered the possible future use of a website that was dedicated to showcasing the heritage of the area.

##### **Monitoring of previously agreed recommendations**

At the meeting of 7 November, Members considered progress updates on the EIT reviews of Highways Lighting and Network Management, Sport Leisure and Recreation, Finance, Registration and Bereavement Services, Children's Social Care, and the scrutiny review of River Based Leisure Facilities

The Finance and Children's Social Care reviews were signed off as being complete.