

Arts, Leisure and Culture Select Committee

Update 26 February 2013

Scrutiny Review of the Marketing of Stockton's Visitor Offer

Update on Progress (including issues/problems/successes)

The review is examining the local visitor economy, and what marketing activity is in place in order to support related businesses and organisations.

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.

The meeting on 30 January was used to review the evidence received during the review and to formulate draft recommendations. The draft report will be considered at the meeting of 13 March.

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.