

Arts, Leisure and Culture Select Committee

Update 26 March 2013

Scrutiny Review of the Marketing of Stockton's Visitor Offer

Update on Progress (including issues/problems/successes)

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

At the meeting of 13 March the Committee agreed its draft report and recommendations for the review.

The recommendations include the development of a visitor economy action plan to reflect the revised arrangements in Regeneration and the new focus of the Business Engagement Team, development of a local visitor economy network, support for a visitor section on the new SBC website and also for a website that is dedicated to showcasing the heritage of the area, and for the Council to take advantage of all appropriate opportunities to highlight the railway-related heritage of the Borough.

The review is due to report to Cabinet on 18 April.

The final report is included as an item on the agenda for this meeting.