

Arts, Leisure and Culture Select Committee

Update 5 June 2013

Scrutiny Review of the Marketing of Stockton's Visitor Offer

Update on Progress (including issues/problems/successes)

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

The review reported to Cabinet on 18 April. The recommendations were agreed and included 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 heritage of the Borough, including the railway and industrial aspects.

Other work

The Committee received its overview report of cultural and leisure services at the meeting of 1 May. Questions/ issues raised by Members at the meeting related to:

- Cleanliness of the Tees Barrage/ Riverside area – Officers undertook to raise the issue at River Users Group
- The opportunity to generate income through weddings/ events at Preston Hall Museum
- BIFF performance
- High customer satisfaction with the library service
- Attracting regional and national media coverage of Stockton events
- Access and car parking issues at Wynyard Countryside Park – Members were informed of improvements to traffic flow and car parking. Alternative cycle routes were also being considered