

Arts, Leisure and Culture Select Committee

Update 5 July 2013

Scrutiny Review of the Marketing of Stockton's Visitor Offer

Update on Progress (including issues/problems/successes)

The Committee were presented with the action plan for the review of the Marketing of Stockton's Visitor Offer, outlining how the agreed recommendations will be implemented. The review examined the local visitor economy, and what marketing activity was in place in order to support related businesses and organisations. The Committee also received a demonstration of the visitor section on the Council's new website.

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.

An initial progress update on progress of implementation will be presented to Committee in September.

Scrutiny Review of Child Poverty

Update on Progress (including issues/problems/successes)

The Committee were presented with an initial draft scope and project plan for the review of child poverty and discussed the focus that they wished the review to take.

The final draft scope and project plan will be presented at the next meeting on 24 July for agreement. Members will also receive introductory presentations regarding the definitions of child poverty, background and main issues.