

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM AGENDA



Friday, 3 October 2008

at 2.00 pm

**in the Council Chamber,
Civic Centre, Hartlepool**

MEMBERS: REGENERATION AND PLANNING SERVICES SCRUTINY FORUM:

Councillors R W Cook, S Cook, Gibbon, London, A Marshall, Morris, Richardson, Wright and Young.

Resident Representatives:

John Lynch, Brian McBean and Iris Ryder

1. APOLOGIES FOR ABSENCE

2. TO RECEIVE ANY DECLARATIONS OF INTEREST BY MEMBERS

3. MINUTES

3.1 To confirm the minutes of the meeting held on 4 September 2008

4. RESPONSES FROM THE COUNCIL, THE EXECUTIVE OR COMMITTEES OF THE COUNCIL TO FINAL REPORTS OF THIS FORUM

None

5. CONSIDERATION OF REQUEST FOR SCRUTINY REVIEWS REFERRED VIA SCRUTINY CO-ORDINATING COMMITTEE

None

6. CONSIDERATION OF PROGRESS REPORTS / BUDGET AND POLICY FRAMEWORK DOCUMENTS

None

7. ITEMS FOR DISCUSSION

Scrutiny Investigation into the Marketing of Hartlepool

- 7.1 The Marketing of Hartlepool – Setting the Scene Report – *Director of Regeneration and Planning Services*
- 7.2 Evidence from the Portfolio Holder for Regeneration and Liveability and Portfolio Holder for Culture, Leisure and Tourism:-
 - (a) Covering Report – *Scrutiny Support Officer*;
 - (b) Verbal Evidence from the Portfolio Holder for Regeneration and Liveability, and Portfolio Holder for Culture, Leisure and Tourism.

8. ISSUES IDENTIFIED FROM FORWARD PLAN

9. ANY OTHER ITEMS WHICH THE CHAIRMAN CONSIDERS ARE URGENT

ITEMS FOR INFORMATION

- i) **Date of Next Meeting - Friday, 31 October 2008, commencing at 10.00 am in the Council Chamber**

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

MINUTES

4 September 2008

The meeting commenced at 2.00 pm in the Civic Centre, Hartlepool

Present:

Councillor: Shaun Cook (In the Chair)

Councillors: Rob W Cook, Frances London, Carl Richardson,
Edna Wright and David Young

In accordance with Paragraph 4.2 (ii) of the Council's Procedure
Rules Councillor Mary Fleet attended as substitute for Councillor
Ann Marshall

Resident Representatives:

John Lynch and Brian McBean

Officers:

Antony Steinberg, Economic Development Manager
Peter Gouldsbro, Community Safety Officer
Alison Mawson, Head of Community Safety and Prevention
James Walsh, Scrutiny Support Officer
Denise Wimpenny, Principal Democratic Services Officer

38. Apologies for Absence

Apologies for absence were submitted on behalf of Councillors, Steve Gibbon,
Ann Marshall, Dr Morris and Resident Representative, Iris Ryder.

39. Declarations of interest by Members

None at this point in the meeting.

40. Minutes of the meeting held on 4 September 2008

Confirmed.

41. Responses from the Council, the Executive or Committees of the Council to Final Reports of this Forum

None

42. Consideration of request for scrutiny reviews referred via Scrutiny Co-ordinating Committee

None.

43. Consideration of progress reports/budget and policy framework documents

None.

44. Scrutiny Investigation into the Marketing of Hartlepool – Scoping Report *(Scrutiny Support Officer)*

The Scrutiny Officer presented the scoping report for the Forum's investigation into the marketing of Hartlepool.

The aim of the investigation

To gain an understanding of how Hartlepool is marketed in terms of tourism and business and identify ways of further raising the profile of the Town.

The Terms of Reference for the investigation

- (a) To gain an understanding of the role and responsibility that Hartlepool Borough Council has towards the marketing of Hartlepool to attract visitors and encourage businesses to the town;
- (b) To review the role of Hartlepool at a local, sub-region and regional basis in relation to its profile and ensuring that at each level the requirements of the Town are being represented;
- (c) To examine the marketing and promotion of Tall Ships 2010 and ensure that the Town continues to benefit from the exposure post-2010;
- (d) To identify key partner bodies who engage and are responsible for helping to raise the profile of Hartlepool as a place to work and visit
- (e) To examine the changes in the provision of information used in the marketing to new businesses and visitors in light of the

development of information technology.

Potential Areas of Enquiry/Sources of Evidence

- (a) Elected Mayor – Portfolio Holder for Regeneration and Liveability;
- (b) Member of Parliament for Hartlepool;
- (c) Portfolio Holder for Culture Leisure & Tourism;
- (d) Culture Leisure and Community Learning Theme Partnership;
- (e) Economic Forum;
- (f) Business & Tourism Network Groups;
- (g) One North East;
- (h) Visit Tees Valley;
- (i) Tees Valley Regeneration; and
- (j) Other Local Authorities;

Key suggestions of documentary/internet sources were included in the report together with community engagement issues and proposed timetable.

Discussion ensued in which the following issues were raised:-

- In response to a request for clarification regarding community engagement, the Scrutiny Support Officer provided details of the consultation process.
- The Forum expressed concern that the current transport infrastructure and toilet facilities in the town could not accommodate the expected number of visitors attending the Tall Ships Event.

AT THIS POINT IN THE MEETING THE CHAIR DECLARED A PERSONAL AND NON-PREJUDICIAL INTEREST AS A MEMBER OF THE TALL SHIPS PROJECT BOARD AND RESIDENT REPRESENTATIVE JOHN LYNCH DECLARED A PERSONAL AND NON-PREJUDICIAL INTEREST AS A MEMBER OF ONE OF THE TALL SHIPS WORK STREAMS.

- Following a lengthy discussion regarding the estimated number of vehicles accessing the town, the need for appropriate toilet facilities, the importance of involving the private sector at the planning stage of the event, the Forum requested that a detailed response to these queries together with information on how the Tall Ships project was being managed be provided by the appropriate officer at a future meeting of the Forum. In view of the number of queries raised it was

considered appropriate that a meeting be arranged to solely focus on the promotion and marketing of the Tall Ships Event. A Member also drew attention to the benefits of exploring sponsorships with local businesses. The Economic Development Manager advised that transport information had been provided and the issues raised were currently being examined by the Tall Ships Project Team.

- With regard to potential areas of enquiry/sources of evidence, it was suggested that a representative from the Highways Team be invited to a future meeting to answer any queries in relation to highway related issues.
- In response to a Member's suggestion that the introduction of special business rates be explored as a means of securing funding for the Tall Ships event, Members were advised that a range of funding regimes were being sought and historically local businesses had been involved in joint marketing activities. Whilst it was recognised that the marketing and promotion of the Tall Ships event was of paramount importance, a Member commented that one of the main aims of the investigation was to examine future marketing and planning opportunities for the entire town.
- Members were also of the view that the local media had a key part to play in the future marketing of the town and should be encouraged to publicise the positive events rather than the negative.
- The Forum requested that consideration should be given to the review of current tourist information material as well as the wider distribution of this information. Following further discussion on the lack of hotel accommodation, the transport infrastructure and the adverse impact on the number of visitors to the town, Members emphasised the importance of progressing the development of the transport interchange. The advantages of flat promenades and Hartlepool's accessibility for disabled visitors was highlighted.

Recommendation

- (i) The proposed remit for the investigation, terms of reference and potential areas of enquiry/sources of evidence were agreed as detailed above with the addition of the following:-
 - (a) A representative from the Highways Team be invited to attend a future meeting of the Forum to respond to any Highways related queries.
 - (b) An independent meeting be held to focus solely on the promotion and marketing of the Tall Ships Event to which a representative of the Tall Ships Project Team be invited to attend.
- (ii) That the comments of the Forum be used to assist with the scrutiny

investigation.

45. Hartlepool Borough Council's Community CCTV Provision – Draft Final Report *(Scrutiny Support Officer)*

The Scrutiny Support Officer submitted the draft final report of the Forum following their ongoing investigation into 'Hartlepool Borough Council's Community CCTV Provision.

The report included setting the scene information, terms of reference, methods of investigation, key findings together with conclusions and recommendations. A brief summary of the methods of investigation were outlined below and the evidence provided was set out in the report..

- (a) Detailed presentations and reports from Hartlepool Borough Council Officers which was enhanced with verbal evidence;
- (b) Written evidence from the Authority's Elected Mayor in his role as Mayor and Portfolio Holder for Regeneration and Liveability;
- (c) Site visit by Members to see community CCTV cameras in situ throughout Hartlepool and observation of the operation of these cameras by the Community Monitoring Centre;
- (d) Written and verbal evidence from Cleveland Fire Brigade;
- (e) Verbal evidence from Cleveland Police;
- (f) Verbal evidence from Housing Hartlepool;
- (g) Written evidence from Redcar and Cleveland Borough Council;
- (h) Site visit to Darlington Borough Council to examine the good practice that exists in relation to community CCTV provision; and
- (i) Focus Group held with members of the public in the Council Chamber on 30 July 2008.

The Regeneration and Planning Services Scrutiny Forum had taken evidence from a wide range of sources to assist in the formulation of a balanced range of recommendations. The Forum's key recommendation to Cabinet were as outlined below:-

- (a) That contributions to the operating costs of the Council's Community CCTV system be explored with:-
 - (i) Safer Hartlepool Partnership – Contribution towards the annual monitoring costs as part of their mission statement

towards a safer Hartlepool;

- (ii) Court Costs – Where Community CCTV cameras have provided evidence that has resulted in a conviction;
 - (iii) Cleveland Police – As the major user of the Community CCTV system in Hartlepool; and
 - (iv) Local Businesses – Where cameras are in existence, a business case be presented highlighting the pre-emptive and reactive benefits of the CCTV cameras, value for money and the number of arrests achieved.
- (b) That a detailed exercise be undertaken to calculate the costs of bringing the monitoring provision 'in-house' together with the feasibility of co-location with Cleveland Police;
 - (c) That consideration be given to the future tendering for the monitoring of the Community CCTV camera system, to ensure that the Council continues to receive best value;
 - (d) That as major building developments take place in Hartlepool (e.g. Victoria Harbour), contractors be obligated to ensure that a network of ducting is laid, suitable to carry the Authority's fibre optic cables;
 - (e) That before Community CCTV cameras are commissioned, decommissioned or relocated, an assessment is made of the merits and appropriateness of the installation, by consulting local residents, police, Ward Councillors, community groups and utilising redeployable cameras to monitor crime levels;
 - (f) That a trial of 'Talking Cameras' in Church Street / York Road be explored;
 - (g) That a planned series of public events highlighting the importance of the Community CCTV Cameras be arranged;
 - (h) That following Cabinet's consideration of this Final Report, the Draft CCTV Strategy be re-submitted to the Cabinet incorporating the agreed recommendations from this enquiry.

Recommendation

That the draft final report, be agreed for submission to Scrutiny Co-ordinating Committee on 19 September and Cabinet.

46. Issues Identified from Forward Plan

None

The meeting concluded at 3.45 pm.

CHAIRMAN

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

3 October 2008



Report of: Director of Regeneration and Planning Services

**Subject: SCRUTINY INVESTIGATION INTO THE MARKETING
OF HARTLEPOOL: SETTING THE SCENE**

1. PURPOSE OF THE REPORT

- 1.1 This report seeks to outline to the Forum the current ways in which the Council and various partners market Hartlepool. Given the investigation's focus on marketing, the report concentrates on how we promote Hartlepool's strengths and opportunities to various audiences, rather than on how we create or improve those strengths and opportunities – the latter role involves a very wide range of activities across the Council and other parties, beyond the scope of this investigation.

2. OUR TARGET AUDIENCES

- 2.1 Our marketing activity is primarily focussed on three audiences
- a) potential visitors, whether they be leisure visitors or business visitors (including contractors) – these include people coming to enjoy Hartlepool's attractions, businesses coming for meetings and contractors working on construction projects
 - b) potential property investors and developers – including manufacturing and service sector employers
 - c) potential incoming businesses – including manufacturing and service sector employers.

3. WHAT DO WE PROMOTE TO THESE AUDIENCES ?

- 3.1 Obviously these audiences are interested in different aspects of Hartlepool and our marketing activity is tailored accordingly:
- a) potential leisure visitors are interested in the attractions available in Hartlepool and its surrounding area, including purpose-built

attractions/facilities such as the marina and Hartlepool's Maritime Experience, its built heritage such as the Headland, natural features such as Seaton Carew beach or, further afield, the North Yorks Moors, cultural attractions such as the Art Gallery, Town Hall Theatre or the Middlesbrough Institute of Modern Art and events such as the Maritime Festival. Support facilities, in the form of visitor accommodation, restaurants and shops, are also important elements of the Hartlepool offer to visitors, especially business visitors/contractors. Less tangibly, visitors can be attracted by historical associations or characters, e.g. military history (the Bombardment), religious history, The Andy Capp connection.

- b) potential property investors and developers, on the other hand, are more likely to be interested in property availability and a range of "hard" market information which will help them assess the profitability of investing/developing in Hartlepool, e.g. property values, service availability.
- c) potential incoming businesses will be interested in many of the same factors as are investors/developers, but will also be concerned about labour market issues, supply chains, availability of appropriate housing and other "quality of life" factors.

- 3.2 Our marketing activity is structured to seek to "sell" the appropriate aspects of what Hartlepool has to offer to the relevant audience.

4. THE CONTEXT FOR MARKETING ACTIVITY

- 4.1 With increasing mobility, improved communications and stronger partnership working, most of the Council's marketing activity now is in collaboration with public and private sector partners. Whilst Hartlepool and the Council can make a distinctive offer in our own right, it is recognised that in many respects we can attract greater interest by linking with partners. Thus our visitor marketing is community in the context of the Tees Valley as a whole and involves collaboration with other parties involved in the visitor economy. Similarly our marketing to investors, developers and businesses frequently involves liaison with organisations such as One North East and Tees Valley Regeneration, as well as landowners.
- 4.2 The remaining sections of this report will outline how we market Hartlepool to these various audiences, in the context of close working with partners. It is understood from the first Scrutiny Forum meeting on this subject that members wish to focus particularly on tourism-related marketing and accordingly this area of activity is emphasised.

5. MARKETING TO VISITORS

- 5.1 The marketing of Hartlepool to visitors is delivered through Hartlepool Borough Council and key partners, visitTeesvalley (the Area Tourism Partnership), and One North East who manage the North East Tourism

Network. An important principle within the organisations has been to utilise limited budgets productively and in partnership and to avoid duplication of effort.

- 5.2 The key focus of Hartlepool Borough Council has been to support those businesses in Hartlepool who have an interest in visitors not only through delivery of marketing activity but also to signpost businesses to the potential opportunities provided by partners. This has been effective through the three key partnerships, The Passport Group, Hotels Group and Restaurant Initiative.

a) Passport Group – looks at the overall strategic tourism activities that have an impact on local businesses. Various businesses and other organisations from across the town involved in the visitor economy actively participate in the Group

b) Hotels Group – involving many of the accommodation providers across the town, the group identify projects that will support the marketing of Hartlepool and as a forum look at key issues facing their industry. Activities have included developing tourism maps, email loop service, visitor survey, facilities sheets. Its focus has been to bring the accommodation providers together to work with each other in keeping business in Hartlepool.

c) Restaurant Group – initially set up in partnership with two key businesses in the town the aim of this partnership has been similar to that of the Hotels Group and has helped to develop activities such as the Eat Guide, Taste of Events in conjunction with Hartlepool College and direct mail activities.

- 5.3 Day to day responsibility for supporting these three networks, rests with the Tourism Team (two staff) in the Economic Development Section, which also delivers other key marketing activity and uses the three groups to support the work delivered:-

- 1) Managing a dedicated website, www.destinationhartlepool.com
- 2) Design & print of the Hartlepool Mini Guide which is distributed within a two hour drive time
- 3) Design & print of 'Eat in Hartlepool' along with the selling of advertising space to eating out establishments within the Borough
- 4) Design & print of the Hartlepool Town Map
- 5) Supporting individual marketing projects either delivered by tourism or other funding related projects – Headland Marketing, Maritime Festival
- 6) Marketing and delivering Redcar, Saltburn & Hartlepool Golf Week in conjunction with Seaton Carew & Hartlepool Golf Club
- 7) Annual newsletter to businesses to inform and update on activities

- 5.4 The Tourism Team also has linkages with the Council's Community Services, who are responsible for many of the town's key attractions which make up the visitor experience. Their service is also responsible for the Tourist Information Centre which is essential in providing information to potential visitors and also a key point of contact identified on much of the promotional print produced by

the Tourism Team. The two services work closely together in order to make sure that their marketing activity is complementary to each as differing audiences can be addressed. However joint working arrangements are also in place where it is appropriate for specific venues, audiences or events to be considered with a joint approach.

- 5.5 Whilst Hartlepool Borough Council concentrates on the key activities identified, visitTeesvalley and One NorthEast also play a pivotal role in delivering marketing activities to key target audiences including national consumer marketing, group travel and coach operator market and international audiences. This is delivered through a variety of marketing media including print, TV, advertising, direct mail (both in print and electronically), e-marketing, advertorial and wider audience networks.
- 5.6 Hartlepool Borough Council play a fundamental role in encouraging businesses to participate in these marketing opportunities and also to provide the agencies with the appropriate marketing material for promoting Hartlepool. A key activity within this is information collection for the region's Database Management System (DMS) known as Desti.ne which provides a fundamental marketing opportunity for businesses as the information collected feeds into the key tourism websites and is used in many of One NorthEast and visitTeesvalley's campaigns.
- 5.7 These agencies can also provide many key support services to help deliver marketing activity, which can enhance and improve a business in its marketing delivery, but which in turn strengthens the marketing offer and form of delivery for Hartlepool as a whole. These include many opportunities which provide access to a much wider audience of potential visitors through national and international websites, providing services which will allow booking accommodation online, being involved in campaigns backed by extensive budgets which could not be delivered locally and by providing both research information and training which can only help to develop business and improve the visitor offer.
- 5.8 Hartlepool Borough Council's budget for tourism marketing in the financial year 2007/2008 totalled £21,012. Of this budget £8,280 is specifically for supporting the Area Tourism Partnership (visitTeesvalley) marketing delivery. The Tourism Team also managed to increase the budget by £3000 through advertising and sponsorship income.
- 5.9 Whilst outputs cannot be identified in terms of £x amount spent by Hartlepool Borough Council has provided y amount of visitors to the region, STEAM (Scarborough Tourism Economic Activity Monitor) statistics do provide ongoing analysis on the economic volume and value of tourism to visitors.

	1997	2003	2005
			(draft)
Economic Impact £'000's	22,839	30,198	43,647
Accommodation	1,137	2,171	2,685
Food & Drink	5,221	6,599	13,685
Recreation	2,871	3,683	2,646
Shopping	3,505	4,355	4,518
Transport	552	695	1,800
Indirect expenditure & VAT	9,552	12,694	18,313
Tourist Days 000's	890	968	1,226
Tourist Numbers 000's	517	600	751
Total Employment	660	731	946
Direct Employment	510	556	709
Indirect Employment	151	174	237

STEAM is useful as a model of tourism flows, but never can be and does not pretend to be, a statistically robust measurement of tourism, given that it is in practice impossible to capture information related to every visitor to an area. It is not designed to provide a precise and accurate measurement of tourism in the local area, but rather to provide an indicative base for monitoring trends.

Immediate responses in terms of monitoring of outputs can be identified through the various tourism websites which are responsible for promoting Hartlepool to potential visitors.

Website	Average monthly unique visitors (January – August 08)
Destinationhartlepool.com	2,500
Visitteesvalley.co.uk	8,102
Visitnortheastengland.com	68,500

6. MARKETING TO INVESTORS/DEVELOPERS

- 6.1 In terms of the organisational structure for marketing to attract investors/developers the key partners are Hartlepool Borough Council and Tees Valley Regeneration [TVR]. Close working relationships exist and there are well established formal processes to market Hartlepool as a competitive and successful place to invest and develop business infrastructure. Hartlepool is marketed by TVR within a Tees Valley context promoting several sites and locations, however specific campaigns have been carried out purely marketing the Hartlepool offer, Queens Meadow being a good example of this. A three year Queens Meadow marketing campaign funded via the Single Programme was implemented by HBC in partnership with TVR and proved highly successful as noted in section 8.

- 6.2 The marketing activity will vary to a degree depending on the target audience but is generally promotional activity either direct to the investor/developer market or through intermediaries such as commercial agents.. This marketing can be carried out through web based activity, e-marketing, direct mail campaigns and property/development exhibitions. The databases of the target audiences are maintained and regularly updated by TVR.
- 6.3 Once a live enquiry is logged joint visits and meetings are arranged involving TVR, HBC and the interested party. A range of services are offered bespoke to the enquiry and can include support in applying for funding e.g. via the Single Programme.
- 6.4 A range of electronic and paper media have been used to promote opportunities and respond to enquiries, including a Borough – wide investment prospectus, a specific Queens Meadow brochure and a dedicated website.

7. MARKETING TO INCOMING BUSINESSES

- 7.1 Inward Investment has been a key market for Hartlepool to increase its business stock generating private sector investment and job creation. At the same time inward investment offers supplier chain opportunities, whereby local businesses supply goods and services to the inward investor and also provides benefits in knowledge transfer with new technologies, processes and management practices being disseminated to the local business market .
- 7.2 There is a long established system to respond to the inward investment market that has been established since 1996 on the abolition of the County Council. At an international level all inward investment is handled by Invest In Britain Bureau and in the case of the north east One NorthEast [ONE] provide the key link.
ONE operates in many overseas markets and have offices in several key markets such as the USA and Asia.
To support ONE , TVR act as a single point of contact for the Tees Valley collating sites and premises data from the local authorities and providing a range of statistical information for the Tees Valley and individual Boroughs. Any inward investment visits are initially dealt with by TVR and once a particular location is identified the appropriate borough is networked into the enquiry.
- 7.3 In terms of supporting national inward investment TVR is the sub regional agency working on behalf of the five Tees Valley Boroughs to attract mobile investment.
A range of targeted marketing activities are carried either direct to potentially mobile businesses but also to intermediaries such as management accountants, commercial agents, banks and property advisors.

A database of over 10,000 clients is maintained and targeted newsletters, including e-newsletters and specific sites and property offers are mailed every quarter.

- 7.4 TVR also promotes specific opportunities such as the process industry cluster, heavy water users and the logistics and large users of logistics centred around the port facilities on Teesside and Hartlepool.
- 7.5 Marketing is also carried out utilising a comprehensive Tees Valley website and also a variety of e-commerce mechanisms to target potentially mobile investment.
- 7.6 TVR will field initial enquiries and once specific location options are clarified the appropriate borough[s] are brought in to assist in converting the enquiry into a successful investment.
- 7.7 Hartlepool Borough Council also has a national and regional presence through its website, destinationhartlepool.com which has specific business and tourism sections. Current unique hits total around 3,000 pa for the business portal. In addition a range of printed material is produced to support the “Hartlepool Offer” including information on demographics, sites and premises and recruitment programmes.

8. MONITORING AND EVALUATION

- 8.1 The marketing activities in relation to the attraction of investor/developers has been particularly successful. The following information relates to the continued success of the Queens Meadow development.
As noted above a three year part Single Programme funded project totalling around £132,000 delivered in partnership with TVR assisted in the attraction of the following developments

- UKSE – 27,000 SQ FT Innovation Centre, investment totalling £3.5m. Development fully let and operating waiting list.
The Centre currently supports 23 businesses and 130 jobs. The development contributes to the Hartlepool Incubation Strategy aimed at increasing business start ups. The vat statistics released in 2006 placed Hartlepool as 9th joint top in GB for new vat registrations and the 2007 released vat statistics placed Hartlepool as the best performing area in the Tees Valley for new registrations and increases in vat stock per 10,000 head of population.
- Rivergreen Developments – 80,000 sq ft of hybrid business accommodation, first phase of 40,000 sq ft. Investment totalling £6.8m for phase 1. First unit let to Babcock Engineering with the creation of around 20 jobs. The overall development may create up to 150 jobs.
- Gladman Developments – 156,000 sq ft of office accommodation subject to completing section 106 agreement, investment totalling £18m. The development will be capable of supporting over 500 jobs.

8.2 The attraction of new businesses to Hartlepool is an important strand of the Council's strategies and good successes have been achieved and the following businesses represent a cross section of businesses that have chosen Hartlepool as their preferred location;

- Deepdale Solutions , 30,000 sq ft Queens Meadow the business employs 65 people manufacturing high quality curtain walling and has invested well over £2.5m since locating in Hartlepool.
- QRS, 15,000 sq ft Queens Meadow the business employs over 45 people manufacturing high quality commercial conservatory roofs for hotels, restaurants etc and has invested over £1.5m since locating in Hartlepool.
- Hallcalm Engineering, 20,000 sq ft Longhill, the business employs around 35 people and manufacture onshore and offshore products.
- JMP Group, Queens Meadow, the business employs 7 people and offers civil engineering design capability.
- Optimum , 10,000 sq ft Park View West the business employs around 20 people and manufactures bespoke office furniture.
- Partners in specialist care, Queens Meadow, the business employs 78 people and provides support for people with specialist care needs.
- Prospect Place Homes, Hartlepool Enterprise Centre the business employs 15 staff providing residential service for young people with patterns of extreme behaviour.

8.3 In relation to budgets the business marketing activity has been supported by around £35,000 pa of Council resource and is augmented by other funding such as Single Programme. A further £40,000 pa has recently been allocated from HBC resources. The Queens Meadow Marketing Strategy secured around £95,000 over three years. In addition wherever possible joint marketing campaigns are undertaken to maximise resources and media impact. A range of marketing activities have been jointly undertaken with Rivergreen including brochure and poster advertising on a 50-50 basis.

8.4 Examples of marketing material will be presented at the meeting.

9. RECOMMENDATIONS

9.1 That the Forum notes the report and raises comments/queries on the marketing approaches adopted.

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

3 October 2008



Report of: Scrutiny Support Officer

Subject: SCRUTINY INVESTIGATION INTO THE
MARKETING OF HARTLEPOOL – EVIDENCE FROM
THE AUTHORITY'S PORTFOLIO HOLDER FOR
REGENERATION AND LIVEABILITY AND
PORTFOLIO HOLDER FOR CULTURE, LEISURE
AND TOURISM – COVERING REPORT

1. PURPOSE OF REPORT

- 1.1 To inform Members of the Forum that the Portfolio Holders for Regeneration and Liveability / Culture, Leisure and Tourism have been invited to attend this meeting to provide evidence in relation to the ongoing investigation into The Marketing of Hartlepool.

2. BACKGROUND INFORMATION

- 2.1 Members will recall that at the meeting of this Forum on 4 September 2008, the Terms of Reference and Potential Areas of Inquiry / Sources of Evidence were approved by the Forum for this scrutiny investigation into The Marketing of Hartlepool.
- 2.2 Consequently, the Authority's Portfolio Holders for Regeneration and Liveability / Culture, Leisure and Tourism have been invited to this meeting to provide evidence to the Forum in relation to his responsibilities, and views on, The Marketing of Hartlepool.
- 2.3 During this evidence gathering session with the Authority's Regeneration and Liveability / Culture, Leisure and Tourism Portfolio Holder, it is suggested that responses should be sought to the following key questions:-

- (a) What is your role and responsibility in relation to the Marketing of Hartlepool?

- (b) What do you feel Hartlepool is doing well to market the Town to potential visitors and businesses, and how could this be improved?
- (c) Do you have any other views / information which you feel maybe useful to Members in forming their recommendations?

3. RECOMMENDATIONS

- 3.1 That Members of the Forum consider the views of the Portfolio Holders for Regeneration and Liveability / Culture, Leisure and Tourism in relation to the questions outlined in section 2.3.

Contact Officer:- James Walsh – Scrutiny Support Officer
Chief Executive's Department - Corporate Strategy
Hartlepool Borough Council
Tel: 01429 523647
Email: james.walsh@hartlepool.gov.uk

BACKGROUND PAPERS

The following background papers were used in the preparation of this report:-

- (i) Report of the Scrutiny Support Officer titled 'Scrutiny Investigation into The Marketing of Hartlepool – Scoping Report,' presented at the meeting of the Regeneration and Planning Services Scrutiny Forum of 4 September 2008.