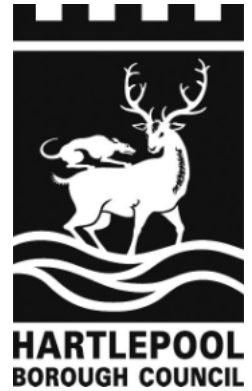


# **JOINT CULTURE, LEISURE AND TOURISM & REGENERATION, ECONOMIC DEVELOPMENT AND SKILLS PORTFOLIO**



**Monday 28 November 2011**

**at 9.30 am**

**in Committee Room C, Civic Centre, Hartlepool**

Councillor Cath Hill, Portfolio Holder with responsibility for Culture, Leisure and Tourism and Councillor Peter Jackson, Portfolio Holder with responsibility for Regeneration, Economic Development and Skills will consider the following items.

**1. KEY DECISIONS**

No items

**2. OTHER ITEMS REQUIRING DECISION**

No items

**3. ITEMS FOR INFORMATION**

3.1 Tourism Business Support – *Assistant Director (Regeneration and Planning)*

**JOINT CULTURE, LEISURE & TOURISM &  
REGENERATION AND ECONOMIC  
DEVELOPMENT & SKILLS PORTFOLIOS**

Report To Portfolio Holders

28<sup>th</sup> November 2011



**Report of:** Assistant Director (Regeneration & Planning)

**Subject:** TOURISM BUSINESS SUPPORT

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## SUMMARY

### 1. PURPOSE OF REPORT

To provide a progress report on the background to and context of the delivery of tourism in Hartlepool and the North East. The report informs of the progress of support that the Council has made to the tourism economy in Hartlepool and seeks comments and endorsements of this support.

### 2. SUMMARY OF CONTENTS

The report outlines a brief background and context of the delivery of tourism in the North East and informs of the support Economic Development has made to the tourism economy.

### 3. RELEVANCE TO PORTFOLIO MEMBER

Business support for the tourism economy in Hartlepool sits within the Regeneration & Economic Development and the Culture, Leisure & Tourism Portfolios.

### 4. TYPE OF DECISION

Non – key.

**5. DECISION MAKING ROUTE**

To be considered by the Regeneration & Economic Development and the Culture, Leisure & Tourism Portfolio Holders.

**6. DECISION(S) REQUIRED**

The Portfolio Holders are recommended to note the overall support provided to the tourism economy and seek comments and endorsements of this support.

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**Report of:** Assistant Director (Regeneration & Planning)

**Subject:** TOURISM BUSINESS SUPPORT

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**1. PURPOSE OF REPORT**

- 1.1 To provide a progress report on the background to and context of the delivery of tourism in Hartlepool and the North East. The report informs of the progress of support that the Council has made to the tourism economy in Hartlepool and seeks comments and endorsements of this support.

**2. BACKGROUND**

- 2.1 The visitor economy has a significant role in the overall economy of Hartlepool, with STEAM (Scarborough Tourism Economic Activity Monitor) research estimating the value of the visitor economy to Hartlepool in 2009 (draft) at £118m, supporting 2000 jobs and attracting 3 million visitors.
- 2.2 The last 6 months has seen a significant change in support provided to this sector, with the loss of the North East Tourism Network (led by ONE NorthEast) and the Area Tourism Partnership, visitTeesvalley. Both agencies supported the industry with a multi million pound budget, through research, product development, bespoke skills support, funding and through national and regional marketing and PR campaigns
- 2.3 The local authority function within Economic Development has been to support up to 88 businesses (in 2010/2011) with various interventions, lead on 2 networking groups, deliver a marketing campaign to encourage visitors, deliver and coordinate bespoke training programmes and support other departments involved with tourism activity. The Regeneration and Planning Services Scrutiny Forum enquiry into the Marketing of Hartlepool in 2009 was fully supportive of the activity delivered.
- 2.4 In light of these changes, the local authority key priorities were identified to support the tourism businesses in Hartlepool
- 1) To inform businesses of the current changes and implications and provide advice and guidance on these changes.
  - 2) To deliver two key campaigns to promote Hartlepool as a visitor location

- 3) To deliver and enhance the current destinationhartlepool.com
- 4) To engage with other departments to look at how to deliver joined up marketing activity
- 5) To look at alternative and new opportunities for joint working outside the traditional 'Tees Valley' boundary
- 6) To continue the work of the two key networking groups – Passport and Hotels Group
- 7) To increase income generation on projects
- 8) To deliver bespoke tourism training and workforce development
- 9) To continue to work with Redcar & Cleveland Borough Council on the annual Redcar, Saltburn and Hartlepool Golf Week.

### 3. PROGRESS ON KEY PRIORITIES

3.1 In line with the key priorities identified, work has progressed and been delivered on all of the key priorities identified.

- The Eat Campaign was developed and delivered to include print, website, social media and direct mail activity. 33 businesses bought into the campaign, providing an income generation value of £4,325 + VAT – an increase of 27.5% from the previous year's income). 25,000 copies of the guide have been produced and circulated with a 1 – 2 hour drive time to targeted markets. The Eat Campaign has continually had the support of businesses year on year (now in its 7<sup>th</sup> year, the first year supported by 17 businesses) and is displayed in a number of restaurants as it is seen as a tool to cross sell their establishments. The success of this can be measured by an almost 100% increase in the number of restaurants who have taken part financially in this project.
- Work has commenced on the What's Happening Hartlepool publication, which will replace the current Hartlepool Mini Guide and What's On publications. The project is being delivered in partnership with the Cultural Services Team, who previously produced the What's On publication. The joining of the publications will provide cost savings of £5,000 (across the two Departments) but will create more awareness through a larger print run and wider distribution. The publication is due to go to print for January 2012. The project will include an income generation target of £1,900.
- Destinationhartlepool.com & social media activity - Significant developments have taken place regarding the future of destinationhartlepool.com. A meeting with the previous Portfolio Holders for Regeneration & Economic Development, Culture, Leisure & Tourism and Performance Portfolios has led to development work to confirm destinationhartlepool.com as a stand alone site, but to look to integrate investinhartlepool.com.

The project is also being worked on in consultation with the Council's ICT staff to look at ways of building stronger links with the Council site. The new phase of [destinationhartlepool.com](http://destinationhartlepool.com) will go live in the new year. Recent activity, particularly through regular e.marketing and social media activity has seen a steady increase in the visitor numbers to the site. The Cultural Services Team has worked in partnership with the Tourism Team on developing and marketing the site. There has also been consultation and training with the Countryside Team to create further information content on their activities and events, market through various social media and e-marketing campaigns to generate an increase in awareness and usage of Council facilities, services and events.

- Partnerships - In conjunction with Cultural Services, a working partnership has continued with Discover Durham and Visit County Durham to look at opportunities for raising the profile of Hartlepool through their various marketing activities (to both consumer and group audiences). The partnership has also involved looking at opportunities for individual businesses to engage with partnership and marketing activities. Discover Durham activity to date has included social media, website entry, 5 electronic mailshots to a targeted groups audience, targeted mailshot, PR features in sector magazines and familiarisation visits.
- During visitTeesvalley's lifetime, networking groups were developed across the Tees Valley for bespoke sectors of the tourism industry. The Attractions Forum and Venue Managers Forum have re-convened these groups and are keen to work in partnership on bespoke projects, which again could be beneficial to raising the profile of some of Hartlepool's key tourism facilities.
- Networks & Business Engagement – The Passport Group and Hotels Group have each met on a bi-monthly basis, sharing examples of best practice and providing updates on their activities and where opportunities for joint working can develop. The meetings are also a platform for informing and seeking support on tourism activity (and other services) provided by the Council. There has also been individual business support for businesses that have required specific advice and guidance relating to their individual enquiry. In this financial Year 50 businesses have received detailed Business Support. In total 88 businesses were supported throughout the 2010/2011 financial year.
- Bespoke training – Work has continued on developing the My Tees Valley / Hartlepool, Discovery Tour and Welcome Host. Four courses are running in November with representatives from HBC, HCFE, private sector and from the NEET project

(Individuals who are not in Education, Employment or Training) taking part (totalling 97 people).

- The 2011 Redcar-Saltburn-Hartlepool Golf Week (in partnership with Redcar & Cleveland Borough Council) proved very successful with 298 golfers taking part in the event, playing 978 rounds of golf. Evaluation of the event showed 78% of those taking part were from outside Tees Valley, 70% from outside the North East Region. Over 53% of those playing stayed for over 5 nights and the average spend for each player was £250.00 per person (evaluating the event at bringing £74,500 into the economy). The event raises an income of £11,000 the majority of which goes to the golf clubs who partake in the event whilst the remainder is used as an administration fee to the Councils. Whilst the event has been partially funded by the Councils previously to pump prime the market, the success of the event now means it will be cost neutral in 2012 and should create a small income. However the success of the event is evident in impact on the visitor economy with every £1 spent by the Councils generating £87 to the economy. 210 players have already signed up to the 2012 event with £8540 in booking fees received. An increase in the administration fee to each day fee will mean the event will be cost neutral (or small income) in 2012.

#### 4. RISK IMPLICATIONS & FINANCIAL CONSIDERATIONS

- 4.1 The loss of sub-regional and regional infrastructure does have a risk of losing the profile it has previously received on a sub-regional, regional and national level. Funding opportunities for businesses are now limited, in particular for the smaller SME's which make up a large proportion of the tourism businesses.
- 4.2 The Tees Valley's presence on a regional level is limited (with no financial support available from Tees Valley Unlimited), particularly within the Northern Tourism Alliance (which has been formed by the two other remaining Area Tourism Partnerships (Durham and Northumberland), Newcastle Gateshead Initiative). The transitional post at Tees Valley Unlimited is due to finish in March 2012 and therefore there will be no tourism representative at a sub-regional level. With tourism contributing so significantly to Hartlepool's economy, it is now solely the Council who remain to continue initiatives to target the visitor economy. It will be important to continue developing working partnerships (such as those with Durham for targeting the group and consumer marketing, Middlesbrough with the website development and other Local authorities around the region for a variety of activities) in order to raise the awareness of the tourism product. It will also be important to maximise ways of reaching the visitor audience the most

effectively in times of limited budgets – in particular websites and social media. The joint partnership working within the Council between Departments will also be significant in reaching the targeted audiences required the most effectively (links with Cultural Services, Countryside and the ICT Team).

**5. RECOMMENDATIONS**

- 5.1 The Portfolio Holders are recommended to note the overall support provided to the tourism economy and seek comments and endorsements of this support.

**6. CONTACT OFFICER**

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