

JOINT REGENERATION AND NEIGHBOURHOODS AND CHILDREN'S AND COMMUNITY SERVICES PORTFOLIOS DECISION RECORD

27 JULY 2012

The meeting commenced at 9.30 a.m. in the Civic Centre, Hartlepool

Present:

The Mayor, Stuart Drummond (Regeneration and Neighbourhoods Portfolio Holder) and
Councillor Cath Hill (Children's and Community Services Portfolio Holder)

Officers: Antony Steinberg, Economic Regeneration Manager
Michelle Daurat, Events and Visitor Service Manager
Jo Cole, Principal Economic Development Officer (Tourism)

1. Apologies for Absence

Apologies for absence were received from Councillor Cath Hill. The Mayor indicated that in the absence of the Children's and Community Services Portfolio Holder he would exercise his powers as Mayor to make any decision with regards to both Portfolios.

2. Tourism Business Support (*Assistant Director, Regeneration and Planning*)

Type of decision

None – the report was for the Portfolio Holders information only.

Purpose of report

To provide a progress report on 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 endorsement of this approach.

Issue(s) for consideration by Portfolio Holder

The Tourism Officer updated the portfolio holders on the current situation relating to tourism promotion within the Northeast and the Tees Valley and outlined the work undertaken within the Tourism Team on delivering the key priorities identified within the Economic Regeneration Strategy.

The Mayor questioned the impact of the loss of the regional tourism bodies

and was informed that while the decision had been made not to establish a sub-regional body for the Tees Valley, a regional North East Tourism Alliance was being developed including Visit County Durham, Northumberland Tourism, North East Hoteliers Association and Newcastle/Gateshead Initiative . The Principal Economic Development Officer (Tourism) had a seat on the alliance as a Tees Valley Unlimited representative which assisted greatly in lifting Hartlepool's profile.

The Principal Economic Development Officer (Tourism) outlined aspects of the work undertaken locally in promoting tourism and closer working between local businesses through closer 'internal' links and greater 'external' links to wider regional events. Outside of the 'public' initiatives, the officer indicated that greater links were being developed between the larger hotel operators through the North East Hoteliers Association but this tended to be focussed to the northern part of the region.

The Mayor commended the work being undertaken within Hartlepool and requested that officers draw together a report setting out the direct benefits that tourism brought to the town as part of the wider budget considerations. It was necessary to highlight how tourism impacted across the businesses of the town and raised the town's profile. The Mayor commented that the lack of money in this area must not diminish our ambition to promote Hartlepool to as wide an audience as was possible. The Mayor requested that further report be brought later in the year updating Portfolio Holders of the developments in this area.

Decision

That the report be noted and that a further progress report be submitted later in the year.

The meeting concluded at 10.00 a.m.

P J DEVLIN

CHIEF SOLICITOR

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