

# **JOINT REGENERATION AND NEIGHBOURHOODS AND CHILDREN'S AND COMMUNITY SERVICES PORTFOLIO**



**10<sup>th</sup> January 2013**

**at 9.30 am**

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

The Mayor Stuart Drummond, Cabinet Member responsible for Regeneration and Neighbourhoods Portfolio and Councillor Cath Hill, Cabinet Member responsible for Children's and Community Services Portfolio 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 REGENERATION & NEIGHBOURHOODS  
AND CHILDREN'S & COMMUNITY SERVICES  
PORTFOLIO**

**10<sup>th</sup> January 2013**



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

**Subject:** TOURISM BUSINESS SUPPORT

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**1. TYPE OF DECISION/APPLICABLE CATEGORY**

Non Key.

**2. PURPOSE OF REPORT**

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

**3. BACKGROUND**

- 3.1 The visitor economy continues to play an important role in Hartlepool and the North East. The value of the visitor economy in Tees Valley is significant and its worth is similar to that in Durham and Northumberland respectively. The figures are from the STEAM Report 2011 (Scarborough Tourism Economic Activity Monitor – a model for providing an indicative base of the local economic impact of tourism from both staying and day visitors).

Sub – Region	Visits	Expenditure	Employment
Durham	19 million	£738 million	11,308
Tyne & Wear	36 million	£ 2 billion	23,748
Northumberland	9.1 million	£706 million	13,230
<b>Tees Valley</b>	<b>18 million</b>	<b>£714 million</b>	<b>10,503</b>

- 3.2 Comparison of the last 9 years (2003 – 2011) showed that Tees Valley had shown a continued percentage growth in expenditure, visitor numbers and bedstock, unlike other areas of the region.

Sub – Region	Visits	Expenditure	Employment
Durham	+11%	+ 14%	- 3%
Tyne & Wear	0	- 4%	- 13%
Northumberland	-2%	-10%	-6%
<b>Tees Valley</b>	<b>+ 26%</b>	<b>+ 22%</b>	<b>+6%</b>

3.3 The impact of the changes of the tourism structures across the region are still being addressed and the Council is working towards providing the best support to businesses within the local visitor economy.

3.4 The review of the current position of the Tees Valley visitor economy is still being undertaken. The last report outlined the preparation of a position statement which identified for the five local authorities and Tees Valley Unlimited, 4 options to take forward:-

- Option 1: Tees Valley Marketing Campaign
- Option 2: Business Engagement and Partnership
- Option 3: Inward Investment and Economic Growth Marketing
- Option 4: Supporting inward investment and private sector led visitor economy initiatives.

3.5 As yet no firm decision has been made against these options but further work is continuing, with Hartlepool playing a leading role in this.

3.6 Hartlepool has continued to represent Tees Valley Unlimited on the Northern Tourism Alliance. The Alliance has progressed regional activity in relation to:-

- Visitnortheastengland.com – whilst initially looking at the website as a commercial accommodation bookings option, this has not proved viable and therefore a 'portal' approach has been taken. Hartlepool and Middlesbrough Councils are looking at how they can provide an appropriate link from this portal to a Tees Valley portal which will direct visitors to appropriate sites.
- North East Tourism Awards – the Alliance, in partnership with Newcastle Gateshead Initiative and Northumberland County Council are delivering the North East Tourism Awards. Hartlepool has played a role in the delivery through judging on two of the awards. Participation has also led to Hartlepool receiving media support

3.7 The programme of work delivered by the tourism function to support local regional activity, is in line with the actions within the Economic Regeneration Strategy

- 1) Develop and implement a marketing plan to raise the profile of Hartlepool
- 2) Review and improve visitor information links between visitor locations to improve connectivity in Hartlepool

- 3) Develop destination Hartlepool / invest in Hartlepool websites and social media activity
- 4) Develop and deliver bespoke tourism training courses
- 5) Undertake business events to support the visitor economy
- 6) Undertake a programme of targeted account management with key tourism businesses to provide business advice
- 7) Undertake a joint marketing campaign with partners and key stakeholders across the region
- 8) Engage with schools and colleges to raise the profile of the visitor economy to the potential new workforce through bespoke events
- 9) Deliver the Diamond Festival in Hartlepool

#### **4. PROGRESS ON KEY PRIORITIES**

- 4.1 In line with the key priorities identified, various initiatives have taken place within the key priorities identified.
- 4.2 What's Happening Hartlepool campaign – a review has taken place of the first year progress of the joint activity between Tourism and Cultural Services. The review identified:-
  - a) the guide was successful, met deadline, achieved an income target of £2,550 and 45,000 guides were distributed through the various distribution channels
  - b) whilst the guide worked well, there is a need to increase the exposure of the Town Hall Theatre in order to increase income generation and for it to compete in the market place against other local theatres.
- 4.2.1 In light of the review, the campaign will see a change in approach. 2013 will see the delivery of a What's Happening Hartlepool guide (35,000 copies) with a calendar of events across Hartlepool and information on things to do and places to visit, backed up by paid for advertising. This will be supported with a twice – yearly Hartlepool Town Hall Theatre programme. Whilst the What's Happening Hartlepool guide will be distributed to a 1-2 hour drive time, the Theatre Programme will be to a more local, targeted audience. Solicitation for advertising in the What's Happening Hartlepool guide advert has commenced and take up indicates that income targets will be met.
- 4.2.2 The What's Happening campaign is backed up by a fortnightly e-newsletter to a targeted audience of over 3,500 recipients and supported by website and social media activity.
- 4.3 Work has commenced on transferring the What's Happening Hartlepool brand to the current and proposed information board provision across the town. This project is being progressed with partners, reviewing current sites and identifying new opportunities. It forms a part of the development of an overall Information Strategy which is being led by Economic Regeneration.

- 4.4 Eatinhartlepool – the eatinhartlepool campaign has included the design and print in September of a new guide. 25,000 copies have been produced with 4,000 distributed through local and regional channels within the first two weeks of delivery. 32 businesses participated in the campaign (which includes additional promotional support through the website and social media). The income target for the project totalled £4,160. Work is now in progress to transfer the eatinhartlepool.com website to within the destinationhartlepool.com framework to provide a more efficient and cost effective solution.
- 4.5 Destinationhartlepool – phase 1 of the website is now complete and campaigns and social media activity are being implemented to raise the awareness of the site. The site has received 21,102 visits and 17,050 unique visits, with 78% new visits) since May 2012.
- 4.5.1 The website is growing in content and marketing activity is directed to the site. All produce information is linked to google maps and this is to be further developed to assist the website user. The What's Happening Hartlepool element of the site continues to grow with information on both free and paid for, council, private and voluntary organisations events.
- 4.5.2 The next phase of delivery will be to increase the product information and engage more users to upload information to the site.
- 4.6 Network & business engagements - The bi-monthly Passport and Hotels Group Meetings have progressed. These have been supported by the start of a programme of bespoke business engagement visits. These have been a forum to raise awareness of the Council's service, marketing, training and business opportunities and to provide individual advice and guidance on specific issues individuals may have. 15 have been visited to date. The engagement also helps to build up a picture of the nature of the visitor economy and how both national and international events can have an impact upon it (eg. the economy, industry developments). They have also been used as part of the consultation exercise for the Seaton Carew Regeneration Scheme, with businesses getting the opportunity to feed in both their views and the views of visitors they come in contact with.
- 4.7 Partnership - Both Cultural Services and the Tourism Section continue to work with Partners outside the region, in particular Visit County Durham and Discover Durham to raise the profile of Hartlepool to the group, travel trade and consumer market. Both sections are also work together with HMS Trincomalee Trust on the delivery of marketing activity.
- 4.8 Training – The Tourism Team are delivering training initiatives at both Hartlepool College of Further Education and Hartlepool Sixth Form College. It is the first time the Council has engaged with the Sixth Form College students and it is hoped that the support can be continued on an annual basis. A programme of activity has been initiated with Hartlepool College of Further Education with the first event taking place in November.

- 4.9 The Tourism Team continued to support the Family Wise project (through delivering sector specific information to individuals seeking support with employment and enterprise routes).
- 4.10 Filming – there are continued requests through Northern Film & Media and the support of the Council has led to filming taking place for both Vera and George Gently in venues including Carlton Bingo, Town Hall Theatre, Borough Hall, Headland Town Square and Camerons Brewery. The Tourism Team have also commissioned filming to build on the work produced for The Tall Ships Races to use a marketing tool for the website, youtube and social media opportunities.
- 4.11 Culture & Information Services continue to deliver high quality events. This year's Halloween event, Spoo-quay took on the new format of two nights (800 capacity per night) after feedback from last year's attendees. This year's event also involved engaging with East Durham College to provide artistic content and Hartlepool College of Further Education for stewarding, allowing students first hand event experience. Nearly 1,500 people attended the event.
- 4.12 The Museum of Hartlepool has seen half year visitors figures of 109,864 (April – September), suggesting the full year forecast should reach at least 140,000. By comparison figures for 2011-12 reached 101,999 and 2010-11 reached around 137,000. The Teddy Bear Story exhibition was an influence on this successful year to date, with 54,000 visitors.
- 4.13 Golf Week - The 2012 Redcar-Saltburn-Hartlepool Golf Week (in partnership with Redcar & Cleveland Borough Council) again proved very successful with 312 golfers taking part in the event, playing 914 rounds of golf. Evaluation of the event showed 81% of those taking part stayed overnight. 59% of those playing stayed for 4 nights or more and the average spend for each player was £253.00 (evaluating the event at bringing £79,000 into the economy). The event exceeded the target of becoming a cost neutral event by achieving a small income. 210 players have already signed up to the event with £9,800 in booking fees received. An increase in the administration fee to each day fee will mean the event will continue to be cost neutral (and potentially achieve a small income) in 2013.

## **5. RISK IMPLICATIONS & FINANCIAL IMPLICATIONS**

- 5.1 Funding and marketing opportunities for businesses in the visitor economy are much more limited than in previous years, in particular for the smaller SME's which make up a large proportion of the tourism businesses. Activities continue to be considered to support businesses in Hartlepool to help raise their profile within existing tourism structures.
- 5.2 With tourism contributing significantly to the local economy, work will continue to build partnerships to raise the awareness of Hartlepool and to maximise on

promotional opportunities. It will be important to maximise ways of reaching the visitor audience.

## **6. EQUALITY AND DIVERSITY CONSIDERATIONS**

- 6.1 Through engaging with disadvantaged individuals who are being supported through the Economic Regeneration Team (in particular those families with multiple problems), advice, guidance and training is given to assist residents gain employment opportunities within the tourism sector.

## **7. GIVE CONSIDERATION TO IMPACT CHILD / FAMILY POVERTY COMMUNITY SAFETY (crime and disorder implications)**

- 7.1 The visitor economy offers a broad range of employment and business opportunities for local residents and support is provided, particularly for young unemployed residents to gain meaningful employment and enterprise opportunities within this sector and therefore increasing family income.

## **8. SECTION 17 OF THE CRIME AND DISORDER ACT 1998 CONSIDERATIONS**

- 8.1 There are no Section 17 Implications

## **9. RECOMMENDATIONS**

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

## **10. REASONS FOR RECOMMENDATIONS**

- 10.1 The activity outlined in this report will continue to support, improve and raise awareness of the tourism sector which is important to the economic wellbeing of the town

## **11. APPENDICES AVAILABLE ON REQUEST, IN THE MEMBERS LIBRARY AND ON-LINE**

- 11.1 There are no appendices for this report.

## **12. BACKGROUND PAPERS**

- 12.1 There are no background papers for this report.

**13. CONTACT OFFICER**

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