

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

10 January 2013

The meeting commenced at 9.30 am in the Civic Centre, Hartlepool

Present:

Councillors : Cath Hill, Children's and Community Services Portfolio Holder
(Chair)

The Mayor, Stuart Drummond, Regeneration and
Neighbourhoods Portfolio Holder

Officers: Denise Ogden, Director of Regeneration and Neighbourhoods
Antony Steinberg, Economic Development Manager
Mike Blair, Highways, Traffic and Transport Manager
Patrick Wilson, Employment Development Officer
Peter Frost, Traffic Team Leader
Amy Waller, Principal Housing Regeneration Officer
Martin Spaldin, Empty Homes Officer
Jo Cole, Principal Economic Development Officer (Tourism)
Steve Hilton, Public Relations Officer
Angela Armstrong, Principal Democratic Services Officer

3. Tourism Business Support – Assistant Director (Regeneration and Planning)

Type of decision

Non Key

Purpose of report

To provide a progress report on the delivery of tourism in Hartlepool and the North East. The report informed on the progress of support that the Council had made to the tourism economy in Hartlepool and seeks comments on and endorsements of the support.

Issue(s) for consideration by Portfolio Holder

The report provided comparison statistics across the sub-regional area which highlighted that Tees Valley had a continued percentage growth in

expenditure, visitor numbers and employment, unlike other areas of the region. A number of key priority areas and initiatives were identified and details of the progress made in these areas were included within the report. The Principal Economic Development Officer (Tourism) highlighted that the continuous development and growth of the website was increasing marketing activity. In addition, officers had undertaken training to enable them to develop the website and support local businesses to develop and update the website side of their businesses.

A Portfolio Holder questioned the Scarborough Tourism Economic Activity Monitor (STEAM) which was referred to in the report. The Principal Economic Development Officer (Tourism) confirmed that year on year monitoring was undertaken by STEAM of the volume and value of tourism on a regional basis. This information had proved useful in identifying the value of the visitor economy in Tees Valley against other sub-regions. However now One North East and Tees Valley Unlimited had ceased to undertake a strategic role to tourism and the Tees Valley area, there were no funds to continue research post 2011 (although the other sub-regions would continue). Hartlepool would have individual STEAM statistics for the town.

A discussion ensued on the future strategic approach to tourism for the Tees Valley Area, including work that was currently being undertaken in partnership with Redcar and Cleveland, Stockton and Durham and Northumberland local authority areas. The Principal Economic Development Officer (Tourism) provided the Portfolio Holders with a comprehensive list of work being undertaken to effectively market and raise the profile of Hartlepool as a place to visit and stay including an admissions offer for Hartlepool Maritime Experience. One of the Portfolio Holders suggested that joint offers on admission prices could be undertaken in conjunction with other tourist attractions in the north east area.

It was noted that during this year, a number of celebrations were being planned to commemorate the 100 year anniversary of World War One and the Economic Development Team would be working with the Heugh Battery Trust to support this and raise the profile. The Employment Development Officer informed the Portfolio Holders that there was the potential for significant funding from the European Commission in relation to the commemorations of World War One and discussions were ongoing with Teesside University to link with the Council to celebrate the event and raise awareness of the event with children.

One of the Portfolio Holders highlighted that multiple visits to one particular attraction, such as the Hartlepool Maritime Experience, needed to include variety to encourage people to visit the same attraction on more than one occasion. The Principal Economic Development Officer (Tourism) confirmed that a number of ideas were being explored such as treasure hunts and other activities.

Decision

The overall support provided to the tourism economy was noted.

The meeting concluded at 9.59 am

P J DEVLIN

CHIEF SOLICITOR

PUBLICATION DATE: 16 January 2013