

ECONOMIC GROWTH AND REGENERATION COMMITTEE

AGENDA



Tuesday 28 June 2022

at 10.00 am

**in Committee Room B
at the Civic Centre, Hartlepool.**

Those wishing to attend the meeting should phone (01429) 523568 or (01429) 523019 by midday on Monday 27 June and name and address details will be taken.

You should not attend the meeting if you are displaying any COVID-19 symptoms (such as a high temperature, new and persistent cough, or a loss of/change in sense of taste or smell), even if these symptoms are mild. If you, or anyone you live with, have one or more of these symptoms you should follow the [NHS guidance on testing](#).

MEMBERS: ECONOMIC GROWTH AND REGENERATION SERVICES COMMITTEE

Councillors Brown, Clayton, Feeney, Hargreaves, Lindridge, Loynes and Young.

1. APOLOGIES FOR ABSENCE

2. TO RECEIVE ANY DECLARATIONS OF INTEREST BY MEMBERS

3. MINUTES

- 3.1 Minutes of the meeting held on 22 March 2022 (*previously circulated and published*).

4. PRESENTATION

- 4.1 The Role and Remit of the Economic Growth and Regeneration Services Committee

5. BUDGET AND POLICY FRAMEWORK

None.

CIVIC CENTRE EVACUATION AND ASSEMBLY PROCEDURE

In the event of a fire alarm or a bomb alarm, please leave by the nearest emergency exit as directed by Council Officers. A Fire Alarm is a continuous ringing. A Bomb Alarm is a continuous tone. The Assembly Point for everyone is Victory Square by the Cenotaph. If the meeting has to be evacuated, please proceed to the Assembly Point so that you can be safely accounted for.

6. KEY DECISIONS

None.

7. OTHER ITEMS REQUIRING DECISION

None.

8. ITEMS FOR INFORMATION

8.1 Hartlepool Annual Economic Update 2022 – *Assistant Director (Development and Growth)*

8.2 Hartlepool Restaurant Week 2022 – Evaluation Report – *Assistant Director (Development and Growth)*

9. LOCAL GOVERNMENT (ACCESS TO INFORMATION) (VARIATION) ORDER 2006

For information: -

Date of next meeting – 19 July 2022 at 10.00 am



Economic Growth and Regeneration Committee

28th June 2022



Report of: Assistant Director (Development and Growth)

Subject: HARTLEPOOL ANNUAL ECONOMIC UPDATE 2022

1. TYPE OF DECISION/APPLICABLE CATEGORY

1.1 Non key

2. PURPOSE OF REPORT

2.1 The purpose of this report is to provide an update on Hartlepool's economic position and important business news and announcements impacting the Borough and the local economy over the past year.

3. BACKGROUND

3.1 This report will provide an overview on the latest economic statistics for Hartlepool as well as other Tees Valley Local Authorities, the Tees Valley as a whole and comparisons to the wider North East figures.

3.2 All of the information comes from official sources including the Office for National Statistics (ONS) and NOMIS.

3.3 There will also be a summary of key announcements over the year that will have notable impacts on the local economy

3.4 Finally there will be an overview of the activities undertaken by the Council's Economic Growth Team including local data collated as a result of these activities.

4. ANNUAL ECONOMIC INSIGHTS

4.1 The tables and narrative below will summarise the latest economic related statistics for Hartlepool.

4.2 The arrows indicate any increase or decrease in the statistics when comparing the two most recent years (or the two most recent quarters as is the case for the Employment figures). Red indicates a negative change, while Green indicates a positive change.

- 4.3 Hartlepool's Employment Rate has remained stable at 68.6% over the last two quarters of 2021, following a growth of 1% from June to September 2021. This figure is however 0.8% and 1.6% lower than Tees Valley and North East figures respectively, despite both regions experiencing a fall in employment figures in the last two quarters.

Employment Rate %	Year – June 21	Year – Sept 21	Year – Dec 21	Quarterly Trend
Hartlepool	67.6	68.6	68.6	■
Tees Valley	70.2	69.8	69.4	▼
North East	70.5	70.4	70.2	▼
Great Britain	74.4	74.6	74.8	▲

- 4.4 Hartlepool's Unemployment Rate has reduced by 1.1% over the last three quarters of 2021 to 6.8%. This however remains high in comparison to the Tees Valley (0.2% lower), North East (0.8% lower) and Great Britain (2.4% lower). The changing employment figures reflect the start of Hartlepool's Covid-19 recovery as the labour market begins to recover.

Unemployment Rate %	Year – June 21	Year – Sept 21	Year – Dec 21	Quarterly Trend
Hartlepool	7.9	7.0	6.8	▼
Tees Valley	6.0	6.5	6.6	▲
North East	6.7	6.1	6.0	▼
Great Britain	5.0	4.8	4.4	▼

- 4.5 Despite a 0.5% reduction in the last quarter, Hartlepool's Self-Employment Rate of 8.6% is higher than the Tees Valley (0.9% higher) and North East (1.2% higher).

Self-Employment Rate %	Year – June 21	Year – Sept 21	Year – Dec 21	Quarterly Trend
Hartlepool	8.9	9.1	8.6	▼
Tees Valley	7.5	7.3	7.7	▲
North East	7.4	7.4	7.4	■
Great Britain	9.4	9.5	9.3	▼

- 4.6 Full-time employment and part-time employment figures for Hartlepool have both increased from 2019 to 2022.

Full Time Employment %*	2018	2019	2020	Annual Trend
Hartlepool	63.3	63.3	64.3	▲
Tees Valley	65.8	65.5	65.6	▲
North East	66.7	66.1	66	▼
Great Britain	67.7	67.8	67.9	▲

*% of total employee jobs

Part Time Employment %*	2018	2019	2020	Annual Trend
Hartlepool	36.7	36.7	39.3	▲
Tees Valley	34.2	34.8	34.4	▼
North East	33.3	33.9	34.1	▲
Great Britain	32.3	32.2	32.1	▼

*% of total

employee jobs

- 4.7 Hartlepool Enterprises have fallen by 25 between 2020 and 2021. Tees Valley, North East and Great Britain Enterprises have by comparison all increased during this period.

Business Counts	2019	2020	2021	Annual Trend
Hartlepool Enterprises	2,295	2,300	2,275	▼
Tees Valley Enterprises	17,765	17,610	17,715	▲
North East Enterprises	70,460	71,460	72,525	▲
Great Britain Enterprises	2,643,875	2,674,520	2,688,450	▲

- 4.8 The Count of Births of New Enterprises have reduced by 35 from 2019 to 2020. A similar reduction is experienced across Tees Valley, North East and Great Britain Enterprises. These figures reflect the impact of the on-set of the covid-19 pandemic in March 2020, the uncertain state of the business environment deterring new business start-ups. It is worth noting that Hartlepool's figure is significantly below the average across the Tees Valley.

Count of Births of New Enterprises	2018	2019	2020	Annual Trend
Hartlepool	300	315	280	▼
Tees Valley (average)	538	517	467	▼
North East	9,440	9,795	9,520	▼
Great Britain	364,265	383,605	351,350	▼

- 4.9 Moreover, the Count of Deaths of New Enterprises have reduced by 40 from 2019 to 2020. This reduction is also experienced across Tees Valley, North East and Great Britain Enterprises. This pattern likely relates to the fall in Births of New Enterprises, a reduced number of business start-ups consequently resulting in a reduced number of business deaths.

Count of Deaths of New Enterprises	2018	2019	2020	Annual Trend
Hartlepool	340	295	255	▼
Tees Valley (average)	443	462	430	▼
North East	8,100	8,820	7,795	▼
Great Britain	309,180	319,020	311,410	▼

- 4.10 Hartlepool's 1-Year New Business Survival Rate increased by 3.7% from 2018 to 2019 and is higher in comparison to all other regions noted. In stark comparison, Hartlepool's 5-Year New Business Survival Rate (2015-2019) is significantly lower than the other regions. This pattern suggests Hartlepool

businesses perform strongly in their first year but in terms of longevity, businesses struggle in Hartlepool.

New Business Survival Rate % - 1 Year	2017	2018	2019	Annual Trend
Hartlepool	93.8	90.0	93.7	▲
Tees Valley (average)	90.62	92.34	93	▲
North East	90.0	91.2	91.0	▼
Great Britain	89.2	89.4	88.4	▼

New Business Survival Rate % - 5 Year	Hartlepool	Tees Valley (average)	North East	Great Britain
2015-19	32.1	37.1	38.3	39.5

- 4.11 2019 figures show a lower GVA per hour worked in Hartlepool in comparison to all other regions.

GVA per hour worked £	2017	2018	2019	Annual Trend
Hartlepool	27.6	28.1	28.3	▲
Tees Valley	29.7	30	30.2	▲
North East	29.4	29.8	30.0	▲
Great Britain	34.2	34.8	35.2	▲

- 4.12 According to 2021 figures, Hartlepool's Gross Weekly Pay is higher than that of both North East (£26.2 lower) and the Tees Valley (£23.5 lower) regions.

Gross Weekly Pay £	2019	2020	2021	Annual Trend
Hartlepool	547.2	552.5	573	▲
Tees Valley	537.5	526.6	549.5	▲
North East	531.4	525.2	546.8	▲
Great Britain	587.5	587.4	613.1	▲

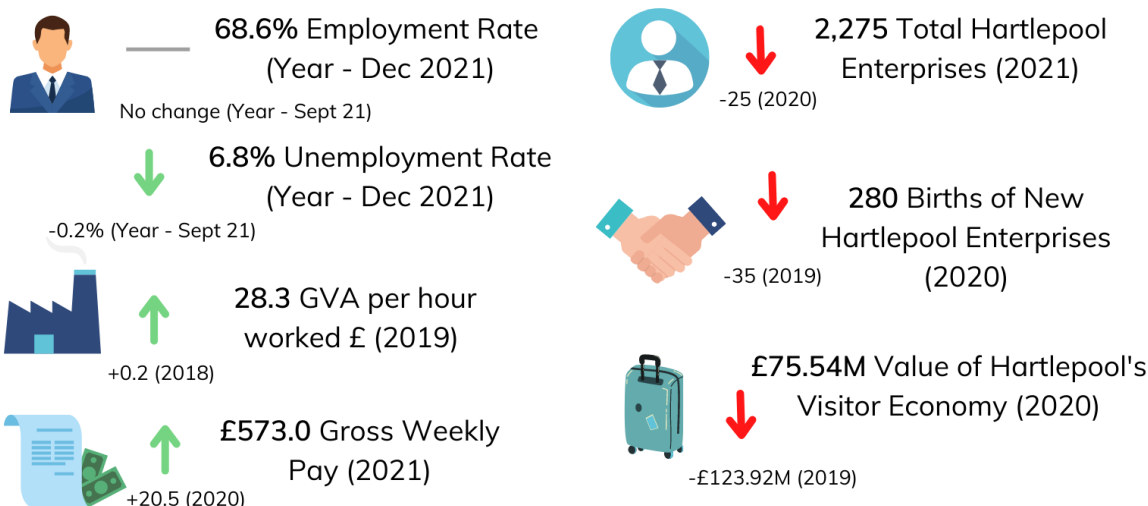
- 4.13 Both Hartlepool and the Tees Valley region have experienced a fall in both visitor numbers and the economic impact of the visitor economy from 2019 to 2020. This directly reflects the impact of covid-19 and lockdown restrictions with both figures falling significantly by more than 50%.

Visitor Economy £M	2018	2019	2020	Annual Trend
Hartlepool	190.55	199.46	75.54	▼
Tees Valley	962.34	1,018.30	400.79	▼

Visitor Numbers M	2018	2019	2020	Annual Trend
Hartlepool	3.66	3.72	1.52	▼
Tees Valley	19.85	20.24	8.61	▼

4.14 The graphic below provides a summary of the key economic statistics for Hartlepool as well as some of the outputs that the Economic Growth Team have achieved in the past year.

Hartlepool Economic Statistics



Note - Most recent figures shown. Figures are updated on a quarterly or annual basis, see Information Sheet for details.

Economic Growth Team

(April 21 - March 22)



Explore Hartlepool



Invest Hartlepool



Total social media followers and unique website visits as of December 2021. Note - Total followers for Invest Hartlepool includes Hartlepool Enterprise Centre and The BIS social channels.

5. BUSINESS ANNOUNCEMENTS

- 5.1 There have been many positive and some negative events and stories that the local business community has made that is significant to the overall economy of Hartlepool. The following are some of the more significant announcements that were made businesses.
- 5.2 **Orangebox Training Solutions** – The Hartlepool business announced its transformation of the former Utility Alliance building on the Marina, Tranquillity House, into its new home. The four-story complex will support the continued growth of the business.
- 5.3 **Strabag** – A major inward investment announcement was made by the company to invest in the former Hereema shed at Hartlepool Port. As part of delivering precast tunnel segments to the HS2 project, the new facility will bring an empty building back into use and employ over 100 people, creating new skilled jobs in the area.
- 5.4 **DING** - Following a booming success during the covid-19 lockdown in August 2020, DING (formerly Burger DING) officially opened a permanent premises on Church Street in February 2022. The former Reflections bar has been transformed into a 50-seater bar and restaurant. The Innovation and Skills Quarter has continued to thrive this year with multiple other new hospitality businesses opening in the area including The Owl, Twisted Ginger and No. 8 Bar.
- 5.5 **Liberty Steel** – There was 'huge relief' as more than 200 Hartlepool steel jobs were saved after HMRC issued winding up petitions against four companies that are part of GFG Alliance, whose business interests include the Liberty Steel pipe mill in Brenda Road, Hartlepool. In an update on progress with its restructuring and refinancing, GFG Alliance said the petitions have been withdrawn following “significant progress” in discussions with its creditors.
- 5.6 **J&B Recycling** – The 2021 Teesside company of the year announced in August its sale to new owners. The business which also has sites in Middlesbrough and Sunderland, was acquired by Cheltenham environmental services company Urbaser Ltd.
- 5.7 **JDR Cable Systems** – In September 2021 the company that manufactures and supplies undersea cables for the offshore wind industry, confirmed major investment of £130M that will create new jobs in Blyth and also safeguard more than 270 jobs at its state of the art site in Hartlepool.

6.0 Economic Growth Team Projects

- 6.1 The Economic Growth Team have been involved in a wide variety of projects that are aimed at growing the economy of Hartlepool and creating job opportunities for local people.
- 6.2 The following is a brief overview of some of the projects that have been undertaken.

6.3 **Welcome Back Fund (WBF)**

Launched in March 2021 to support the safe return to high streets and help build back the economy from the coronavirus pandemic, the following projects were developed and delivered in Hartlepool.

Summer at Seaton	<p>The Summer at Seaton project involved a six-week programme of small-scale family activity and entertainment each Saturday at Seaton Carew over the summer holidays.</p> <p>The activities including character walkabouts, musicians, sporting activities, craft workshops and street entertainment. It also included 'In Memoriam', a touring artwork by internationally renowned artist Luke Jerram, acting as a temporary memorial to all those lost during the COVID-19 pandemic and a tribute to NHS staff who have risked or lost their lives.</p>
Shop Hartlepool	<p>Developed in partnership with Love Hartlepool, Shop Hartlepool is an online resource platform launched in June 2021 as a new initiative helping shoppers and businesses to adapt to new conditions and prosper after the pandemic and beyond. Over 200 Hartlepool businesses are now registered on the Shop Hartlepool platform so far.</p>
Grow Hartlepool	<p>The Grow Hartlepool programme, which ran from December 2021 until February 2022, was designed to help Hartlepool businesses to develop marketing skills to grow. A total of 19 businesses successfully completed the full course and 16 businesses attended one-to-one sessions.</p>
Hartlepool Restaurant Week	<p>The first Hartlepool Restaurant Week initiative saw 21 local businesses participated in the campaign which aimed to promote and celebrate Hartlepool's fantastic eateries offering set menus or promotion at fixed price points of £5, £10, £15 or £20 for one week only.</p> <p>The initiative was a success with over saw 26,000 page views on website, 637 voucher downloads, over 3,000 estimated customers, an estimated economic impact of over £50,000 and all participating businesses wanting to participate in future event.</p>
Spring into Hartlepool	<p>To celebrate English Tourism Week (18th-27th March 2022), the Economic Growth Team launched a 'Spring into Hartlepool' promotional tourism campaign.</p>

	The campaign promoted Hartlepool’s tourism sector, with key promotional themes including walking and cycling, spring activities, upcoming events and area-led promotion of Seaton Carew, Hartlepool Marina and The Headland.
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6.4 **Business Park Improvement Project**

The Business Park Improvement Project involves the development of plans to invest and improve the industrial estates and business parks across Hartlepool. Through consultation with businesses and visual audits undertaken the area for investment was determined to be the Brenda Road corridor from Seaton Lane to Tees Road with the budget available.

The priorities include connectivity, signage, public transport, street lighting, footpaths and landscaping with full scheme design details now being developed for the proposed improvements.

6.5 **Filming**

Working with the production company Story Films, and liaising with numerous internal council teams, the Economic Growth Team facilitated the organisation of filming for a new ITV drama ‘The Thief, His Wife and the Canoe’. Filming took place on the 25th April to the 5th May 2021 across Seaton Carew and The Headland and the four-part drama was released April/May 2022.

6.6 **Economic Regeneration & Tourism Forum**

Quarterly meetings of the Economic Regeneration and Tourism were held throughout the year. The first two forums were held virtually and featured presentations from Tees Valley Business, Hartlepool College of Further Education and Hartlepool Sixth Form College. The first in-person event was held at Orangebox Training Solutions new offices at Hartlepool Marina and focused on support initiatives available through Teesside University. The last quarterly meeting held at West Hartlepool Rugby Club formed part of the consultation process for Hartlepool’s new Economic Growth Strategy.

6.7 **Economic Growth Strategy 2022**

Following a tender exercise ERS Research and Consultancy were contracted to develop Hartlepool’s new Economic Growth Strategy. To date there has been an extensive consultation process with key stakeholders, in particular local businesses. Businesses were engaged through a mixture of online surveys, focus groups and one-to-one conversations to understand their views on Hartlepool’s economic priorities. A draft strategy is now out to consultation with the final strategy to be presented at July’s Economic Growth Committee. The Economic Growth Strategy will include an action plan outlining activities, to be delivered by the Council and partners, to address issues highlighted in the consultation and throughout this report.

6.8 **Local Government Association-Economic Growth Advisors Programme**

Funding was secured through the LGA Economic Advisors Programme to commission a consultant to undertake a Hartlepool Creative Industries Study. Chimera Consulting have completed the study that will support with

understanding how to enhance and grow opportunities in the creative industries sector.

6.9 **Redcar, Saltburn and Hartlepool Golf Week 2022**

Alongside colleagues from Redcar & Cleveland Council, the team have officially launched RSH Golf Week 2022 after a two year break due to Covid-19. The annual event features four golf clubs: Wilton Golf Club, Cleveland Golf Club, Saltburn Golf Club and Seaton Carew Golf Club. The event will be taking place from Monday 4th - Friday 8th July 2022 and is expected to attract over 500 participants many from outside the Tees Valley area.

7. **OTHER CONSIDERATIONS**

Financial considerations	No relevant issues
Staff considerations	No relevant issues
Legal Considerations	No relevant issues
Consultation	No relevant issues
Child/Family Poverty Considerations	No relevant issues
Equality and Diversity Considerations	No relevant issues
Section 17 of The Crime And Disorder Act 1998 Considerations	No relevant issues
Asset Management Considerations	No relevant issues

8. **RECOMMENDATIONS**

- 8.1 To note the current economic position of Hartlepool and the activities undertaken and delivered by the Economic Growth Team.
- 8.2 Going forward, The Economic Growth Team will produce quarterly economic updates to supplement this annual update.

9. **BACKGROUND PAPERS**

- 9.1 None

10. **CONTACT OFFICER**

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Sign Off:-

- Director of Resources and Development
- Chief Solicitor/Monitoring Officer
- Managing Director

ECONOMIC GROWTH AND REGENERATION COMMITTEE

28 June 2022



Report of: Assistant Director (Development and Growth)

Subject: HARTLEPOOL RESTAURANT WEEK 2022 –
EVALUATION REPORT

1. TYPE OF DECISION/APPLICABLE CATEGORY

1.1 Non key

2. PURPOSE OF REPORT

- 2.1 To provide an update on the evaluation and economic impact of the recent Hartlepool Restaurant Week 2022.
- 2.2 To endorse the delivery of a further Hartlepool Restaurant Week campaign, to take place in late 2022.

3. INTRODUCTION

- 3.1 The first ever Hartlepool Restaurant Week, organised by the Council's Economic Growth Team, was held between 24th and 30th January 2022.
- 3.2 The aim of the project was to encourage people to support Hartlepool's local independent eateries following a particularly challenging period for the hospitality sector throughout the coronavirus pandemic.
- 3.3 The hospitality sector in Hartlepool has faced several challenges over the last two years, following various national lockdown measures and local restrictions, with rules changing on a regular basis, which has added to uncertainty for local businesses. These challenges have been exasperated by the wider economic impacts of Covid and more recently the war on Ukraine, which has resulted in increasing energy and supply costs for businesses.
- 3.4 A total of 21 businesses were involved in the campaign ranging from small cafes to larger restaurants.
- 3.5 Around 50 businesses were contacted to be involved via a range of methods: visits to venues, telephone, email, letters to businesses and media coverage. Businesses were also consulted when the format of the event was

being developed to ensure it was fit for purpose and maximised benefits for local hospitality venues.

- 3.6 The event was delivered using funds from the Council's Welcome Back Fund allocation, a UK government initiative (funded through the European Regional Development Fund) which was provided to local councils to help businesses reopen following coronavirus lockdown measures and support the safe return to high streets.

4. **MARKETING AND PROMOTION**

- 4.1 The following marketing activities were delivered to promote Hartlepool Restaurant Week:

- Website – a dedicated Hartlepool Restaurant Week webpage accessible via the Explore Hartlepool website. Individual pages were created for all participating businesses, including details of their available offers.
- Social media – regular posts through the Explore Hartlepool and Hartlepool Borough Council corporate Facebook, Instagram and Twitter channels. Branded social media templates also distributed to participating businesses to promote the campaign through their own social channels.
- Printed materials - leaflets and posters distributed to all participating businesses and key promotional locations.
- Out-of-house advertising – promotion of the campaign through the use of digital billboards and advertising banners.
- Public Relations – worked in conjunction with the Council's Communications Team to promote event through the external media. Promotions featured on Teesside Live, Hartlepool Mail, and The Gazette. Adverts were placed in Hartlepool Life and Hartbeat.
- Radio – an interview was conducted with TFM Radio for the breakfast show.

- 4.2 Between 10th and 30th January 2022, the Explore Hartlepool website gained 26,398, the highest ever views to the site in a month.

- 4.3 The campaign's social media performance was most effective across Facebook. A total reach (the number of people who saw any content from your page) of 63,822 was achieved across the Explore Hartlepool and Hartlepool Borough Council Facebook pages during the campaign's delivery.

- 4.4 The Explore Hartlepool and Hartlepool Borough Council Twitter posts achieved over 7,873 impressions (a total tally of all the times the Tweet has been seen) during the campaign's delivery. Explore Hartlepool Instagram impressions reached 9,930 in January 2022 during the campaign.

5. ECONOMIC IMPACT AND FEEDBACK FROM BUSINESSES

- 5.1 In order to evaluate the success of the campaign, a Hartlepool Restaurant Week post-event business survey was circulated to all participating businesses. 15 businesses out of 21 (71%) completed the post-event survey.
- 5.2 Businesses were asked to provide an estimate of: a) the number of customers; and b) the average spend per customer, during Hartlepool Restaurant Week.
- 5.3 Using the information provided, it is estimated that Hartlepool Restaurant Week achieved an estimated economic impact of over £50,000 with approximately 3,000 customers in attendance. The average customer spend during Restaurant Week was £17.
- 5.4 Two thirds of businesses agreed with the statement 'Hartlepool Restaurant Week has increased sales for my business'.
- 5.5 Positive comments in support of the campaign included:
- “Promoted awareness of our business”;
 - “Incredible support from the local authority to the business community”;
 - “Encouraged people to try different restaurants”;
 - “Good marketing and promotion”, and
 - “Great start and future restaurant weeks will help build a stronger identity to the promotion”
- 5.6 When asked what could be done to improve future Restaurant Week events, comments included:
- “More advertising and marketing”;
 - “Regular Restaurant Week events”, and
 - “More accessible to less social media savvy customers”
- 5.7 Over 90% of businesses stated that the process of signing up to participate in Hartlepool Restaurant Week was very easy to easy. Similarly, the large majority of businesses agreed that the adopted format worked well for their business.
- 5.8 All businesses expressed an interest in participating in future Hartlepool Restaurant Week events. January, February, November and October were stated as the most suitable months to host future Restaurant Week events.

6.0 FEEDBACK FROM CUSTOMERS

- 6.1 A post-event customer survey was also promoted via social media and received 10 responses. Although the response rate was low and therefore not fully representative of the views of all customers who participated in Restaurant Week, below are the findings of the survey:

- The majority of customers (70%) were informed about Hartlepool Restaurant Week through social media.
- Over 65% visited their selected venues as a result of Hartlepool Restaurant Week
- 45-64 and 16-24 were the most common age groups participating in Restaurant Week.
- 50% suggested their average typical spend was £25-40.
- Two-thirds of customers suggested they would attend future Hartlepool Restaurant Week events.
- Positive comments from customers included: “It saved us money and encouraged us to go back”; “Great service. Great food”; “Affordable in January to eat out”
- Suggested improvements for future Restaurant Week events included more advertising and increasing the number of participating businesses.
- All customers who completed the survey stated they were Hartlepool residents and therefore the campaign primarily attracted local audiences.

7.0 BUDGET

7.1 The following table summarises the budget used to deliver Hartlepool Restaurant Week.

Area of expenditure	Spend
Branding & Marketing Assets	£2,530
Website Development	£1,125
Advertising Banners – Print & Installation	£1,050
Digital Billboard Advertising	£2,475
Total	£7,180

7.2 With an estimated economic impact of £50,000, this demonstrated a good return on investment for the local economy.

8.0 RECOMMENDATIONS

- 8.1 To note the evaluation report and positive economic impact of the recent Hartlepool Restaurant Week 2022.
- 8.2 To endorse the delivery of a further Hartlepool Restaurant Week, to take place in late 2022, with funding to be met from existing Economic Growth service budgets. If deemed successful again, Restaurant Week has the potential to become a regularly reoccurring event to support the hospitality sector.

9.0 CONTACT OFFICER

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- Managing Director