

**TOURISM AND MARKETING IN SUNDERLAND: PROSPERITY AND ECONOMIC
DEVELOPMENT SCRUTINY COMMITTEE POLICY REVIEW 2009/10**

**JOINT REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES AND THE
CHAIR OF THE PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY
COMMITTEE**

Strategic Priority: SP5 - Attractive and Inclusive City

**Corporate Priorities: CI01 – Delivering Customer Focused Services, CI04 –
Improving Partnership Working to Deliver ‘One City’**

1.0 PURPOSE OF THE REPORT

- 1.1 The purpose of the presentation will be to provide members of the Scrutiny Committee with an overview of the findings and recommendation's of the Prosperity and Scrutiny Committee's policy review into tourism and marketing in Sunderland.
- 1.2 The presentation will inform/contribute to the Scrutiny Committee's policy review for 2010/11 into Sunderland 'the Place', to avoid duplication of effort and maximise the value of the policy review.

2.0 BACKGROUND INFORMATION

- 2.1 At its meeting on 17 June 2010 the Scrutiny Committee agreed to focus on Sunderland 'the Place' as the Policy Review for 2010/11 and agreed the aim of the review and terms of reference at its meeting on 12 July 2010.
- 2.2 At its meeting on 20 September 2010 members of the Scrutiny Committee received a scene setting presentation to introduce the review and begin to take evidence. At that meeting discussion took place around the importance of attracting visitors to the city and it was agreed that further evidence was required regarding this element of the review.
- 2.3 In 2009/10 the Prosperity and Economic Development Scrutiny Committee conducted a review into tourism and marketing in Sunderland. The review investigated Sunderland City Council's role and responsibility in marketing the city to potential visitors and whether the requirements of Sunderland are represented through its profile at a local, sub-regional and regional basis.
- 2.4 On 24 June 2010, Cabinet agreed the recommendations of the policy review and the supporting action plan for delivery, attached at **Appendix 1**. Cabinet's response to the Policy Review will be presented to the Prosperity and Economic Scrutiny Committee at its meeting on 20 October 2010.

2.5 The Policy Review has been sent to all members and can also be viewed at <http://cmis/CMISWebPublic/Meeting.aspx?meetingID=1689>

2.6 This report contributes principally to the following terms of reference for the Policy Review;

- (b) To gain an understanding of the current activity being undertaken within the City Council and across partner organisations with regard to developing a sense of place

3.0 CONCLUSION

3.1 Members are asked to receive the presentation from the Chair of the Prosperity and Economic Development Scrutiny Committee, Councillor Michael Mordey.

4.0 RECOMMENDATIONS

4.1 That Members consider and comment on the information provided.

5.0 BACKGROUND PAPERS

5.1 The following background papers were used in the preparation of this report:-

- (i) Cabinet Agenda, 24 June 2010.
- (ii) Minutes of the Prosperity and Economic Development Scrutiny Committee, 12 May 2010

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Appendix 1

Prosperity and Economic Development Scrutiny Committee Tourism & Marketing Task and Finish Group Recommendations

Ref	Recommendation	Action	Owner	Cost Implication?	Due Date	Progress Commentary
	That all council-wide strategies relevant to building Sunderland's profile as a visitor destination be consistent with their key messages and complement the future development of the city's Destination Management Plan	To ensure that the objectives of the Sunderland Destination Management Plan (SDMP) feed into the communications plans for the Prosperous City comms portfolio)	Jane Hall - Assistant Head of Culture and Tourism Jane Peverley External Communications Manager	No - to be identified within current resources	Commencing Autumn 2010 – adoption of Sunderland Destination Management Plan	The Sunderland Destination Management Plan is currently in draft awaiting final approval. Communications is included within the Action Plan. This also highlights the need to work with partners, both across the city, the sub-region and regionally.
	That the identification of an appropriate champion / lead officer and the creation of a partnership to market the city as a destination be further explored	Culture and Tourism	Jane Hall - Assistant Head of Culture and Tourism	No - to be identified within current resources	Commencing Autumn 2010 – adoption of Sunderland Destination Management Plan	Initial review has already taken place. At this time the partnership group are building up best practice and accessing resources. Aim 3 of the Economic Master plan also includes a review of the management of the city centre which would support this.

	That the City Council develops stronger links with Durham Area Tourism Partnership to ensure that opportunities for joint working are fully explored, building upon the shared strengths of the two areas	Set up meetings and lines of communication with the Durham ATP. Financial contributions may be required to support activity.	Jane Hall - Assistant Head of Culture and Tourism	Yes - this will be considered/prioritised within the finalisation of the city's Destination Management Plan.	Commencing Autumn 2010	Clear links are already in place with Durham ATP with regard to World Cup and World Heritage programmes. Following the recent announcements regarding ONE, there is currently uncertainty regarding the future of the ATP's. All funding, partnerships and workplans are under review.
	That a 'whole city' approach to the marketing of attractions and events be adopted to be delivered through the City Marketing Partners	City Marketing Partners is already developing	City Marketing Partners Jane Peverley External Comms Manager	No - to be identified within current resources	Commenced July 2010	All tourism activity supports the Sunderland Image Strategy. The Sunderland 'The Place' review being undertaken by the Environment and Attractive Scrutiny Committee will also inform the future marketing of attractions and events.

	<p>That, in light of the difficulties in the current economic climate, innovative approaches to developing the accommodation offer within Sunderland together with maximising the existing use of accommodation be further explored</p>	<p>Proactively communicating with hotel developers for key sites identified as leisure sector developments. Ensure that tourism is embedded in core planning strategies.</p>	<p>City Services - Planning and Property Services via Aim 3 of Economic Master plan</p>	<p>No - to be identified within current resources</p>	<p>Commencing Autumn 2010 – action subject to successful appointment of Culture and Tourism Development Officer and working in Partnership with Corporate Colleagues</p>	<p>Tourism perspective added into the draft Core Strategy (March 2010). This is also a key item in Aim 3 of the Economic Master plan. A 'Hotel Study' has been produced via the ATP. Recruitment for the post of the Culture & Tourism Development Officer is now underway via the Internal Jobs Market.</p>
	<p>That a review of the existing tourist information and signage across the city be undertaken to ensure a clear and consistent approach is adopted</p>	<p>The TIC/Library Review (2010/11) and Legible City project should deliver both of these recommendations. Resources will be required in order to deliver any significant Legible City programme.</p>	<p>Jane Hall - Assistant Head of Culture and Tourism via Aim 3 of Economic Masterplan</p>	<p>Yes. This will be considered as part of the MTFs process with other Council priorities</p>	<p>September to March 2011 in line with MTFs process and in consultation with Corporate Communications</p>	<p>Library & Tourist Information Services review underway with a delivery date of March 2011. Legible City project currently has no resources attached at present but has been listed as a priority in Aim 3 of the Economic Masterplan. The Sunderland 'The Place' review being undertaken by the Environment and Attractive Scrutiny Committee will also consider the aspirations for</p>

						developing Sunderland as a 'Legible City'
	Build upon Sunderland's strengths, particularly the success of the city's events programme, by identifying further opportunities to enhance the existing events programme and promoting the quality and warmth of Sunderland's welcome to visitors, with the aim of increasing the number of visitors and length of time they stay	To continue to provide a quality festivals and events programme seeking additional resources where necessary.	Peter Mooney, Festivals & Events Manager	Yes - to be delivered within existing budgets and other funding to be sought on an ongoing basis	As per Annual Events Calendar January to December 2010 onwards	The Festivals & Events programme is highlighted in the SDMP as important for the city. Tourism team work on events development and marketing activity to increase number of longer stay visitors to the city attracted by events programme

	<p>That in order to develop the Sunderland offer a full review of assets is undertaken, to assess the current demand and usage, with a view to identifying how they can be further developed</p>	<p>A review of main tourism product and assets is included in the Sunderland Destination Management Plan, which also includes opportunities for development</p>	<p>Jane Hall - Assistant Head of Culture and Tourism</p>	<p>No- to be identified within current resources</p>	<p>Linked to Sunderland Destination Management Plan – work to commence Autumn 2010 following adoption of plan</p>	<p>Included in the SDMP as themed product, but the majority of the tourism assets are not council owned and therefore SCC to provide support role only. City Centre area is key to the destination development and this will be picked up via Aim 3 of the Economic master plan. Business support is provided via the ATP and is included in the SDMP action plan</p>
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