

RESPONSE FROM CABINET – 24 JUNE 2010

POLICY REVIEW – Tourism and Marketing in Sunderland

**REPORT OF EXECUTIVE DIRECTOR OF CITY SERVICES AND THE
PORTFOLIO HOLDER FOR SAFER CITY AND CULTURE**

STRATEGIC PRIORITIES: SP: Prosperous City.

**CORPORATE PRIORITIES: CIO1: Delivering Customer Focused Services,
CIO4: Improving Partnership Working to Deliver ‘One City’.**

1.0 PURPOSE OF THE REPORT

1.1 The purpose of this report is to provide feedback from the Cabinet meeting held on 24 June 2010, which considered the Prosperity and Scrutiny Committee’s policy report into tourism and marketing in Sunderland.

2.0 BACKGROUND INFORMATION

2.1 The investigation into tourism and marketing in Sunderland conducted by the Prosperity and Economic Development Scrutiny Committee falls under the remit of the Executive Director of City Services and is within the service area covered by the Portfolio Holder for Safer City and Culture.

2.2 On 24 June 2010, Cabinet considered the Final Report of the Committee. This report provides feedback from the Portfolio Holder for Safer City and Culture following the Cabinet’s consideration of, and decisions in relation to this Committee’s recommendations.

2.3 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 Following on from this report, progress towards completion of the actions will be monitored through the Action Plan, with standardised six monthly monitoring reports to be presented to the Committee.

3.0 RESPONSE FROM CABINET TO THE POLICY REVIEW

3.1 Following consideration of the Final Report, Cabinet approved the recommendations in their entirety. Details of each recommendation and proposed actions to be taken following approval by Cabinet are provided in the Action Plan attached at **Appendix A**.

3.2 Cabinet commended and congratulated the Committee and its officers for their hard work in undertaking the policy review and additional work.

4.0 RECOMMENDATIONS

4.1 That Members note the proposed actions detailed within the Action Plan, appended to this report (**Appendix A**) and seek clarification on its content where felt appropriate.

5.0 BACKGROUND PAPERS

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

- (i) Cabinet Agenda, 24 June 2010.

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