

SCR.PED.PRR.TRM Tourism					
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Action	Owner	Due Date	RAG	Last Progress update	July 11 Update
To develop communication plan as part of the Destination Management Plan (DMP) to set clear communication methods and channels by working through the City Marketing Partnership and the Area Tourism Partnership (ATP)	VT/KM	31/03/2012		<ul style="list-style-type: none"> <li>The core elements of the Destination Management Plan have been incorporated into the Economic Masterplan. Work is in progress to determine how to take this forward.</li> </ul>	The lead and objectives relating to tourism for Sunderland are under review. Tourism is currently led by the Tourism Development Manager with direction from the Head of Culture and Tourism. Tourism materials are developed with strategic advice and support from Communications.
Identification of an appropriate champion / lead officer and the creation of a partnership to market the city as a destination be further explored. Led via the City Marketing Group	City Marketing Group	31/03/2012		<ul style="list-style-type: none"> <li>The core elements of the Destination Management Plan have been incorporated into the Economic Masterplan. Work is in progress to determine how to take this forward.</li> </ul>	As above
Set up meetings and lines of communication with the Durham ATP. Financial contributions may be required to support activity.	Hall, Jane	31/03/2012		<ul style="list-style-type: none"> <li>All current ATP arrangements will cease Mar 2011 due to the withdrawal of funding. Ongoing discussions are currently being held at sub-regional and regional level regarding the future of tourism partnership working.</li> </ul>	Meetings have taken place with Visit County Durham. Joint activity and marketing opportunities are being drawn up for 2012 campaigns and communication is on going
City Partnership Marketing Group is already developing	Jane Peverley	not set		<ul style="list-style-type: none"> <li>All tourism activity supports the Sunderland Image Strategy and is delivered via Tourism Development</li> </ul>	The future membership and governance of the City Partnership Marketing Board is under review. The City Marketing Board still meets and is chaired by Dave Smith.
Proactively communicating with hotel developers for key sites identified as leisure sector developments. Ensure that tourism is embedded in core planning strategies.	VT/KM	31/03/2012		<ul style="list-style-type: none"> <li>Tourism perspective incorporated into the Economic Masterplan and added into the draft Core Strategy.</li> </ul>	Completed

<p>The TIC/Library Review (2010/11) and Legible City project should delivered both of these recommendations. Resources will be required in order to deliver any significant Legible City programme.</p>	<p>Hall, Jane</p>	<p>31/03/2011</p>	<ul style="list-style-type: none"> <li>• TIC/Library Review ongoing (due for completion March 2011. Sunderland 'The Place' review being undertaken by Environment and Attractive Scrutiny Committee will be used to inform future development of Legible City concept.</li> </ul>	<p>The TIC/Library Review in now incorporated into the Neighbourhood Services Management Review. The TIC is now relocated in the City Library and Arts Centre</p>
<p>To continue to provide a quality festivals and events programme seeking additional resources where necessary.</p>	<p>Zoe Channing</p>	<p>31/03/2011</p>	<ul style="list-style-type: none"> <li>• Ongoing review of Festivals and Event programme. Events development and marketing activities ensure that the events programme is promoted to both longer stay visitors and residents.</li> </ul>	<p>The review and development of festivals and events is on-going. New events have been introduced during 2011 - eg Folk Festival</p>
<p>A review of main tourism product and assets is included in the Destination Management Plan, which also includes opportunities for development</p>	<p>Hall, Jane</p>	<p>31/03/2011</p>	<ul style="list-style-type: none"> <li>• The core elements of the Destination Management Plan have been incorporated into the Economic Masterplan. Work is in progress to determine how to take this forward.</li> </ul>	<p>The core elements of the Tourism infrastructure are under review. This includes a review of the "Visit Sunderland Website", merchandise, promoting Sunderland and current information networks</p>