

PLANNING SHEET

TOPIC FOR SCRUTINY:	Tourism
<p><u>Purpose of Review:</u> The Castle and Cathedral is a World Heritage site – Durham City has a lot of visitors passing through or day visitors, this type of tourism should be expanded to boost the district economy.</p> <p>To evaluate the current growth of tourism within the District, to determine the current investment in tourism and its value to the district.</p> <p>To clarify what strategies are in place and whether improvements can be made.</p> <p>To establish that current marketing strategies are correct for their purpose.</p>	
<p><u>Specific issues to be looked at:</u> Durham City Tourist Information; Partners i.e., Durham County Council, One North East.</p> <p>Durham City Forum – support to local business and sponsorship from local business.</p> <p>Communication issues (literature, public, visitors), specialist areas of tourism (painting, literature, historic) links to the Visioning.</p>	
<p><u>Required Outcomes:</u> Positive outcomes, measure & value of tourism to the district; Improvements in long term plans/strategies; Communication strategy – promotion, links; Support to and sponsorship from local business; Evaluation of Tourism.</p>	
<p><u>Possible Risks:</u></p>	

QUESTIONING PLAN

Agenda Item No.3

KEY TASKS	
<p>Documents/evidence/research</p> <p><i>What?</i> Information from Tourist Info Office; current position; value of tourism in Durham; information from partners (Durham County Council, One North East); Information from Durham City Forum (how we support local business how they could sponsor tourism.</p> <p><i>Why?</i> To increase tourism in the Durham City District, to find out strengths and build upon them and to identify weakness and undertake measures to change weakness into strengths. To increase opportunities and limit and manage threats.</p>	When
<p>Consultation</p> <p><i>Who/what?</i></p> <p><i>Why?</i></p>	When
<p>Witnesses</p> <p><i>Who?</i> Head of Cultural Service and Tourism & Conference Officer Representatives from Durham County Council and One North East, Chairman of Durham City Forum</p> <p><i>Why?</i> To give information on current position, to gain an insight into the work of the tourist information office. Find out information from partners, how business within the district support tourism and how the Council can support business. To ensure that levels of communication are effective and giving the correct information.</p>	When
<p>Project start date: September 2006</p>	<p>Draft report deadline:</p> <p>Project completion date:</p>