

Minutes

Economic Scrutiny Panel

19th December, 2006, Town Hall

Present: Councillors: Hoggood (in the Chair), Colledge, Pape, Rochford, Shaw, Simmons and Simpson.

Also Present: Councillors: Howarth, Kellett & Marsden

1. Apologies

Apologies were received from Councillors Cowper, Cummings, Gill, Graham & Stoddart

2. Minutes

The minutes of the meeting held on Tuesday, 21st November, 2006 were agreed as a correct record. The Chair informed Members that the minutes of the last meeting read that a review of Leisure Services would take place at this meeting but unfortunately this was not possible. The review would now take place at the February meeting.

3. Scrutiny of Tourism

The Panel agreed the Evaluation of the Scrutiny of Tourism and discussed what recommendations they would hope to come out of the Scrutiny.

- a). The Panel asked for strategy updates on a tri-monthly basis
- b). That a review of the topic be carried out in 6 months
- c). That work continue to strengthen partnerships with
 - County Council
 - Park & Ride
 - Cathedral Bus
 - Rail provider
 - Durham Area Tourism Partnership
 - Dean & Chapter
 - University
 - Marketing
 - Durham City Arts
 - Tour Operators
- d). Signage
- e). The City Centre Co-ordinator position is a new, review after 6 months what the City has to offer.
- f). Specialist brochures and web site covering the City of Durham District and the wider areas.
- g). That marketing opportunities in accommodation outlets are taken
- h). That festivals and events in the district are identified, supported and publicised.
- i). That a stocktake of attractions is carried out.

Meeting terminated at 5.55pm