

OVERVIEW AND SCRUTINY REVIEW GROUP REPORT - TOURISM WITHIN SEDGFIELD BOROUGH

CABINET RESPONSE AND ACTION PLAN

Review Recommendations	Comments	Implementation	Timescale
1. The development of a Sedgefield Borough Tourism Strategy should be supported and - given the important links between tourism and economic regeneration – should be resourced and developed at a corporate level (☒)	An annual local strategic document with targets and associated action plans, currently linked within the service plan already exists (LW).	Tourism service plan – linked to the sub-regional and regional tourism strategies and associated action plans.	Annually (ongoing)
	The impact of tourism as an important contributor towards developing wealth for the borough will be monitored though attendance at LSP attractive and prosperous thematic groups (LW).	LSP Prosperous & attractive Corporate prosperous and attractive borough strategic working groups.	Quarterly (ongoing)
2. The council’s tourism strategies and initiatives should be developed in the context of existing and future local and regional strategies (including the North East Tourism Strategy, the Tourism strategy for County Durham, the Regional Spatial Strategy and The Northern Way) and not in isolation.	Tourism development for Sedgefield is being developed to reflect the priorities and aspirations of the Area Tourism Partnership (LW).	Tourism service plan reflects sub-regional and regional priorities.	Annually (ongoing)
	It should be recognised that there are a number of tourism attractions within the borough. There is the potential for product development which the borough council will seek to support (SBC).	Assistance with ATMaP applications. Group travel strategy	Ongoing May 2007



<p>Particular consideration should be given to the impact of the development of Area Tourism Partnerships and the part which the Council will play in the revised regional tourism structure (<input checked="" type="checkbox"/>)</p>	<p>Partnership working across departments and tourism related external agencies will ensure a co-ordinated approach to maximising the benefits of tourism to the borough (<i>LW</i>).</p>	<p>Durham Attractions Group. TOVIC (sub-regional Tourism Officers).</p>	<p>Quarterly (ongoing) Quarterly (ongoing)</p>
<p>3. Tourism links with other local authorities, relevant public bodies and the private sector should be further developed to</p>	<p>Synergy between local attractions is important for tourism development in Sedgefield (<i>LW & Locomotion</i>).</p>	<p>Durham Attractions Group. Group travel strategy.</p>	<p>Quarterly (ongoing) May 2007</p>
	<p>Greater strength of marketing campaigns through partnership working and branding – Sedgefield as part of the County Durham Tourism Partnership (<i>CDTP</i>).</p>	<p>Inclusion within sub-regional and regional publications; VIP Pass Attractions Pass Accommodation Guide Pocket Guide</p>	<p>Annually (ongoing)</p>

<p>maximise the tourism potential of Sedgfield Borough and also the wider local region (<input checked="" type="checkbox"/>)</p>	<p>Worth with SASDA and the Learning and Skills Council to raise awareness of tourism as a source of employment from school leaver age as well as employment transfer from those formerly in the manufacturing industry. A formal programme will be organised by SASDA by December 2006 along with an associated action plan (<i>LW, SASDA, LSC</i>).</p>	<p>SASDA pre-start workshops bi-annually & appointment of tourism specialist as business advisor to offer one to one support.</p> <p>Partnership with Business Link to do a training needs assessment to all employees with the SBC tourism industry. Working with borough learning co-ordinator to help administer training requirements.</p>	<p>Bi – annually (ongoing)</p> <p>10 business pilot currently in operation.</p> <p>Ongoing programme.</p>
	<p>Inclusion of Locomotion and railway heritage with the CDTP Management Plan (ATMaP) which will broaden the scope of the borough offer (<i>CDTP, Locomotion</i>).</p>	<p>ATMaP application will be carried out upon completion of the Phase 2 report.</p>	<p>Autumn 2007</p>
<p>4. Tourism links with other local authorities, relevant public bodies and the private sector should be further developed to maximise the tourism</p>	<p>Represent SBC as a stakeholder, taking an active role in the development of the South West Durham Heritage Corridor Project, a HLF funded project to increase access to heritage by the community and tourists (<i>LW</i>).</p>	<p>HLF bid submitted however project had to be downsized which therefore omitted Locomotion from the area at this time.</p>	<p>Complete</p>

<p>potential of Sedgefield Borough and also the wider local region (<input checked="" type="checkbox"/>)</p>	<p>Continue to pursue opportunities for funding in line with the CDTP Events Plan (<i>CDTP, LW, BA, Locomotion</i>).</p>	<p>County Durham Tourism Partnership Events Group</p>	<p>Quarterly (ongoing)</p>
	<p>Continue to promote Locomotion and railway heritage to ensure continued inclusion in the ATP action plan and associated product development to broaden the scope (<i>Locomotion, LW, CDTP</i>).</p>	<p>ATMaP application will be carried out upon completion of the Phase 2 report.</p>	<p>Autumn 2007</p>
<p>5. The impact of the opening of Locomotion: the National Railway Museum at Shildon, on the local economy should be assessed, with a view to maximising potential benefits (<input checked="" type="checkbox"/>)</p>	<p>The economic activity model, PRIME model is currently being re-run by One NorthEast. The results will be available by 21/04/06. The results will be compared to the model that was run prior to Locomotion's opening which anticipated a £1mn impact upon the regional economy (<i>ONE, LH, GM</i>).</p>	<p><u>2006 results:</u></p> <p>45-72 regional jobs created/supported</p> <p>£4.3mn regional economic impact</p>	<p>To be re-run 2008</p>

	The number of business start-ups due to the opening of Locomotion are monitored via SBC's Economic Development Section (<i>ED</i>)	None to date	Ongoing monitoring via Economic Development Department.
	The STEAM model, which monitors tourism activity in a given area, is carried out annually. Durham County Council currently fund the model but the ownership will pass to the CDTP. This acts as a vital information provider and aids completion of Community Strategy Action Plan targets (<i>CDTP, LW, LSP</i>)	<u>2006 results;</u> £73.03mn revenue 2,501,590 visitors 1,469 (FTE) jobs supported	Annually (ongoing)
	Help to deliver the action plan from the strategic linkages events at Locomotion (<i>LW, Locomotion</i>).	ATMaP application will be carried out upon completion of the Phase 2 report.	Autumn 2007

6. The council should consider what part it can play in the process of the above point by examining its own business support links (<input checked="" type="checkbox"/>)	Locomotion's profile as a brand will be used on a national stage as an inward investment hook. Locomotion could be used as a tool to promote the area through the business centre as well as an area acknowledged as best practice for utilising local suppliers (<i>SBBS</i>).	Economic development have commissioned a marketing consultant to analyse 3 main areas (Green Lane, Net Park , Aycliffe Business Park) where large capital programmes are in operation. Promotion about living and working in these areas will include Locomotion as a place to visit.	Consultant commissioned Oct 2007– Jan 2008
	A regular communication framework between the Tourism Officer and SASDA/SBBS will be put in place to maximise the benefit of SBC tourism businesses (<i>SASDA, SBBS</i>).	Supported through attendance at LSP groups.	Quarterly (ongoing)
7. Consideration should be given to the Council taking advantage of increased opportunities in the tourism market by increasing its activities and resources in this area (<input checked="" type="checkbox"/>)	SBC will ensure that's its voice is heard within the ATP. This will be delivered by the Tourism Officer, SBC seat on the board and the County Durham Tourism Partnership (<i>SBC, LW, JR</i>)	Durham Attractions Group TOVIC group SBC as district representative on CTDP board	Quarterly (ongoing) Quarterly (ongoing) Ongoing

8. An assessment should be made of the current availability of information to tourists and consideration given to how an gaps in provision can be addressed and resourced (e.g. through partner involvement) (<input checked="" type="checkbox"/>)	An audit of current information will be carried out to assess what information there is, how it is distributed, what is missing and an economic way of closing this gap will be sourced (<i>LW</i>).	Lack of group travel information and product led to the commissioning of a borough wide group travel audit and action plan.	Ongoing delivery of the action plan
	Ensure strong SBC representation with CDTP marketing strategy (<i>LW</i>).	Pocket guide, VIP Pass, attraction pass, website, accommodation guide	Ongoing
	ONE are in the process of developing an e-platform which will act as a database of all tourism related businesses. Until this resource is available, both the SBC and Locomotion websites act as sources of tourist information from event listings to accommodation and attraction links (<i>ONE</i>).	www.visitcountydurham.com  www.visitnortheastengland.com  www.visitbritain.co.uk	Ongoing

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