

**MINUTES OF THE TOWN PROMOTION AND DEVELOPMENT COMMITTEE HELD ON
2ND FEBRUARY, 2016**

Present: Councillor E Bell (Chair) and
Councillors R Arthur, Mrs J A Bell,
Mrs G Bleasdale, B Burn Snr, B Burn Jnr,
S Cudlip, R Meir, Miss S Morrison, K Shaw
C Snowball, B Taylor, R Whitehead.

Apologies: Councillor B Allen, Mrs B E Allen,
Mrs H J Cahill, Mrs S Forster, I Paul,
K Younger.

Prior to commencement of the meeting the Chair advised members of this Committee and members of the public that in line with the amendment to 'the public bodies (admission to meetings) act 1960', which came into force in August, 2014, parts of this meeting may be recorded by photographic, video and audio means.

1. DISCLOSURE OF INTERESTS

Members were reminded prior to the start of the meeting of the need to disclose any interests, prejudicial or personal, in accordance with the Code of Conduct.

2. MINUTES OF THE LAST MEETING HELD ON, 24TH NOVEMBER 2015

RECOMMENDED the Minutes of this meeting, a copy of which had been previously printed and circulated to each Member, be approved and signed as a correct record by the Chairman.

3. VISIT COUNTY DURHAM PUBLICATIONS

3.1 Wednesday Grapevine

RECOMMENDED the copies of the Wednesday Grapevines dated from 18th November, 2015 to 20th January, 2016 and which had been published by Visit County Durham, be accepted.

3.2 Partner Update

The Committee considered the document and in discussion a Member questioned how the information on visitor numbers and spending was obtained. It was felt that greater understanding was required as to how the information was obtained and with regard to what Visit County Durham spend to advertise attract tourism to the East Durham Coast.

RECOMMENDED:

- (i) The copy of the Partner Update dated November, 2015 and which had been published by Visit County Durham, be accepted.
- (ii) Visit County Durham be requested to provide details on how the information was obtained and with regard to what it spends to advertise attract tourism to the East Durham Coast.

4. FUTURE SPEAKERS

Members were reminded that Mr Tony Davos, had been scheduled to speak to at this meeting but this was cancelled as he had only recently presented to Members at the Parks and Events Committee held on Tuesday 27th October 2015. In accordance with Members instructions the following speakers are scheduled for future meetings:

- (i) Ms Nicky Locke from East Durham Creates on the 29th March 2016.
- (ii) Mr Henk Geertsema from Durham County Council's Marketing Department on the 21st June 2016.
- (iii) Mr Peter Coe and/or Mr Tony Forster from Durham County Council to be confirmed for either the September or November meeting.

RECOMMENDED the Council note the information now reported.

5. PRESS OPPORTUNITIES

RECOMMENDED the Council note that no press opportunities existed from this meeting.