

AGENDA ITEM: 11c

OVERVIEW AND SCRUTINY BOARD

10 FEBRUARY 2009

ECONOMIC REGENERATION AND TRANSPORT SCRUTINY PANEL

PROGRESS REPORT

PURPOSE OF THE REPORT

1. To provide members of the Overview and Scrutiny Board (OSB) with an update on the progress of the Economic Regeneration and Transport Scrutiny Panel.

BACKGROUND

2. The panel met on 19 January to begin their review of how the town's image could be positively marketed to improve the negative perspectives that appeared to be held both locally and nationally. The panel received a presentation on the 'Love Middlesbrough' campaign in order to set the scene.
3. The panel were told that the recent Audit Commission's Corporate Assessment had stated that Middlesbrough had a 'well considered approach to developing the town's identity and improving Middlesbrough's imaged in order to build local confidence and to attract investment for prosperity'.
4. It is hoped that the panel will receive information at one more meeting to be held on 24 February before concluding the review and producing a final report.

RECOMMENDATION

5. That the Overview and Scrutiny Board notes the content of the report.

COUNCILLOR JOHN COLE
CHAIR OF THE ECONOMIC REGENERATION AND TRANSPORT SCRUTINY PANEL

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