

AGENDA ITEM:

OVERVIEW AND SCRUTINY BOARD

7 APRIL 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.
2. The panel met on 23 March to receive further evidence for their review of Promoting Middlesbrough. A number of external organisations were invited to the meeting in order to give their views on how the town's image could and should be portrayed.
3. The meeting involved a useful debate between representatives from the Chamber of Commerce, the University, the Council and the Middlesbrough Partnership. Representatives discussed the difficulties their organisation encountered that arose from the negative perceptions of the town and how they could work with the Council to successfully promote Middlesbrough and its positive aspects.
4. At that meeting Members also discussed the elements of the Strategic Plan regarding the theme, Enhancing the Local Economy.
5. The panel will continue with the review at its next meeting on 29 April.

RECOMMENDATION

6. 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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