

House

**Tuesday, 24<sup>th</sup> November 2009  
Rockliffe Hall**

**AGENDA**

**13:00 Refreshments on arrival**

**13:15 Introduction and facilitation - Lee Shostak, Shared Intelligence**

***Tourism, culture and the arts in the Tees Valley economy***

**13:20 The Tees Valley economy and the role of visitor economy - John Lowther, Tees Valley Joint Strategy Unit**

**13:30 Current trends and challenges in the visitor economy - David Kelly, visitTeesvalley**

**13:45 The visitor economy from a rural perspective - Ian Wardle, Redcar & Cleveland Borough Council**

**13:55 Role of culture, arts, creative industries in the place shaping/regeneration agenda - Reuben Kench, Stockton Borough Council**

**14:10 Discussion in groups – considering the following questions:**

- Does the material that has been presented feel right – is it the Tees Valley you recognise?
- Are there any other key issues that are missing and need to be considered?
- What are the three key priorities for Tees Valley moving forwards?

**Tea / coffee available during discussion session.**

**14:45 Feedback from Group Discussions**

*Promoting Tees Valley and perceptions of Tees Valley*

- 15:00 Tees Valley from a visitor perspective - Tania Robinson, One NorthEast
- 15:10 Tees Valley from the inward investor perspective - Neil Kenley, Tees Valley Regeneration
- 15:20 Discussion in groups:  
What three practical actions could be taken to increase recognition of the Tees Valley brand
- 15:35 Feedback from group discussions
- 15:50 Summing up and action points - Lee Shostak, Shared Intelligence
- 16:00 Finish