

Introduction

1. Tees Valley Unlimited (TVU) Board Members should act impartially and should not use their position on TVU to further their personal or private interests. It is therefore good practice to have, and One NorthEast requires, TVU to have a set of clear procedures for dealing with any conflicts of interest, which may occur during business, whether at the Leadership Board, the Executive or the Sub Boards.
2. The purpose of this note is to advise TVU Board Members what is meant by a “conflict of interest” and to set out procedures for dealing with such conflicts if they occur.
3. Board Members, who are also elected members or co-opted members of one of the Tees Valley Local Authorities, will have signed an undertaking to adhere to a Model Code of Conduct, issued under section 50 of the Local Government Act 2000, and adopted by their authority. Within that Code are requirements relating to the declaration and registration of personal non-prejudicial and personal/prejudicial interests. Local Authority members should have regard to all the requirements of the Model Code when representing their authority on TVU Boards.

Definition

4. A conflict may be defined as an interest in any TVU business which relates to or is likely to affect the financial, commercial, professional or personal interests of an individual member, their relatives, close associates, employer, any firm in which they are a partner, any company of which they are Directors, or the organisation they are representing on TVU.
5. An example of a conflict of interest could be a business representative influencing a decision that will be of financial benefit to that member's business or another business that they have an interest in.
6. The responsibility for declaring an interest and for withdrawal from the meeting room and not improperly influencing a decision on a partnership matter rests with the individual Board Members.

Basic Principles

7. In conducting its business, TVU requires all partner organisations, and their representatives, to act in the overall interests of TVU and its schemes.
8. Partners should accept a collective responsibility for the effective delivery of the funding programmes, which over-rides any individual interests (corporate or personal).
9. Partners should declare an interest when involved with partnership business and act at all times in good faith, in the best interest of the schemes and the local area.

Procedures

10. In conducting TVU business, the following procedures will be applied:
 - (i) A standing item, regarding conflicts of interest, will be included on each agenda at the start of TVU meetings. All members should declare the existence and nature of any interests at this point. Details of the declaration will be recorded in the Board's minutes. If members arrive part way through a meeting they should declare any interest at the start of the relevant item or as soon as it becomes apparent that they have an interest;
 - (ii) TVU will maintain a register of such declared interests, detailing the nature and extent of such an interest;
 - (iii) Where a conflict of interest occurs, the Board member should withdraw from the meeting room whilst the relevant business is being considered / determined and, must not vote or otherwise improperly influence decisions on that business;
 - (iv) In respect of collective decisions, such as partnership quarterly grant claims or the approval of annual delivery plans, partnership members should consider the issues in respect of the *other* elements of the schemes and not their own projects or interests. *In practice, this means that within the context of an overall scheme decision, members should vet each other's claim or submission.*

In the case of Local Authority Board Members they should consider whether they have a personal non-prejudicial or personal/prejudicial interest in any matter, as defined in the Model Code of Conduct for Local Authority Members. Where a member has a prejudicial interest in a matter they should leave the meeting room and must take no part in the discussion or voting on the business concerned.

If partnership members require further advice on conflicts of interest, they should contact **Linda Edworthy, Senior Assistant Director (Corporate Support) at the Tees Valley Joint Strategy Unit (01642) 264908.**

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VISIT TEES VALLEY BOARD

**Meeting held at Melrose House Middlesbrough at 2.00pm on Wednesday, 7th
July 2010**

ATTENDEES

David Kelly (DK)	visitTeesvalley	Chair
Krimo Bouabda (KB)	Cream Restaurants Ltd	
Bryn Hughes (BH)	HMS Trincomalee	
Juliet Farrer (JFa)	Middlesbrough Council (Part)	
Maria Wilcock (MW)	Argument Cottage	
Nick Dolan (ND)	National Trust Ormesby	
Patrick Green (PG)	Wild Hop Brewery Ltd	
Antony Steinberg (AS)	Hartlepool Borough Council (observer)	
Julia Frater (JFr)	visitTeesvalley/Tees Valley Unlimited	
Jonathan Spruce (JS)	Tees Valley Unlimited (Part)	
Martin Waters (MW)	Tees Valley Unlimited (Part)	
Sarah Johnson (SJ)	Tees Valley Unlimited	

APOLOGIES

Councillor Bob Cook	Stockton on Tees Borough Council
Ian Wardle	Redcar & Cleveland Borough Council
Mark Clayton	Crathorne Hall
Richard Alty	Darlington Borough Council

1 CONFLICTS OF INTEREST

None.

2 NOTES OF THE MEETING ON 15TH APRIL 2010

The minutes of the meeting held on 15th April 2010 were agreed as a correct record.

3 MATTERS ARISING

Following further discussions with One NorthEast it had been decided that applying for ERDF funding would not be an option.

RESOLVED that the information be noted.

4 STRATEGY AND RELATIONSHIP

Statement of Ambition

The Board considered a report on the Statement of Ambition and were presented with the latest draft of the executive summary.

The following comments were made:-

- The impact of green infrastructure should be referenced as a 'headline' in the summary.
- Partners should share business plans in order to ensure joined up thinking during this process.
- The wording could articulate the sense of 'place' more.

It was noted that over the next few months TVU would be seeking the views of the wider TVU partners on the document. It was expected that a final version of the document would be available in October 2010.

RESOLVED that the information be noted.

Tees Valley Unlimited (TVU) Review

Martin Waters, Transition Project Manager, was in attendance at the meeting and updated the Board on the progress of the TVU review.

The main points were as follows:

- MW would be 'taking stock' of the review as it stood in order to ensure a clear sense of direction for TVU. The work would be translated into an implementation plan but development of this was in the early stages.
- The underlying principles of TVU had been agreed by the Leadership Board.
- Scenario planning on funding would be important going

forward.

- Task Groups responsible for certain elements of the review were to be set up.

The Board made the following comments:

- The Board Members had given a lot of information to Deloitte's consultants at the beginning of the review and this needed to be made available going forward.
- It was important to ensure that management at the Local Authorities were consulted as they held a lot of information.

RESOLVED that the information be noted.

5 BUSINESS SUPPORT AND SKILLS

Business Engagement Update

The Board was presented with an update on Business Engagement Activities for quarter one and was given details of planned future activity.

It was noted that the Business Engagement Officer would be leaving the team and that the post would not be filled. The areas of work would be distributed amongst the rest of the team.

RESOLVED that visitTeesvalley continue with the business engagement activity proposed for 2010/11.

Cultural Volunteering Programme Update

The Board was presented with a report that highlighted the work of the Tees Valleys Cultural Volunteering pilot project which was led by visitTeesvalley. Details were given of the key achievements to date and planned future activity.

RESOLVED that the information be noted.

My Tees Valley

The Board considered a report that gave details on the launch of the My Tees Valley customer ambassador course.

Three sessions had been delivered to date to the Tall Ships volunteers and has received a very good response. After the Tall Ships event it was planned to deliver the course to those in the taxi, retail and restaurant trades.

A 6 month review of progress would be presented to the Board at an appropriate time.

RESOLVED that the information be noted.

6 **MARKETING**

Marketing Activities Update

The Board was presented with a report on current and future marketing activity. Details of activity from May 2010 and planned activity for the next 6 months were provided to the Board.

RESOLVED that visitTeesvalley continue with delivering the 'Do Something Different' campaign as per the campaign plans for 2010/11.

Social Media Update

The Board was given an update on the current and proposed activities relating to social media.

It was considered that the social media activity needed formalising into an action plan and this was presented to the Board. It was noted that the action plan would be reviewed after 6 months in order to ensure that it remained a 'living' document.

RESOLVED that the social media activity action plan be implemented.

Events Development Update

The Board was given an update on the Festival and Events Development Plan and a summary of the progress and performance of headline events for May and June 2010.

It was proposed to hold a consultation update on the FEDP and its next steps with the private sector stakeholders in the Tees Valley in early September 2010. The Board would receive any revised versions of the FEDP following this process.

RESOLVED that the information be noted.

7 **Finance Report**

The Board was presented with an estimate of the 2010/11 current budget based on information available to date and showed that Visit Tees Valley currently expected to end the year on target and within budget.

RESOLVED that the information be noted.

Visit Tees Valley Update April – June

The Board was presented with information on activities between April and June 2010.

With regards to the downloaded vouchers available via the website it was suggested that there should be a facility available via the website for businesses to be able to register their interest in adding an offer.

RESOLVED that the information be noted.

Management Information

The Board was presented with management information demonstrating the successes and performance levels as well as identifying areas for improvement in the activities delivered by Visit Tees Valley for the period April – June 2010.

It was suggested that something could be produced via the media in order to address the continual decline in the number of businesses that were being inspected both within the service and non service sectors.

RESOLVED that Visit Tees Valley continue producing a quarterly report, incorporating new elements of analysis, and that this information be used, in conjunction with other relevant studies etc, to monitor the effectiveness and levels of performance and ensure progress is made.

9

TALL SHIPS 2010

The Board was presented with an update on the Tall Ships 2010 which had been prepared by the Project Manager, Michelle Daurat. The update summarised recent activities of the Tall Ships Office, Marketing and Communications, Finance and Legal, Fleet Technical, Transport and Travel, Safety Advisory Group and Event Management as part of the preparation for the Tall Ships Races. Details were also given of the key priorities for the next 3 months.

RESOLVED that the information be noted.

10 ANY OTHER BUSINESS

None.

11 DATE OF NEXT MEETING

The next Board meeting was scheduled for 14th October 2010 at 10.00am.

Report of: visitTeesvalley
Report to: visitTeesvalley Board
Date: 14th October 2010
Subject: Business Engagement Activities
Item for: **Information** / Decision / Presentation

SUMMARY

This report provides the Board with an update on Business Engagement activity for quarter two and a briefing on planned future activity.

1.0 PURPOSE OF REPORT

- 1.1 The purpose of the report is to update the Board on Business Engagement activities.

2.0 BACKGROUND

- 2.1 The following is an update on Business Engagement activity for July – September 2010, detailing all business activity including events, one-one's and other activity.

2.2 One to One Engagement:

Following the resignation of the Business Engagement Officer the emphasis of one to one engagement activity has changed to a Key Account Management approach, focusing on those business that have a potential to grow and develop. The Single Programme business support target for 2010/2011 was set at 36 outputs which were exceeded in quarter one at 59 therefore the targets have been achieved.

2.3 Taste Tees Valley:

'Taste Tees Valley' was launched at the Spring conference, based on the VisitBritain model and will assist in the marketing of quality places to eat in Tees Valley. A range of eateries have the opportunity to achieve Quality Assured or Highest Quality Assured, in addition a Local Produce Award is achievable. To date 25 out of 30 businesses have now been assessed by Quality in Tourism inspectors with 6 scoring above 80% achieving Highest Quality Assured status. Marketing opportunities for participating businesses are being finalised and will be available to awarded businesses. These will include a Taste section within the website with it's own url, each participate will have an enhanced web entry, the 'It's Happening' guide will have a dedicated Taste section promoting all of the venues and use of the award logo. It is planned to celebrate the success of all participants at the B2B conference to be held in November by awarding them certificates to display and launching the Taste site.

2.4 Regional Tourism Awards:

There have been 16 entries from Tees Valley in 2010 to the North East Regional Tourism Awards. The Short listed businesses are: Small Hotel – Wynyard Hall, Large Hotel – Thistle Hotel Middlesbrough, B&B – Springdale House, Self Catering – Blackthorn Gate, Caravan Holiday Park – Tocketts Mill Country Park, Small Visitor Attraction – mima, Large Visitor Attraction – Saltholme Wildlife Reserve, Business Tourism – Gisborough Hall and Rockcliffe Hall, Taste of NE England - The Waiting Room and The Orangery (Rockcliffe Hall), Outstanding Customer Service - Blackwell Grange Hotel and Rockcliffe Hall, Sustainable Tourism - Saltholme Wildlife Reserve, Best Tourism Experience - Hartlepool Marina and Access For All - Saltholme Wildlife Reserve. The awards will be on the 12th October at Ramside Hall Hotel.

Business Relationship Management System (BRM):

New Mind has confirmed the technical specification and work is progressing, the first phased launch will be available in November, following the release, timescales for the second phase development are expected to be March 2011.

3. FUTURE ACTIVITY

- 3.1 Key account management will continue with the focus on working with businesses that have the capacity to grow and develop, maintaining the number of quality assessed business and encouraging business to continue to participate in Occupancy Surveys.

Workshops: E Marketing for businesses, Welcome to Excellence and Sustainability workshops are being held from October to December fully funded by NBSL.

Taste Tees Valley: Develop the scheme working with local authority partners. Investigate additional marketing opportunities via the local media such as the Evening Gazette and the Journal, similar to the Newcastle Dining out publications.

Business Relationship Management model: Continue to work with New Mind to develop the BRM module.

B2B Conference: Planned for November, possible venue Wynyard Hall, core subject will be future marketing campaign, Taste, new Website, future delivery of tourism and the national context.

4. RECOMMENDATIONS

- 4.1 The Board is asked to direct visitTeesvalley to continue with the business engagement activity proposed for 2010/11.

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Agenda Item 6b

Report of:	visitTeesvalley
Report to:	visitTeesvalley Board
Date:	14 th October 2010
Subject:	Cultural Volunteering Project
Item for:	Information / Decision / Presentation

SUMMARY

This report highlights the work of Tees Valleys Cultural Volunteering pilot project that is led by visitTeesvalley. The key achievements to date and future activity is identified.

1. PURPOSE OF REPORT

- 1.1 To provide a final report of the project covering the following: Overview, Partnerships, Target Groups, Lessons Learnt, development/future actions

2. OVERVIEW

- 2.1 The Regional Cultural Volunteering Programme – known as North East Volunteers (NEV) – was created in 2008 as an innovative employment support model. The programme harnesses volunteering as an opportunity for economically inactive people to build their confidence, learn new skills and gain valuable work experience. By basing these opportunities in the cultural sector – museums and social history, the arts, tourism, sports and music – the programme aims to appeal to clients who might never have considered volunteering before, or who have had limited success with mainstream employment support programmes.
- 2.2 The programme is managed and co-ordinated by a programme co-ordination unit (PCU). Novas Scarman Group provides this service under contract to One North East. Whilst One North East continues to have overall management responsibility for the programme, the PCU carries out the majority of the day-to-day management including claims and ongoing advice and support to pilots.
- 2.3 The visitTeesvalley pilot was composed of two distinct strands:
- **Volunteersvalley** – a brokerage service which connects individuals interested in volunteering for events and event hosts looking for volunteers to help set up, run, and add value to their events
 - **Partnership** - Originally visitTeesvalley worked with a number of partners, including, Ground works, Tees Valley Arts, Tees Valley Sports, and Tees Valley YMCA. These partners each recruited volunteers and provided volunteer training and placements to support individuals towards employment

3. PARTNERSHIPS

- 3.1 The partnership strand started more quickly than an events brokerage, especially as many partners already had established recruiting routes and programmes for training. Volunteersvalley, in contrast, was much slower to start. This was largely due to there being an initial focus on developing processes and policies for engaging with event hosts and volunteers and making sure that all parties understood their rights and responsibilities. In addition there was also a need to raise awareness of the brokerage service and create a brand, as the Volunteersvalley brand was not yet established. In retrospect a number of the partners felt more could have been done at the early stages to recruit volunteers, identify events, and establish placements.
- 3.2 The partnership had a wide range of partners, many of whom participated in the pilot steering group. Although starting slow, partners acknowledged that there was a step change in the progress of the pilot from spring 2009 and that progress has occurred at a much faster rate since then. Although few events were supported by Volunteersvalley during the 2009 events months, the pilot has developed relationships with event organisers, sourced event placements, and registered a pool of volunteers. Partners indicated that Helen has made a big difference to the rate of progress, and emphasised the importance of her background and knowledge of volunteering in taking the pilot forward.

Both partners and key delivery staff indicated that this has brought benefits to:

- organisations, who have established new links
- the volunteering sector, which can refer in to more and different kinds of volunteer placements
- the cultural sector, which can draw on support from a larger and more diverse range of volunteers

4. VOLUNTEER ENGAGEMENT

- 4.1 Volunteers were engaged through a variety of methods, including the website, partners, eblasts, welfare to work, education and word of mouth.
- 4.2 The types of volunteers ranged from students, retired, those out of employment and those far from being job ready, this worked well as within the placements we had a range of diverse backgrounds, support and experience.
- 4.3 Volunteers engaged with a number partner projects as well as most events and festivals across the Tees Valley including Odins Glow, Dockfest, Environmental Festival, Lantern Parade, Tall Ships Races, Middlesbrough Music Live, Middlesbrough Mela and Zap to name just a few.
- 4.3 Volunteers also engaged in longer term placements including the Dorman Museum, Middlesbrough Arts Development and Middlesbrough Sports Development.

5. WHAT WORKED WELL?

- **Raising the capacity to support volunteering** - for some partners, such as Tees Valley Sports, the pilot has helped organisations to take on volunteers where they previously had not done so. This is therefore helping to raise the profile of volunteering in the area, and develop capacity to support volunteering in the Tees Valley
- **Partner networking** - the partnership has brought together a range of different organisations in the cultural and volunteering sectors. Some of these partners had benefited from the opportunity to meet and work with other partners who they might not otherwise have worked with, for example the service level agreement (SLA) developed between YMCA and Tees Valley Sports. Partners also indicated that the partnership was helping to achieve a greater diversity of volunteers. Partners also indicated that the visitTeesvalley pilot had helped to develop relationships with the local councils
- **Supporting event coordinators** - partners and key delivery staff indicated that one of the successes of Volunteesvalley has been to build the capacity of event coordinators to provide volunteering opportunities. This will help to increasing the number of volunteering opportunities available at events in the Tees Valley. In addition, by helping event organisers to understand what they can expect from volunteers and what their responsibilities to volunteers are, event organisers can continue to provide opportunities in the future
- **My Tees Valley** - Volunteesvalley developed a training programme, My Tees Valley, for volunteers which will help volunteers to act as ambassadors for the Tees Valley area. This directly supports visitTeesValley's aim to promote the Tees Valley area. Initial feedback from some of the first volunteers who had undertaken this training

was positive, with volunteers indicating they were interested to know more about their area and to share this knowledge

- **Long-term placements** - Volunteesvalley also developed some long-term placements, in contrast to one-off events. These long-term placements are only open to long term unemployed individuals and help to provide them with sustained support through their placement in a cultural organisation. Volunteesvalley is working with Working Links to provide 'Tees Valley Welcome' training to ten individuals each month. When these individuals complete the training they will then be registered with Volunteesvalley and entered into a placement in a cultural organisation
- **Employability support strand** - volunteers are supported to develop their employability through the experience of volunteering, developing their confidence and soft skills such as communication, and interacting with the public. In addition to the experience received through volunteering activities, Helen has established links with Working Links to support volunteers moving into employment. Partners engaged in employability also indicated that they see an increased number of referrals through Working Links as a result of the NEV pilot

6. WHAT DID NOT WORK SO WELL

- **Capacity** – the staff engaged in the Volunteesvalley pilot have been stretched from the outset. The volume of work for a single staff member, sometimes working part-time, has been a substantial factor in the pilot's slow pace. Illness has also had a significant impact on capacity as the staff members who supported finance and Hanlon data entry both took ill. Delivery staff therefore indicated that the pilot would be much better off if another staff member was involved. This would have given Helen time to develop more relationships with event organisers and provide more time working with volunteers
- **Isolation of volunteers** – unlike some other volunteering pilots, volunteers at Volunteesvalley cannot just drop by the office to visit Helen for support, or to visit other volunteers. This is due to a lack of time available to support volunteers on a one-to-one basis and also due to the nature of events based volunteering. The event itself, and any training and induction immediately prior to the event is the only time for volunteers to meet one another and to meet with Helen
- **Hanlon and evidencing outputs** - the partners and lead delivery staff indicated that the evidence requirements for recording outputs could have been more clearly and explicitly stated from the start of the programme. A lack of knowledge about what evidence has been required to support claims was noted by a number of partners. It has caused delays in getting outcomes recorded, as the necessary evidence was not always sent immediately to be recorded in Hanlon. Putting data into Hanlon has also taken up a lot of time, especially as the member of staff to support Hanlon data entry took ill.
- **Steering group attendance and direction** - the project steering group has not met as often as partners originally anticipated, and some partners have missed a number of meetings, limiting their input and opportunity to network with other partners. Partners also indicated that they expected early steering group meetings would have had more direction.

- **Silo working of local authorities** – Local Authorities in the Tees Valley have all supported the idea of developing training to help create cultural ambassadors for the region. Although this is extremely encouraging, the Local Authorities have slowed the process for , as each local authority has insisted upon developing training that relates to their own specific area and culture. While the support from the local authorities is welcomed, and the depth of interest is encouraging and will lead to a substantial training programme, it has lead to delays in the roll out. This means that fewer volunteers will be able to undertake the training within the lifetime of the pilot
- **Post-event tracking** – Tracking volunteers progress after they have completed their volunteering is difficult as there is no continued engagement, just attendance at a one-off event. This means it is difficult to understand how volunteering at an event has impacted on an individual, whether they have progressed into work, and to what extent the volunteering experience has made them more employable. To combat this, Volunteesvalley have developed a partnership with Working Links, which will support the tracking of future volunteers
- **Marketing** – To try and raise awareness of the Volunteesvalley brand a PR company was hired to help register volunteers. Although over 400 volunteers were registered by the PR company, none of those who registered have subsequently applied to volunteer at events. Those who have applied to volunteer at events have been individuals who have been proactive in getting involved, rather than those who were encouraged to register

Good Practice

Volunteesvalley has developed 'lead volunteers' who help to mentor other volunteers. These lead volunteers are trained to provide inductions to volunteers, providing additional capacity to the pilot as well as increasing interaction between volunteers themselves.

Volunteering opportunities are sent out via a monthly e-mail bulletin, or an 'e-blast' for specific events. These opportunities are sent out to all volunteers who are registered on Hanlon or who have signed up to the pilot on the website. This is a good way of sourcing volunteers to support events, and particularly events which they are interested in.

Working one-to-one with event organisers to help them to understand their responsibilities to volunteers, and what they can expect from volunteers. This helps to develop capacity to provide and support volunteer roles.

Lessons Learned

It takes a long time to establish all of the procedures and relationships required for working with partners and it is important to spend time in doing this from the beginning.

It would have been helpful for key delivery staff to have more regular contact with staff engaged in the volunteering sector. Being based within Visit Tees Valley is very helpful for support, e.g. marketing, however more could be learned from working more closely with the volunteering sector.

While there were always policies in place for working with volunteers, there has been a realisation that you need to speak to event coordinators on a one-to-one basis to educate them about how to work with volunteers, and ensure they understand their responsibilities, and what they can expect from volunteers.

6. IDENTIFIED AREAS OF DEVELOPMENT/ FUTURE ACTIONS

- 6.1 Working Links and visitTeesvalley have generated a strong partnership to allow the project to continue. The project will now be facilitated through Working Links with the existing Project Coordinator working from their offices one day a week with additional support from the team and also an Assistant who is due to be recruited in the next few months.
- 6.2 Volunteesvalley will also continue its partnership with the Dorman Museum to help facilitate a volunteer project funded by Museums Libraries and Archive.

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Report of: My Tees Valley programme

Report to: Julia Frater

Date: 7th October

Subject: Training/skills

Item for: Information

SUMMARY

1. My Tees Valley programme continues to be extremely well received across the region. It is primarily being delivered in-house, usually over four hours to include a working lunch – as most hotels have preferred that option to make sure their staff are gaining maximum benefit from the programme by including up to date skills learning on customer service to tie in with excellent product knowledge. Main difficulty has been where on the day some staff have dropped out due to hotel being short staffed, or extra business coming in at the last minute (which is typical for hotels). However all hotels are requesting further sessions where funding allows, and the project trainer, Tricia Woods (TW) has negotiated that they offer further free places to other local delegates who can then access a good training venue and experience the product.

2. Business engagement

Current venues who have been seen and are currently working on dates (this does take time due to rotas, business levels, including other partners) include Darlington College, Redworth Hall hotel, Walworth Castle Hotel, Thistle, Croft Spa, Hardwick Hall Hotel, Scotch Corner Hotel, MIMA (which will include Dorman and Captain Cook Museum), Pinchinthorpe and Hallgarth Hotel.

The following venues have confirmed dates during October/November:
Saltholme, Blackwell Grange, Aston Hotel, Wynyard, and Teesside University.

Three open dates are planned for Hartlepool in October and November, taking into account running dates in October half term week so school students who work part time in the industry can attend. Krimos, Trincomalee, TIC, Museum, Premier Inn, Summerhill staff are already committing to dates. TW will run with Hartlepool Tourism Officers so that the supplement will be delivered in depth as well over a 10.00 to 3.30 session to include lunch and a chance to explore the historic quay as part of the programme.

VTV are also mailing out to all other businesses in the region to invite to this programme to gain better knowledge with a push to all TIC staff in region and out of Tees Valley sub-region. This Open date model will be tried and tested in Hartlepool, with a similar format being planned in each LA. Two open dates

to be delivered in each district by March 2011. Tourism Officer's are currently sourcing venues and dates to suit their SME's.

The Retail Skills Academy and Darlington College are keen to work with the programme and an action plan is being drawn up to include participation in their own steering group activity for skills. The Retail Skills Academy is shortly to open a Tees Valley office in House of Fraser, Darlington.

Tees Valley Unlimited is also offering three open dates to their clients.

Colleges & education are identified as a huge potential for delivery, and vTv is talking with Schools North East regarding possible initiatives. Each LA Tourism Officer will identify educational partners in their own district.

3. Trainer Briefings

A Trainer briefing was delivered to Working Links and another one is planned for Nov 1st at Wynyard for Pertemps and other potential deliverers. The Hartlepool Tourism Officer will attend and do a short session on how the individual LA supplements can be best presented with maximum impact.

Further Trainer Briefings will be delivered in early 2011 for interested HR/Training Mangers. vTv to explore how these could be charged for to create income.

TW talking to Darlington College to run a briefing for their Hospitality lecturers –this will probably have to be out of term time.

4. Administration

Gemma Heselwood continues to run the master sheet, stocks and supplies of programme. Gemma also provides the monthly information for Business Link. Feedback forms and certificates are currently being implemented. A steering group has been formed with a representative from each LA so actions can be agreed and taken forward from regular two monthly meetings. Good local press coverage has been achieved and the relevant Journalist are being invited to the November Hartlepool dates.

A monitoring system will be put in place once further trainers are delivering the programme.

TW has provided instructions for editing and splitting bite sized chunks of the Tees Valley film to be inserted into the Power Point presentation to gain maximum impact throughout the course – this work is currently being carried out, and will be available to each LA and their trainers.

All five final LA supplements should be available shortly.

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Report of:	visitTeesvalley
Report to:	visitTeesvalley Board
Date:	14 th October 2010
Subject:	Marketing Activities May 2010 – March 2011
Item for:	Information / Decision / Presentation

1.0 PURPOSE OF REPORT

- 1.1 To update the vTv Board on current and future marketing activity. This report will discuss activity from May 2010 and planned activity for the next 6 months.

2.0 DO SOMETHING DIFFERENT CAMPAIGN

- 2.1 June 09 saw the launch of vTv's consumer marketing campaign – "Do Something Different" (DSD). The campaign delivers vTv's events-led marketing strategy by using events as the core theme. Activity primarily focuses on the day visitor market, predominantly to the resident audience generating resident pride ultimately raising the profile of the destination, as well as people living and visiting from within an hour's drive-time. The campaign will contribute to the longer term objective of attracting the short breaks market, converting day visits into repeat visits and overnight stays, by raising the profile of the destination through the building of resident pride.

Building on the successes of the first year of the campaign, 10/11 activity will focus heavily on social media, e-marketing and positive pr, with the main call to action being to visit www.visitteesvalley.co.uk. The focus of all marketing activity for 10/11 will be data capture through the collection of consumer data through a variety of mechanics such as at events, via media activity, via competitions etc to enable customer focussed marketing activity.

3.0 PLANNED ACTIVITY MAY 2010 – MARCH 2011

3.1 Campaign Creative

The campaign creative has been developed for 2010/11 based on evaluation of the 2009/10 activity. The concept still uses shoes to convey the wealth of activities/types of audiences in Tees Valley however the new designs put the shoes "in situ" using models with a key Tees Valley attraction, location or activity in the background.

3.2 Media Partnerships

Partnerships continue with The Evening Gazette, Northern Echo, Darlington & Stockton Times, Living magazine, Hartlepool Mail, TFM and BBC Radio Tees. Activity includes online and print advertising, editorial, advertorial, supplements, competitions and campaigns with the main call to action being the website.

In addition DSD is was the exclusive weekend sponsor on Real Radio from May – September which included tag lines promoting the website, ExcluSAVE and up coming events throughout the day on Saturday and Sunday.

To date pull out supplements featuring events and things to do in Tees Valley over the Spring and Summer appeared in the Evening Gazette, Hartlepool Mail and Hartlepool Star, as well as double-page spreads in the Northern Echo, Darlington & Stockton Times and Living magazine over May, full page editorial and front page ads in the Hartlepool Mail as well as a double page spread in their Summer Fun booklet in July.

The Key to Tees Valley competition also ran with TFM over two weeks in June whereby the Face of Tees Valley winner described a place in Tees Valley on the breakfast show, listeners called in to guess the place and won a prize (e.g. golf day at Rockliffe) and were then entered into a prize draw to win the Key to Tees Valley (monthly free pass to attractions in the area). The competition included promotional trailers and live reads pre and during the competition.

Yummy Mummy's six weeks of Summer also ran with TFM over the school summer holidays, whereby a listener rang in each day to win a family pass to a Tees Valley attraction. This competition also included promotional trailers and live reads pre and during the competitions.

Three vodcasts have been produced by TFM with the breakfast team presenters "doing something different" in Tees Valley. The presenters to date have been surfing in Saltburn, boulder climbing/BMXing at Summerhill and taking a Bad Art class at the Green Dragon Studios in Stockton. The activities were talked up on air directing listeners to TFM's website to view them. The films can also be viewed on www.visitteesvalley.co.uk. Two more vodcasts will be filmed later in the year and early next year.

3.3 ExcluSAVE

The Happening Pass scheme was rebranded ExcluSAVE from May 2010 and has moved to a voucher-based scheme rather than a physical pass.

All offers are also promoted through the free Vouchercloud I-phone App, allowing vouchers to be redeemed at businesses using I-phones and usage is monitored instantly online.

There are now over 6500 consumers signed up to the scheme and are generating an average of 500 voucher downloads per month. Hollywood Bowl is the most popular offers each month.

3.4 Events and promotions team

The Big Shoe and promotions team have attended the British Surfing Championships, Redcar Kiteival, Great North Walk, Middlesbrough Mela, Middlesbrough Music Live, Great Yorkshire Show, Sunderland Airshow, SIRF, The Tall Ships Races, Take to the Tees and Teesside University Freshers Fair. The promotions team have been promoting sign up to ExcluSAVE using handheld electronic devices signing people up online instantly at an event and creating consumer log-ons to the vTv website.

3.5 Sponsorship

Teesside University are the main sponsor for ExcluSAVE and events promotions. Their package includes joint branding via ExcluSAVE and at events. Sponsorship will be a partnership approach with vTv working closely with the University with a shared objective to raise the profile of the area to Tees Valley students and visitors.

3.5 Website/E-marketing

Phase II design of the www.visitteesvalley.co.uk was launched in September. The website's new features are much more interactive and include: integration of Social Media – Facebook, YouTube, Flickr, reviews functionality enabling visitors to the site to leave reviews of their experiences, inspirational areas including the Do Something Different section and Pic and Choose tool – designed to inspire visitors about what to do in Tees Valley and to create their own Days Out using the Day Planner, introduction of more powerful imagery throughout website, Explore Tees Valley section which introduces a dynamic map which highlights key attractions and travel links, a “What’s Nearby” section is present on key areas so that visitors looking at a specific business/attraction can see what other attractions are in the vicinity and a “Share your event” link has been introduced for businesses/event organisers would wish to have an event adding to the website

Particular attention has been paid throughout the design and build process to the customer experience i.e. re-categorisation of listings, simplified search options, accessibility and usability, further to the Usability Review conducted.

Features from the previous site including ExcluSAVE discount vouchers, competitions, suggested itineraries and news are also incorporated. Although the new site is now live we are continuing to work on improving and developing the site and new developments will be rolled out over the coming months.

A Business Tourism microsite is also being developed for October which will integrate with the Chaser enquiry management system (virtual conference desk/venue-finding service).

The development of the CRM system used within Desti.ne has been temporarily suspended. As part of the ongoing contract with New Mind, One North East agreed to fund to developments required. Due to the review being undertaken in line with the public sector spending reduction, it is as yet unclear if the funding is available for the development.

ONE have now commenced accuracy monitoring of all Desti.ne records. Records are assessed on a monthly basis against a set list of criteria to ensure records are as complete as possible. Training is ongoing for TICs to fully utilise the Enquiry Management System, as the recent TEAM Desti.ne Benchmarking report identified this as an area of the system that could be used more effectively.

All of the above is supported by emarketing and social media including a regular e-mailers to our consumer database, offer/competition-led eblasts, DSD, Big Shoe and Face of Tees Valley Facebook pages and blog.

Since the launch of DSD there has been 75% new visitors to the website and an average 60% increase in overall visits per month over a 12 month period, with definite spikes in web traffic each time an e-mailer is sent out or competition/new offer is promoted on Facebook.

3.6 PR activity

Since April 2010 a total of £880,000 press coverage has been generated. This includes campaign and corporate PR, media supplements and both radio and TV broadcasts. £319,000 of this was as a result of vTv offering pre and post event PR support for the Pro Surfing Championships and Redcar Kiteival and £168,175.03 of this was a result of the press coverage Jane Wellington secured for The Tall Ships Races.

A press trip was successfully secured with the Yorkshire Post and the journalist visited the area in September, spending the weekend visiting Tees Valley's attractions and places of interest. This will appear as a double page feature in the Yorkshire Post Saturday magazine in November. The trip also resulted in a second press trip for early next year focusing on Hartlepool, Wynyard Hall and Darlington.

Working in conjunction with Cool Blue, a further 8 press trips have been set up. These include; Hull Daily Mail, Scottish Sun, Sheffield Star, Sunderland Echo, Glasgow Evening Times, Scotland on Sunday and the Press Association and will be taking place between now and early 2011 ensuring a drip feed effect in the national and regional media.

Golf has also been a focus and five press trips have been secured with the golf press. These include; Golf Today, Golf Vacations, Worldwide Gold and National Golfer/ Lady Golfer.

A weekly 1 hour "whats on" feature continues to be broadcast on BBC RadioTees

A dedicated vTv corporate communications strategy is being delivered to ensure vTv key messages are communicated to all stakeholders to raise the profile of the organisation, its activities and the importance of the visitor economy. This includes the Stakeholder enewsletter, B2B enewsletter and the weekly e-bulletin TVI Friday.

Media meetings with the key local press/ key journalists are held regularly to establish and maintain strong working relationships.

Other Future Activities

- 3.7** Planning has commenced on the 2011 edition of It's Happening magazine ready for distribution March 2011.
- 3.8** Continue to work collaboratively with County Durham Tourism Partnership, Tyne & Wear Partnership and Northumberland Tourism to implement a number of business tourism initiatives, including the rural conference venue PR campaign ("A Space to Think"), marketing activities/campaigns to convert business visitors into leisure visitors and developing a new conference venue microsite.
- 3.9** Delivering a variety of travel trade activities to include FAM trips, attendance at exhibitions and regular articles in appropriate magazines and developing a travel trade microsite

4.0 Recommendations

- 4.1** The Board are asked to direct visitTeesvalley to continue delivering the 'DSD' campaign as per the campaign plans for 2010/11.

Originator: Victoria Cornfield

Contact Tel: 01642 264935

E-mail: victoria@visitteesvalley.co.uk

Report of:	visitTeesvalley
Report to:	visitTeesvalley Board
Date:	14 th October 2010
Subject:	Finance Paper
Item for:	Information / Decision / Presentation

SUMMARY

1.0 PURPOSE OF REPORT

The report provides an estimate of the 2010/11 current budget following the 10% Single Programme cuts and based on information available to date and shows that visitTeesvalley currently expects to end the year on target and within budget.

Core - £425,350

£199,370 year to date has been committed and allocated towards delivery of core day to day activities of the organisation.

Strategy and Relationship, Destination Development, Business Engagement - £45,900

Year to date £18,000 has been committed to deliver activities such as the Spring Conference, workshops, development of the 'virtual conference desk' web pages, Taste assessments.

Marketing - £278,000

Year to date £168,527 has been committed and allocated on activities in production/development of the planned elements of the integrated marketing campaign – 'Do Something Different':

Radio advertising and media partnership - £32,000

Newspaper media partnerships and adhoc advertising - £30,000

(Hartlepool Mail, Evening Gazette, Northern Echo, Darlington and Stockton Times)

Offline Marketing - £70,000

(Exclusave, photography, design concepts, copywriting, project management)

Online Digital Marketing - £36,527

(Site design, site build, SEO)

Future Activity Budget

Events/Big Shoe - £8,000

Viral/PR activity - £10,500

Online Digital Marketing - £15,750

E newsletters - £6,300

Happening Guide - £50,000

Adhoc PR - £2,193

Contingency - £7,000

Evaluation - £10,000

Projections

It is anticipated that each cost centre will successfully deliver the proposed activities within budget at the year end.

Income	10/11
SP	488620
LA	179516
TO's funding	15000
Add funding	15906
Priv sector	50000
Other funding	
In Kind	138335
Total	887377

Expenditure	
Core	425350
Consultancy	
BE	14500
DD	14500
S&R	16900
Marketing	277792
In kind	138335
Total	887377

Looking forward no further cuts are expected as previously anticipated therefore vTv will continue to deliver the activities requested by both the private sector and our stakeholders and outlined in business plans. As a result of some efficiency saving and financial modelling exercises that identified alternative ways to deliver the planned activities by moving away from more traditional marketing activity towards e marketing led activities has proved beneficial and productive.

From a future proofing perspective the Comprehensive Spending Review may have future implications on the organisation if the Regional Development Agency are asked to make any further reductions. Any reductions in funding will have serious implications on the level of delivery and visibility of the organisation.

4. RECOMMENDATIONS

4.1 That the information contained in this report be noted.

Originator:	Julia Frater
Contact Tel:	01642 524454
E-mail:	Julia@visittessvalley.co.uk

visitTeesvalley Summary of Activities

Month: July – September 2010

Head Update

Review of TVU ongoing – appointment of MD in Oct and 2 Senior Managers to follow. New staff structure to be agreed by senior managers.

Tees Valley LEP submitted in Sept includes tourism

Gemma Lawson, Business Engagement Officer left the organisation in August to take up a sales role in a new voucher based company. Claire Boston Smithson has taken over some of her role.

Helen McBride, cultural volunteering project manager has left to work for Working Links (Training provider dealing with flexible new deal contracts). They have committed to continuing 1/day per week volunTeesvalley and provide ft admin support and placement co-ordinator until March 2012. All cultural volunteering projects finish end Sept – Meeting of all partners to review achievements/lessons to be learnt/best practice.

Strategy & Representation (Strategy, Corporate Communications, Hospitality, Forums)

Attractions and Events Forum: Next meeting 20th October which will include lessons to be learnt re Tall Ships following the completion of the evaluation. Venue Managers exec meeting held Oct.

Destination Development (Evaluation, Research, Top 10 Delivery, Desti.ne)

E-Tourism

Customer Relationship Management – The CRM development has been temporarily put `on hold` until the funding for the final part of the development can be secured with One North East. New Mind are to confirm their development schedule and when this could feasibly be re-scheduled to.

Tees Valley Operations Group – The group met in September and discussed e-marketing activities over the summer and planned activities for the future, as well as progress with information collection.

Website & SEO – The new website was launched at the beginning of September. New features include incorporating user generated content (Flickr, YouTube, Facebook and Wordpress FOTV blog), the opportunity for visitors to leave reviews about their experiences, and inspirational tools (Pic and Choose) and inspirations pages (Do Something Different).

Business Engagement & Business Tourism

My Tees Valley

Tricia Woods continues to roll out MTV with assistance from LA TOs. Surrounding businesses and TICs requesting to come on course. A number of Train the trainer sessions run with training providers/HR staff from hotels/attractions.

Marketing (inc. consumer PR, e-marketing)

CONSUMER:

2010/11 Do Something Different campaign

Media Partnerships

Three vodcasts have been produced by TFM with the breakfast team presenters “doing something different” in Tees Valley. The presenters to date have been surfing in Saltburn, boulder climbing/BMXing at Summerhill and taking a Bad Art class at the Green Dragon Studios in Stockton. The activities were talked up on air directing listeners to TFM’s website to view

them. The films can also be viewed on www.visitteesvalley.co.uk . Two more vodcasts will be filmed later in the year and early next year.

Promotions Team

DSD promotions team attended Teesside University Freshers Fair.

Website/E-marketing

The new website is now live. A Business Tourism microsite is being developed which will integrate with the Chaser enquiry management system (virtual conference desk/venue-finding service).

An agency has been appointed to deliver a Search Engine Optimisation (SEO) plan, specifically looking at key search terms and headline events.

All of the above is supported by emarketing and social media including monthly e-newsletters to our consumer database, offer/competition-led e-blasts, DSD Facebook page and Face of Tees Valley Facebook page and blog. We are also currently producing a short viral film using our Big Shoe – “Big Red” who has his own Facebook page.

PR:

Since April 2010 a total of £880,000 press coverage has been generated. This includes campaign and corporate PR, media supplements and both radio and TV broadcasts. £319,000 of this was as a result of vTv offering pre and post event PR support for the Pro Surfing Championships and Redcar Kiteival and £168,175.03 of this was a result of the press coverage Jane Wellington secured for The Tall Ships Races.

Press Trips

A press trip was successfully secured with the Yorkshire Post and the journalist visited the area in September, spending the weekend visiting Tees Valley’s attractions and places of interest. This will appear as a double page feature in the Yorkshire Post Saturday magazine in November. The trip also resulted in a second press trip for early next year focusing on Hartlepool, Wynyard Hall and Darlington.

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Golf

Golf has also been a focus and five press trips have been secured with the golf press. These include; Golf Today, Golf Vacations, Worldwide Gold and National Golfer/ Lady Golfer.

Ongoing PR

A press release was issued in September to announce the launch of vTv’s brand new website. It has received coverage on BBC Tees and is due to appear in the Evening Gazette and Northern Echo.

NEWSLETTERS

B2B –issued Sept

Stakeholder –issued Sept



The Tall Ships Races – Hartlepool 2010

Feedback report Sept 2010

Introduction

Overall the event was a huge success with an estimated 970,000 visitors making it England's largest free event in 2010. We have been overwhelmed with the sheer volume of comments received from people living in Hartlepool and from visitors from all corners of the country.

Feedback

Feedback from Sail Training International, the organisers of The Tall Ships Races, was glowing and officials have already said that they welcome a bid from Hartlepool to host the event again in the near future. The Tall Ships Captains and crew were highly delighted with the crew activity programme, the entertainment on site and, in particular, the impressive Captains' Dinner at the Borough Hall.

Media coverage of the event was extensive and hugely positive showing the town and the Region in the very best light. This was in large part due to the support of our media partners, Real Radio, Hartlepool Mail and Radio Hartlepool, along with hundreds of other local, regional, national and international media that we welcomed through the official Media Centre.

Visitors from Hartlepool and further afield are sending emails, letters and goodwill messages telling us how much they enjoyed the experience and how proud they are of the town.

"The Tall Ships event has been fantastic, the town has really pulled it off. Proud to live in the town."

"Well done, Hartlepool !!!!"

"I would like to send a big thank you to your and your team. The Tall Ships truly put Hartlepool on the map. I witnessed in the run up how the town transformed and how much effort you have put in."

The event proved to be a safe and well managed event for the welfare of the visitor

and participants with modest incidents being efficiently addressed by the emergency medical aid agencies. Concerns regarding travel and congestion either failed to emerge or were mitigated where necessary due to the contingency measures in place, this being despite Highways Agency projections.

We have had an initial debrief with the immediate project team and we acknowledge that there are also areas we can improve on and there have been lessons to be learned for future events.

Evaluation

The formal project evaluation and economic impact assessment study will be complete by end of October and initial findings are expected to be shared with the Regeneration and Planning Scrutiny Forum on 14th October. Data has been gathered from visitors, volunteers, traders, local businesses and crew during the event, and interviews with stakeholders after the event.

Michelle Daurat
Tall Ships Project Manager