

visitTeesvalley BOARD

**Meeting to be held at TVU, Cavendish House, Stockton on Friday 7th January
2011 at 10.00am**

1	Apologies		
2	Conflict Of Interest		
3	Minutes Of Last Meeting	Attached	
4	Matters Arising		
5	Business Survey Presentation of Findings	Presentation	Ian Thomas (ONE)
6	Transitional Plan	Attached	
7	Conference – 27 th January 2011	Verbal	
8	Governance Arrangements	Verbal	Stephen Catchpole
9	Future Meetings and/or Dissolution of visitTeesvalley	Verbal	
10	Any other business		

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VISIT TEES VALLEY BOARD

**Meeting held at HMS Trincomalee, Hartlepool at 10.00am on Thursday, 14th
October 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	
Councillor Bob Cook (BC)	Stockton on Tees Borough Council	
Zohrah Zancudi (ZZ)	Redcar & Cleveland Borough Council	
Antony Steinberg (AS)	Hartlepool Borough Council (observer)	
Julia Frater (JFr)	visitTeesvalley/Tees Valley Unlimited	
Les Southerton (LS)	Tees Valley Unlimited (Part)	
Sarah Johnson (SJ)	Tees Valley Unlimited	

APOLOGIES

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 7th July 2010

The minutes of the meeting held on 7th July 2010 were agreed as a correct record.

3 MATTERS ARISING

There were no matters arising.

4 STRATEGY AND RELATIONSHIP

Tees Valley Unlimited (TVU) Review

The Interim Managing Director, TVU, was in attendance at the meeting and gave an update on the TVU Review. The key points were as follows:

- Funding for TVU from One NorthEast (ONE) and the Homes and Communities Agency (HCA) was being cut.
- The Local Authorities had agreed to continue with the same level of funding for TVU.
- The proposed Senior Management structure of TVU would include a Managing Director and 2 Directors covering Business Investment and Policy and Strategy.
- TVU had started the consultation process which would lead to redundancies with those staff that were funded directly from ONE or the HCA.
- The next stage of the review was to reduce the organisation to a budget of £2.2m by 31st March 2011.
- It was expected that some form of tourism arm would be included within the Business Investment area.

Tees Valley Local Enterprise Partnership (LEP)/Regional Tourism Alliance

The Interim Managing Director, TVU, gave an update on the TVU LEP proposal. The key points were as follows:

- Future resources from Government would be directed to economic areas.
- The bid from the Tees Valley for a LEP had been submitted and was comprehensive.
- Announcements on LEPS from Government was expected towards the end of October.

The Board considered both updates and made the following comments:

- At the request of the Directors of Regeneration a report on the economic significance of the visitor economy in the Tees Valley had been prepared by Visit Tees Valley.
- Discussions were ongoing with a variety of partners on collaborating and how to apply for future funding.
- The Head of Visit Tees Valley would be liaising with the Tees Valley Local Authorities on transition arrangements.
- Most of the ONE assets would be wound up with the exception of destine as money had been made available to ONE for this.
- It was important to keep reinforcing what had been achieved and the consequences of not continuing the activities.
- Other options for a tourism partnership should be explored. Board members held a discussion regarding what priorities the private sector would have in relation to different activities, regardless of what kind of organisation exists beyond visitTeesvalley. It was agreed that a meeting would be held with private sector members as soon as possible with a view to undertaking research and having the results by end of December 2010.

RESOLVED that the information be noted and where appropriate, action be taken. .

5 BUSINESS SUPPORT AND SKILLS

Business Engagement Update

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

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

Cultural Volunteering Programme

The Board was presented with a final report that highlighted the work of the Tees Valleys Cultural Volunteering pilot project which was led by visitTeesvalley.

RESOLVED that the information be noted.

My Tees Valley

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

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.

A decision on the continuation of the 'Its happening' guide was awaited from Directors of Regeneration.

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

7 Finance Report

The Board was presented with an estimate of the 2010/11 current budget following the 10% Single Programme cuts 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 July and September 2010.

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 June – October 2010.

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.

8 TALL SHIPS 2010

The Board was presented with a feedback report on the event. The formal project evaluation and economic impact assessment study would be complete by end of October and initial findings were expected to be shared with the Regeneration and Planning Scrutiny Forum on 14th October. Data had been gathered from visitors, volunteers, traders, local businesses and crew during the event, and interviews with stakeholders after the event.

RESOLVED that the information be noted.

9 ANY OTHER BUSINESS

JFa, Middlesbrough Council, gave details to the Board on the planned events for the Transporter Bridge centenary celebrations. Following a bid to HLF, £260k had been approved at Phase 1.

As it was the last meeting for BH, HMS Trincomalee, due to retirement, the Chair of the Board thanked him for all of his hard work on the visitTeesvalley Board.

RESOLVED that the information be noted.

10 FUTURE MEETINGS

The Board discussed that following the recent announcements relating to the funding of visit tees valley being cut that it was unlikely that the visitTeesvalley Board would continue to meet in its current form.

AGENDA ITEM 6

vTv Transition Plan

Directors of Regeneration tasked Heads of Services within each LA to agree the vTv transition plan. As part of the consultation process, vTv circulated a short questionnaire prior to the meeting (22/12/10) to Heads to clarify the vision for the Tees Valley visitor economy.

The responses from the survey and the meeting can be briefly summarised as follows:

The LAs want to promote their assets – attractions and events - to a local audience and will perhaps look at joint promotions across Tees Valley to a wider market where appropriate eg nature based tourism cluster, outdoor activities, xmas markets, Heritage Open Days.

To enable bespoke joint / cross promotional opportunities to be identified there was a desire across the LAs to hold monthly meetings between the TVU Tourism Officer and appropriate officers from the LAs.

Given the extremely limited budgets of LAs, there was little appetite for regional and national activity such as short breaks, group travel or business tourism unless transitional funds from Government become available. If funding is obtained then the TVU Tourism Officer may co-ordinate this activity.

The NE Tourism Alliance has made the case to Minister, John Penrose regarding the need for a level playing field across the country with regard to transition funding for Destination Management Organisations in 2011/12, for example, Yorkshire and NW RDAs have secured funding from Government until March 2012. ONE together with the 4 ATPs are currently in the process of agreeing a joint bid for transitional funding to deliver activities next year. VTV's request is attached for information. The application for funding does not require matched funding from LAs.

Representation taking forward regional activity such as the NE Tourism Alliance, discussions with the NE Hotels Association, Group Travel Alliance NE etc would be undertaken by TVU representatives. The vTv Chair would also continue to attend the joint Chairs/Chief Executives Tourism Alliance meetings until end March 2011. There are a number of Tourism Network NE monthly meetings (eg research, product development group, nature based steering group, etc) that are held between all ATPs and ONE. It was agreed the appropriate LA representative would deputise those that the TVU Tourism Officer could not attend.

There was some discussion regarding potential "business opportunities" such as the website which may be of interest to the private sector. The feedback from the private sector regarding their willingness to financially contribute towards the delivery of certain activities is discussed in greater detail within the research paper.

The attached transition plan has been amended to reflect those activities which should be continued or could be revisited should funding/resources become available.

The revised Plan (attached) will be circulated to Heads of Services for approval and any amendments will be brought to the attention of the Board Members on 7th.

Julia Frater

Jan 2011

Status of Remaining Live Activities

Area	Market	Activity	Delivery team	Status	Time frame	Cost/ Budget/Time	Future Delivery *
Reg	Consumer	VNEE Website	ONE	Ongoing	Until Mar 2012 ONE funding secured	Approx 1 day per month checking Tees Valley info/product. Attend mthly marketing meetings	HBC
Tees Valley	Consumer	vTv Website CMS: <ul style="list-style-type: none"> Content Plan – seasonal updates, daily and weekly maintenance Managing reviews Hosting and management of UGC proxy feeds Competition management (2-3 competitions a month) Accom Special Offers management 	vTv	Ongoing	As above	Time spent updating the site variable 1hr/day - 1 day/mth depending on campaigns/content plan.	HBC/R&CBC
		vTv Website - DMS Development – generally on hold but CRM will go ahead and will be tested by vTv to handover: <ul style="list-style-type: none"> Cleanse and de-dupe entire database Set up interests in product database 	ONE/vTv/LAs	Ongoing	ongoing	Mthly DOG/ICAG mtgs Initial set up and cleanse approx 1 week.	MBC lead on DMS development. All LAs

		<ul style="list-style-type: none"> All websites to be altered to accommodate Subsequent e-marketing Regular management of database 						Then ongoing ½ day per month to cleanse 2 days to set up interests in product database.	
		Data – Consumer (as above)	vTv/LAs	Ongoing				N/A	All LAs
		Data – Product: <ul style="list-style-type: none"> Extranet Monthly performance reports 	vTv/LAs	Ongoing				½ day a month	All LAs
		Post-ONE: <ul style="list-style-type: none"> DMS exit strategy Frontdesk Websites/ECMS Online booking e.g. polling 	LAs					TBC	TVU TO/MBC
		EDMs: <ul style="list-style-type: none"> Communicator 2/3 per month, focusing on competitions and events/days out 	vTv	Ongoing				N/A Design cost?	SBC/MBC
Tees Valley	MY Tees Valley	<ul style="list-style-type: none"> Delivering to employees/students/volunteers, colleges/schools 	vTv/LA's	Ongoing				£16,000 budget remaining – externally funded	SBC Proj mgmt contracted out
Tees Valley	Volunteersvalley	Securing 1 month placements for disadvantaged clients within cultural establishments and short term for events/festivals	Working Links	Ongoing				£8,000 budget remaining - externally funded	Project management contracted out

Activities Ceased/Suspended

Reg	Market	Activity	Delivery Team	Status	Time frame	Cost/Budget	Future Delivery
	Consumer Mktg	Regional Guide Regional EDM's National Regional Media partnerships/supplements and inserts	ONE ONE ONE	Nil Nil Nil	N/A N/A N/A	N/A N/A N/A	N/A N/A N/A
	International Mktg	PR Web	ONE ONE	Nil NIL	N/A N/A	N/A N/A	N/A N/A
Tees Valley	Consumer Mktg	Visitor Guide & distribution PR - Local/regional/national Media visits/fam trips Weekly BBC Tees slot Submitting features/press releases	vTv vTv	Nil Ongoing	N/A Mid Dec 2010	£50k Nil	N/A or TVU/LA N/A or TVU/LA
		Events PR					N/A
		Social Media (as per Plan): • Facebook groups and pages • FOTV/Jane's blog • Reviews • Flickr and YouTube feeds	vTv	Ongoing	Daily Daily Daily Weekly		N/A
		Local/Regional media partnerships/supplements/advertising/editorial/reader offers	vTv	Ongoing	Activity ends Jan 2011		N/A or TVU/LA
		ExcluSAVE: • Business engagement and account handling • Consumer sign up and	vTv	Ceased	Dec 2010	Nil	N/A

		reporting <ul style="list-style-type: none"> • Toolkit • Maintenance and uploading of offers • EDMs - `Welcome` and monthly offers promotion • Alumni Hotel Rates 	vTv vTv	Ongoing	As above Ongoing	As above Nil	As above University
Tees Valley	Event Organisers	<ul style="list-style-type: none"> • Capacity Building • Events Forums • FEDP/ Flagship Events 	vTv vTv vTv & LA	Ongoing Ongoing Ongoing	Jan 2011	Nil	N/A
Tees Valley	Consumer	Taste (guide and web): <ul style="list-style-type: none"> • Business engagement • Management of data • Print 	vTv	Hold	Jan 2011	N/A	N/A
Tees Valley	Events Organisers	Prospectus pages: <ul style="list-style-type: none"> • Management of pages 	vTv	Design	TBC	Check data is still up to date every 6 months	LA's
Tees Valley	Travel Trade	PR	ONE/vTv	Live	n/a	n/a	N/A or TVU/LA
		Web	ONE/vTv – tbc	Hold	Pending	n/a	
		Guide	ONE	Nil	ongoing	TBC	
		FAM/Exhibitions	ONE	Nil	n/a	TBC	
		EDMs	ONE/vTv	Nil	n/a	minimal	
Tees Valley	Business Tourism	Web	NGI	Live	Mar 2012	Nil	N/A or TVU/LA
		PR/Editorial	NGI	Live	As above	As above	
		Exhibitions	vTv/NGI	?	As above	As above	

		Chaser/Virtual Conference Desk	vTv	Live	Mar 2011	£4,500 p/a hosting	TVU/LA's
		<ul style="list-style-type: none"> • Hosting • Maintenance of data • Maintenance of website • Enquiry Handling • Regular EDM 					
		STRATEGY & REPRESENTATION					
Tees Valley	Advocacy	<ul style="list-style-type: none"> • Regional/local media spokesperson. Representative on NE Alliance and Strategic Bodies • Regional Forum Olympics • Liaise with national bodies VB/VE/Regional Tourism Alliance 	vTv vTv vTv	Ongoing Ongoing Ongoing		Attend monthly NMG meetings with ONE and Chief Execs ATPs/Alliance meetings with Chair	TVU? LA?
Tees Valley	Funding	<ul style="list-style-type: none"> • Leverage of funding eg RGF through Regional Tourism Alliance • Bid documents for events eg Proms 	vTv vTv				N/A or TVU?
Tees Valley	Business Engagement	<ul style="list-style-type: none"> • KAM • Training/workshops • Communications (B2B/Stakeholder/newsletters) • Business Forums 	vTv vTv vTv vTv	Ceased	Dec 2010	Nil	N/A or LA?
Reg	Research / Info	<ul style="list-style-type: none"> • Economic impact • Occupancy 	ONE ONE/vTv	Ongoing	Until March 2012. ONE	½ day month collating data	TVU? Business

	<ul style="list-style-type: none"> Investment Monitor Segmentation Visitor Satisfaction Visitor attractions footfall 	ONE/vTv ONE ONE ONE/LAs		awaiting confirmation of research funding tbc	for imputing into models. Attend quarterly research meetings	Analyst/I&F??
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Activities could be re activated if transitional funds are forthcoming
 Activities could be delivered by TVU Director or TVU Tourism Officer
 Activities will cease in August 2011 unless additional funding identified

ATP Transition Funding 2011/12 Funding Requirements

NAME OF ATP:

How much is Required?	What will it be used for?	What are the implications if no funding is provided?	How will this activity be maintained without transition funding in 2012/13?
STRATEGY AND REPRESENTATION			
	Contribution towards regional alliance?		
	Working with stakeholders and partners re product development re Nature/Outdoor activities		
	National representation		
MARKETING AND INFORMATION			
£31,000	Spring/Summer campaign to promote Tees Valley events and attractions from May – Sept 2011 to residents and those living/staying within 1 hour drive-time. Activity to include: Design, print and distribution of 6000 event guides - £8,000 Supplements/advertorials in 3 local newspapers - £6,000 Series of E-direct mail linked to thematic PR	Due to tight timescales private sector financial contributions will not have been generated to contribute therefore activity would not go ahead As above As above As above	Via joint working with private sector organisations such as NEHA and key brand leaders plus LEP/TVU and LA's contributions As above As above As above

<p>activity and other campaign activity to vTv/ONE 3rd party consumer database - £5000 Competition(s) – in kind</p> <p>SEO activity (PPC and organic) £2,000</p>	<p>As above</p>	<p>As above</p>	<p>As above</p>
<p>£50 - 25,000?</p>	<p>Website Consumer Contributions towards Licence agreement</p>	<p>N/A</p>	<p>% contribution via private sector and advertising bulk to be LA</p>
<p>£10,000</p>	<p>Web developments to include Apps and mobi sites and CRM system</p>	<p>As above</p>	<p>N/A</p>
<p>AND/OR £12,000</p>	<p>Thematic National destination profile raising PR campaigns. Cost include appointing an outside agency to secure press visits/coverage in regional and national titles based on key activities/attractions/events in Tees Valley, any costs of press visits e.g. dinner, bed & breakfast</p>	<p>Due to tight timescales private sector financial contributions will not have been generated to contribute therefore activity would not to go ahead</p>	<p>Via joint working with private sector organisations such as NEHA and key brand leaders plus LEP/TVU and LA's contributions</p>
<p>£2,000</p>	<p>Business Tourism £2,000 Attendance and visuals at key exhibitions</p>	<p>As above</p>	<p>As above</p>

£2,000	Maintenance of virtual Conf desk & EDM/PR activity Group Travel £2,000 Attendance and visuals at key exhibitions & EDM/PR activity	As above	As above
BUSINESS ENGAGEMENT			
£4,000	Taste campaign Supplement in local media and PR activity	As above	As above
£3,000	Workshops Monies available to co ordinate workshops intention to cover costs by attendees	N/A	As above
DESTINATION DEVELOPMENT			
£10,000	Produce 5/10yr Tees Valley Destination Management Plan MY Tees Valley Volunteesvalley	Undeliverable or via BID joint activities	N/A

This document assumes that Quality/Research/Awards/Toolkit funded regionally

