

visit **Tees** valley Board Meeting
15th January 2009, 10.00am – 1.00pm
Spencer Room, Middlesbrough Town Hall

AGENDA

1. Apologies
2. Minutes of the last meeting (attached)
3. Matters arising
4. Board membership (paper to follow)
5. Tees Valley Top 10 (attached)
6. VTV update October – December activities (attached)
7. visit Tees valley Marketing Strategy (paper to follow)
8. AtMap – Next stages (verbal report)
9. Tees Valley Unlimited – John Lowther (verbal report)
10. Finance Report (paper to follow)
11. Date of next meeting – 23rd April Saltholme

VISIT TEES VALLEY BOARD

**Meeting held at Durham Tees Valley Business Centre, Stockton at 10.00am
on Thursday, 17th July 2008**

ATTENDEES

David Kelly	Visit Tees Valley	Chair
Krimo Bouabda	Cream Restaurants Ltd	
Juliet Farrer	Middlesbrough BC	
Julia Frater	Visit Tees Valley	
Patrick Green	Wild Hop Brewery Ltd	
Bryn Hughes	HMS Trincomalee	
Paul Mandeir	Redworth Hall Hotel	
Jonathan Lowther	Tees Valley Joint Strategy Unit	
Maria Wilcock	Argument Cottage	
Sarah Johnson	Stockton on Tees BC	

APOLOGIES

Councillor Bob Cook	Stockton on Tees BC
Nick Dolan	National Trust Ormesby
Stuart Green	Hartlepool BC

Action

1 NOTES OF THE MEETING ON 17TH APRIL 2008

The minutes of the meeting held on 17th April 2008 were agreed as a true record.

2 MATTERS ARISING

Action

The Board discussed the offer to visit the Transporter Bridge made by the Director of Regeneration (Middlesbrough Council) at the last meeting. All Board Members had indicated whether they were interested in attending and the offer was now being extended to the Top 10.

JF to let Tim White know numbers and names

Tees Valley Cultural Volunteering Project – The Board was informed that an appointment had been made for 3 days a week with the post holder also working two days a week on the skills project. A paper on both projects had been circulated to Board members prior to the meeting for information.

Maritime Festival – The Board discussed the festival in relation to the problems caused by the weather. It was acknowledged that there was work to be done in terms of contingency plans in the event of bad weather.

Annual ATP Network North East Conference 26th June 2008 – The Board was informed that the conference focused on ‘place shaping’. The three presentations by Birmingham, Chester and East London were excellent and it was agreed that they should be circulated to all Board Members.

JF to circulate

Happening Pass – It was informed that 500 passes had been issued to date but it was not yet possible to provide details on usage.

Communications Strategy – It was advised that the business prospectus was currently being looked at and that it would be launched on the second anniversary of visitTeesvalley in October.

Culture & Tourism in Oberhausen and the Ruhr – Juliet Farrar informed the Board that it had been difficult to obtain additional information from Oberhausen. It was agreed to look at the original report again and submit any questions to Juliet Farrar. It was agreed that the visiting group should be small due to costs. JF to contact Paul Hemphill to see if ONE would contribute financially towards visit. Plus important that rep from ONE attended.

JF

Regional Image Campaign (RIS) – It was expected that the launch would be September 2008. RIS workshop took place on 5th June. JF to speak to Tania Robinson and forward

JF

details of outcome to Board.

Marketing Framework – It was advised that a lot of discussions on the marketing framework and the RIS were due to be held over the next few months. A further workshop to discuss the framework would be held in October. It was noted that the Tees Valley brand itself was a matter for Tees Valley Unlimited. A meeting will be held on 27th August with ONE to discuss. All Board members invited.

3 TEES VALLEY TOP 10

Members of the Board received an update on Tees Valley Top 10.

It was explained that the campaign had now reached its first quarterly review and update visits were currently being carried out to all of the Top 10. Early results were suggesting that the Top 10 were more than satisfied with the campaign and felt that it was fully delivering on expectations.

Members of the Board were provided with details of the activities that were included within the campaign and also information on the input/outputs of work/activity to date. It was noted that there were concerns internally regarding the low level of activity from the brand ambassadors at the key events highlighted as opportunities for raising brand awareness. It was explained that the issue had been discussed at some length with the Top 10 and proposals had been submitted suggesting how opportunities could be realised in other ways however, the Top 10 themselves were not overly concerned and had indicated that they were happy with the level of activity.

It was explained that discussions during the first quarterly reviews regarding the long term aspirations of the Top 10 had highlighted that due to the present economic climate there was uncertainty as to whether they could commit to continuing with the Top 10 in the future. This issue would be discussed at the next quarterly review meeting.

RESOLVED that a review of the Top 10 brand ambassador package be conducted to identify how the package can be expanded to include more B2B/networking activities/opportunities.

4 EVALUATION REPORT

It was explained that at the end of 2007, One North East commissioned TEAM Consultants to evaluate the progress made by the Tourism Network North East.

Members of the Board were provided with a copy of the evaluation report. It was advised that the report was largely a result of qualitative evaluation of the Network rather than seeking to quantify outcomes. It was noted that there was also an evaluation of Visit Tees Valley and details of the specific findings.

The Board discussed the information in the 'Moving Forwards' section of the evaluation report. Members of the Board were informed that a paper was currently being produced by ONE on the issues raised in this section and would be circulated for comments.

JF to
inform
TEAM of
comments

The Board considered that very few small businesses had been consulted in the Tees Valley and asked for the comments to be forwarded to the relevant person.

John Lowther raised the high level of financial input from the Tees Valley local authorities towards the ATP in comparison with the local authority contributions in other sub regions. Demonstrated a commitment to visit Tees valley.

Overall it was considered that the decision to adapt the network approach to the delivery of tourism in the North East was the right one.

5 ATMAP - UPDATE

Members of the Board were informed that the AtMaP review was expected to be completed by the end of September 2008. ONE had circulated the template. It was acknowledged that awareness of AtMaP was low and needed to be raised.

Two workshops had been arranged for the 21 August. The workshops were to be led by the Head of TEAM Consultants – Roger Carter. It was advised that the day would be split into two with the public sector workshop in the morning and the private sector workshop in the afternoon. It was envisaged that priorities would be identified and then a call out for projects would happen in September.

The Board was informed that the AtMaP planning group was looking for a private sector representative. The group met quarterly to approve projects.

The Board discussed the workshop and suggested that the private sector workshop session should be re-arranged for early September as August was considered high season for businesses and they may not be able to attend. It was also suggested that some publicity for the workshops would help assist with understanding and that a simple diagram showing how projects are developed would be beneficial for those attending.

RESOLVED that the information be noted.

6 CAPACITY BUILDING WORKSHOP

The Board was informed that in 2007 One North East commissioned consultants to undertake capacity building activities with each of the ATPs. This resulted in a capacity building day being held on 5th June 2008 at which both Board Members and ATP staff attended.

Members were provided with a copy of the notes from the day.

It was noted that a further team building day with ATP staff only had been arranged for 20th August.

RESOLVED that the information be noted.

7 TEES VALLEY UNLIMITED

The Director of Tees Valley Joint Strategy Unit was in attendance at the meeting and provided the Board with an update on Tees Valley Unlimited (TVU).

The Board was informed that the Multi Area Agreement (MAA) had now been signed. Further discussions were being held with the Government regarding money. It was discussed that with regards to funding it had been agreed that money would be delegated to TVU. It was also discussed that TVU would like the ability to move money between different funding streams.

An update was also provided on the following areas:

- Growth Initiative Areas
- Transport Schemes
- Tees Valley Metro Proposal
- Skills and Employment Agenda
- TVU Business Plan

The possible impact of the credit crunch was discussed. The Board was advised that projects such as Middlehaven and Teesport had not been affected so far and it was business as usual.

RESOLVED that the information be noted.

8 FINANCE REPORT

The Board considered a report that provided an estimate of the 2008/09 outturn based on information available to date. The report indicated that Visit Tees Valley expected to balance its budget at the year end.

The Board was advised that the outcome of the ERDF Audit was still awaited.

The Board discussed the business engagement budget and whether some money could be allocated to supporting micro businesses. It was suggested that a list of activities be brought back to the next meeting.

RESOLVED that the information be noted.

9 DATE OF NEXT MEETING

16 October 2008

10 ANY OTHER BUSINESS

The Chair gave details of a possible concert being organised by Suzannah Clarke. The concert was to involve the North Korean State Orchestra and it was envisaged that concerts would be held in London, New York and Middlesbrough. The Chair advised the board that he had been contacted by Suzannah Clarke in relation to a black tie event that she was looking to arrange to coincide with the concert. Wynyard Hall had offered their facilities free of charge and Suzannah was looking to raise funding for other aspects of the event. ONE had been unable to make a contribution to the concert costs but the Chair had been asked to find out if ONE finance etc might support the black tie event. Juliet Farrar from Middlesbrough Council advised that she had been in discussions regarding the concert and that clarification was still needed on various aspects before it could proceed any further.

Chair to write to ONE re black tie event

The Board discussed the current issues regarding the economy in relation to related facilities. The Board considered that it was important to encourage local tourism and assist people wherever possible considering the current economic climate and also considering that the school summer holidays were approaching. The current advertising campaigns were discussed and the Board agreed that other advertising and marketing ideas should be explored where possible to encourage people to stay local and take advantage of schemes such as the Happening Pass.

JF to inform Board of vTv activities to overcome credit crunch over next 6 months.

RESOLVED that the information be noted.



Agenda Item X

Report of: visitTeesvalley
Report to: visitTeesvalley Board
Date: January 2008
Subject: Top 10 Update
Item for: **Information** / Decision / Presentation

SUMMARY

This report provides the Board with an update on progress of the Top 10 campaign.

This report asks the Board to note the current position and to charge vTv with reviewing the current campaign to identify any opportunities for improvement for the coming financial year.

1. PURPOSE OF REPORT

The purpose of this report is to update the Board on the Top 10 Campaign

2 BACKGROUND

The Top 10 campaign subscriptions are due on 27th February 2009. Quarterly visits have been arranged for the first two weeks of January during which the campaign and levels of participation will be discussed and feedback obtained. During these meetings the Top 10 organisation's ongoing commitment to the campaign will be discussed and sought, the intention being to obtain commitment for the remaining two years of the project based on the revised campaign activity.

Overall, the Top 10 are satisfied with the campaign and feel that it is delivering what they expected but some concerns were raised regarding audiences. The current campaign package has subsequently been reviewed to take into account the concerns raised about the compatibility of target audiences and a requirement for more networking opportunities. The revised campaign proposal being considered will enable a degree of flexibility and bespoke packaging to be offered providing opportunities for the businesses to select campaigns to participate in that will meet their business needs.

The proposal is to introduce **Patrons** – patrons will act as key partners of visitTeesvalley, the organisation, and who want to play a pivotal role in the decision making and place shaping of the destination Tees Valley and support visitTeesvalley. The package would include regular account management, exclusive marketing consumer and B2B campaign sponsorship opportunities, opportunity to participate in the Annual Conference/Event with guest speakers, invitations to a number of high profile corporate and VIP events, invites to the NECC Tees Valley Annual Dinner, the CBI Tees Valley Annual Dinner and the North East Tourism Awards Dinner on vTv table. In addition, Patrons will automatically be invited to all future Tees Valley Unlimited B2B activity such as quarterly dinners and annual conferences.

The Top 10 Dinner, which was cancelled in December due to severe weather conditions, and was intended to provide networking opportunities with key individuals from vTv, TV Unlimited Board and a number of LA Chief Executives has been re scheduled for January 8th.

3 RECOMMENDATIONS

The Board is asked to note the current position and to direct vTv to investigate the future options and possibilities for the continuation of the campaign and the introduction of new packages/campaigns with the current Top 10 businesses.

Originator:	Claire Boston Smithson
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Name of Board/Meeting
Date of Meeting

Agenda Item X



Agenda Item X

Report of: visitTeesvalley
Report to: visitTeesvalley Board
Date: January 2008
Subject: visitTeesvalley Update
Item for: **Information** / Decision / Presentation

SUMMARY

This report provides the Board with an update on visitTeesvalley's activities during October – December 2008.

RECOMMENDATIONS

The Board is asked to note the report.

Originator: Julia Frater
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visitTeesvalley Summary of Activities October – December 2008

Head Update

Culture 10

A presentation was given by Juliet Farrar and Julia Frater to ONE sub board comprising representatives from ONE main Board on 7th November regarding the future of C10 from 2010. Recommendations will go to ONE Board in January.

ATMaP

Following public and private sector consultation and the completion of priority grids, the ATMaP is now completed addressing 4 priorities – development of product, changing perceptions, events and upskilling the workforce. The document also identifies major capital projects. The next ATMaP Planning Group meeting will be 6th January to discuss the way forward.

Rural Development Programme

Consultants have been appointed to deliver Guisborough Market Town Destination Plan. Three workshops with the private sector have been held and a report will be completed early January. Looking at rolling out the approach to other appropriate locations in the Tees Valley. Meeting arranged in January to progress activity tourism and nature based tourism through RDP – looking to start in April 2009.

ERDF AUDIT

Further queries from GONE Article 4 audit have been received and a further monitoring visit of 3 days took place 13 October – extremely time consuming – expecting significant clawback. Further queries from GONE answered for 5th, 12th and 19th December deadlines.

ATP AUDIT

External verification visit (by Mazars) of the ATP took place 5th November. A further visit is scheduled for 8th January.

MARKETING FRAMEWORK

The revised marketing framework has been circulated to ATPs for comment – to be fully discussed at the end of January at the next Network Marketing meeting. Roles and responsibilities are not included within the framework document and will be discussed by ATP Chief Executives and Louise Davies/Tania Robinson on 6th January.

ONE PEOPLE SHAPING

Louise Davies has been seconded for 4 days per week since October to make recommendations by the end of January to Chief Executives and Directors regarding the role of ONE in tourism. She will make recommendation on the governance and structure, human resources required and how to be structured for optimum delivery. Clearly as well as discussing what areas the RDA should deliver, if any, the roles of the ATPs will be a key component. There are some areas such as ICT and research where it is recognised that they should be delivered centrally.

BUSINESS CASE – NON CORE FUNDING

vTv along with the other ATPs have been asked by ONE to submit a business case for a further £200,000 pa for 2009/10 and 2010/11. The activity encompasses pre and post

arrival marketing and implementation of the e-marketing strategy. It is anticipated that a minimum of 5% cut will be made to the applications. A decision is not expected until mid February which makes it difficult to give the go ahead on the 2009/10 campaigns without confirmation of the budget.

BUSINESS SUPPORT SIMPLIFICATION PROGRAMME

Discussions have been held regarding how BSSP will affect the ATPs and particularly the work of business engagement. The Tourism Business Toolkit will be accessed through the Business Link website. The next steps include creating a robust referral process for ATPs and Business Link, sharing of customer information, development of the Business Link service and customer journey. Discussions are ongoing and will come back to Network Management Group in January/February.

MEMBERSHIP SCHEME

Meeting early January with Northumberland Tourism and Durham to discuss potential for establishing membership scheme to generate income.

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

vTv CHRISTMAS EVENT

Christmas event on 27 November was a resounding success with a diverse collection of businesses attending and taking away practical advice and skills which they could implement immediately.

The keynote speaker, Ben Keene, founder of the award winning social network, 'Tribewanted', gave a fascinating talk on his background in entrepreneurship and online communications. Attendees commented that they found Ben's experiences aspirational and a motivating way to enter the Christmas period, and we will be looking forward to our next major event in March 2009.

GMs MEETING

The previous two meetings have discussed the annual fees and gaining additional membership for 2009. The new Chair, Mark Clayton of Crathorne Hall, and Vice Chair, Judith Boal of Middlesbrough Football Club, were announced at the November meeting. A new format for the agenda was revealed, and minutes will be replaced with action points. The group is excited about moving forward into 2009 and the chair and vice chair will work together to attract the major venues as members.

The group will be launched in 2009 with PR activity at Redworth Hall Hotel on Thursday 29th January and will be known as the Tees Valley Venue Managers Association (VMs meeting), to take into account that members will be welcome not just from hotels but also from venues capable of holding 100 delegates in one room with relevant break out space.

ATTRACTIONS FORUM

The meeting in September discussed group travel roadshows and encouraged buy-in. RSPB Saltholme presented at the last meeting held November. Discussions were also held about area and attraction signage and the visitTeesvalley How's Business Survey shortly to be launched. Nick Dolan has now stood down as chair of the Attractions Forum and was thanked for all of his efforts in leading the forum forward. A replacement chair is now being discussed. The next meeting is scheduled for January, to be held at the Tees Barrage.

EVENTS FORUM

Terms of Reference for the forum have been circulated and are to be agreed. Meetings have been held in September and November, discussing topics such as the Cultural Olympiad and marketing opportunities for 2009. The next meeting will be held on 29th January – venue and guest speaker to be confirmed.

B&B/SC FORUM

Councillor Clarke from Redcar & Cleveland Council attended the September meeting and addressed issues that were of concern to the forum. At the meeting held on 13th November, the round the table discussion was very positive with businesses generally performing well and busy. RSPB Saltholme presented and encouraged businesses to promote the attraction in 2009 to visitors. The How's Business Survey was discussed and in principal the group agreed to participate and thought it would be useful. The issue of brown signs was raised and as a result an officer from the LAs has been asked to attend the Tourism Launchpad events.

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

RESEARCH

The draft final copy of the Accommodation Study was presented to the joint AtMap Steering Group and Planning Group on 25th November. The group agreed that the report required some amends before a decision could be made regarding the future circulation. The group agreed that the consultants would produce factsheets for Tees Valley to be used where appropriate and to forward to the accommodation businesses that had requested feedback as a result of participating in the study. A meeting is scheduled in January to finalise future action.

TOP 10

The Top 10 Dinner that was arranged for 4 December at Crathorne Hall had to be postponed due to severe weather conditions. This has now been re-arranged for 8 January.

DESTI.NE

A meeting has been held with Desti.ne users from local authorities to update on the information collection schedule for 2009 and developments within Desti.ne. Local authorities have fed in key dates for information collection, and the schedule has now been signed off by One North East. Changes for 2009 include the implementation of warranty dates, ensuring that out-of-date records are removed from being published on website, and agreement of revised methods of data collection. Desti.ne flyers have been produced for distribution with information collection forms, explaining to businesses the importance of supplying their information for promotion.

Business Engagement & Business Tourism

BUSINESS ENGAGEMENT

Uptake of training courses has been very good, with some courses requiring a waiting list and extra dates.

Tourism Launchpad events are set to start in January. The Launchpad vehicles will be visiting on the following dates:

6th January - Darlington

13th January - Guisborough
3rd February - Middlesbrough
10th February - Hartlepool
3rd March - Stockton
10th March - Redcar

The events are an excellent way for tourism businesses to access advice and support from various experts including Eviivo, Business Link, local colleges, local authorities (i.e. how to get a brown sign), VisitBritain access specialist and One North East.

A PR campaign is planned to support the campaign, including e-newsletter, printed newsletter and newspaper supplement in the Northern Echo and Gazette.

In conjunction with eviivo, four workshops for 2009 are being planned to promote frontdesk to new users and take current users to the next level. Andy McReady, Product Development Manager, will be attending.

Planning some Marketing/Business Planning workshops as this was an area highlighted by PTP coaches which requires further attention, and also a motivational workshop to encourage `working in partnership`.

BUSINESS TOURISM

In partnership with Hartlepool BC, vTv attended the NGI showcase event in London on 8th October. Approximately 100 visitors attended and vTv gained 15 contacts interested in business tourism and Tall Ships. No further business exhibitions are planned until April 2009.

The next activities will be reviewing the format of the Business Travellers Guide 2009 in January. A tender will be sent out in January for venues to bid to host the Tees Valley Conference Venues Showcase on Thursday 25th June 2009.

A new venue has opened in Stockton called MM Conference and Banqueting Suites. An initial meeting has taken place and currently awaiting the completed Chaser forms to add the venue to the venue finding service.

Marketing (inc. consumer PR, e-marketing)

PR & MARKETING

CONSUMER:

Autumn/Winter campaign Nov – March – Christmas Promotion: Phase 1 commenced with 50,000 Nov/Dec flyers being distributed to 480 visitor-facing businesses in Tees Valley advertising events taking place in the winter season. `Make your own bauble` packs have been sent to 204 schools in the Tees Valley. Pupils have been asked to decorate the attractions-themed baubles to take home and show their parents. As an added incentive, the first 50 children to take their designed bauble to Castlegate Shopping Centre, Stockton on Saturday 20th December received a prize of a free family ticket into some Tees Valley attractions. A photo story with Normanby School was issued. The bauble packs are also downloadable from the vTv website.

Phase 2 of the campaign will be launched 7th January, and the key message will be `Beat the post-Christmas Blues`. The majority of the events listed are theatre and comedy and the campaign will lead with the Ale and Arty Beer Festival at ARC and the Big Mouth Comedy Festival in Stockton and Middlesbrough, including competition linked to both events.

Activity will be similar to Phase 1 with 50,000 flyers being produced and distributed in and around the Tees Valley, paid for advertising, e-marketing and PR. This will be supported by a Valentine's PR campaign.

It's Happening Guide: Sales letter and booking form went out week commencing 17th November - closing date 17th December. Newsquest will be selling three sales options on our behalf:

Option 1 – advertise in guide

Option 2 – Enhanced web listing

Option 3 – package of both option 1 and 2 (saving of £64.00).

Sales have been steady and the priority has been getting businesses to sign up to an enhanced listing before the end of December. Another sales push is planned for the New Year. Some Yorkshire businesses are interested in having an enhanced entry.

Guide will be ready to launch for February half term.

E-MARKETING:

Received first draft of the e-marketing strategy and this will be signed off early January.

Phase 1 – Re-skin and site spring clean. This was planned for sign-off at the end of November, however having spoken to ONE the designs were more of a re-design which will take longer to action. Now scheduled for February 2009. This means that Phase 1 and 2 of the e-marketing strategy will be carried out together from February 2009 and developments will be based on a 3 year action plan.

Events

KEY EVENTS

A paper has been produced highlighting the key events vTv will be leading for 2009 and will be available at the end of January 2009.

EVALUATION

Collating all event and linked campaign evaluation into one document. An executive summary will be available in January.

DEVELOPMENT

Events Officer working on development of two key events for 2009 – Odin's Glow and mountain biking event. Also working on development of themes for 2009 and 2010.

Skills

The Passionate About Skills Steering Group has adopted priority actions agreed by the North East Training Skills Alliance (NETSA) for Tees Valley. Key actions include:

- Communications
- Customer Service
- Qualifications and Funding
- UK Skills Passport
- Management and Leadership

At the next Steering Group meeting on 9th January, other business support organisations will be invited to attend. The agenda will focus on how to move forward with the pilot for a

Tees Valley Employer Gateway for the Tourism and Hospitality sector. It will include information sharing on the services currently available, updates on the emerging activities within Tees Valley relating to the Regional Employability Framework and discussions on what will be required to develop and implement an Employer Gateway.

For February and March 2009, workshop dates will also be identified to provide information sessions to local employers on key topics including UK Skills Passport – including the benefits for both employers and employees.

Due to a number of interrelated factors the project will not meet the outputs within the 1 year timeframe. A revision to the outputs has been agreed with ONE and the application amended.

Cultural Volunteering

The Tees Valley Cultural Volunteering Pilot has now established its Steering Group, including confirming its Terms of Reference and identifying activities to help deliver its objectives. These are now been written into an Action Plan that will be reviewed by the group during its quarterly meetings. This will include identifying up to 5 events, festivals or activities across Tees Valley that could provide work experience opportunities for our volunteers and enable the joint working across organisations to be trialled.

Through the networking opportunities provided at the Steering Group, partners are now working more closely with a more diverse range of partners. For example Groundwork are working with Working Links who are providing Basic Skills support and training, with Groundwork introducing them to volunteering skills including team working, confidence building and communications.

The Hanlon training has now been completed with practice activity now been undertaken including report writing from the system. From January registration details of volunteers will start to be entered onto the system.