

visit**Tees**valley Board Meeting
17th April 2008, 10.00am – 1.00pm
Preston Hall, Stockton
AGENDA

1. Apologies
2. Urban Regeneration In Middlesbrough: The Tourism Dimension (Presentation) – Tim White (Middlesbrough Council)
3. Minutes of the last meeting (attached)
4. Matters arising
5. visit**Tees**valley Update (papers attached)
6. Board Membership
7. Tees Valley Unlimited – John Lowther (paper to follow)
8. Communication Strategy – consumer/corporate
9. Culture and Tourism in Oberhausen and the Ruhr: Potential as a Comparator for Tees Valley – Juliet Farrar
10. Finance Report (paper to follow)
11. Planning for Phase 2 of the Regional Image Campaign forward 2008-2011 (Presentation) – Helen McLoughlin (ONE)
12. Future Schedule of meetings:
 - 17th July
 - 16th October
13. Tourism Network NE Marketing Framework Review (Presentation) – Blue Sail consultants

**VISITTEESVALLEY
MINUTES OF BOARD MEETING 14
HELD ON THURSDAY 10TH JANUARY 2008 AT 10.00AM AT
HMS TRINCOMALEE**

Present:	Bryn Hughes David Kelly John Lowther Julia Frater Juliet Farrar Krimo Bouabda Maria Wilcock Nick Dolan Patrick Green Paul Mandeir Robert Cook Stuart Green Irene Sams	HMS Trincomalee Trust Chair Tees Valley Joint Strategy Unit visitTeesvalley Middlesbrough Council Cream Restaurants Ltd Argument Cottage National Trust Ormesby Hall Wild Hop Brewery Ltd Redworth Hall Hotel Stockton BC Hartlepool BC Tees Valley Joint Strategy Unit
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		Action
1/08	<p>Apologies</p> <p>None</p>	
2/08	<p>Minutes of Meeting 12 October 2007</p> <p>The minutes were agreed.</p>	
3/08	<p>Matters Arising</p> <p>57/07 – JF advised that ONE have appointed new consultants and it is anticipated that the Business Toolkit launch will be end January 08.</p> <p>46/07 – JF advised that this year’s awards are to be held 2 October 08. One of her team is to be tasked with encouraging as many entrants from TV as possible. She has a copy of the categories and details of the standard required.</p> <p>JF said that the meeting with Yorkshire Moors & Coast to discuss joint working arrangements was cancelled and has been rescheduled for the end of January 2008.</p> <p>85/07 – JF stated that the celebrations went well and thanked all those who attended. DK stated that he had received very positive feedback.</p>	
4/08	<p>Tees Valley Unlimited – Update by John Lowther</p>	

JL gave a verbal update on progress. He stated that there are two issues that need resolving and he is meeting with Alan Clarke, ONE .

1. Multi Area Agreement (MAA)

Negotiations have been taking place with ONE regarding the £20m funding for regional projects. TVU have been given demonstrator pilot status and as part of this a Minister has been allocated to assist in the resolution of any issues preventing progress. He is hopeful that the MAA will be signed, sealed and delivered in June/July 08.

2. Tourism/Culture Budget

ONE has allocated a separate small budget for Tourism and Culture and these would not be funded through the Regional budget. They want to agree all culture projects but are only focussed on regional projects. He stated that this is a fundamental issue that needs resolving.

He then stated that there is a great deal of concern about the landing charge policy at London Heathrow and consultants have been appointed to do a report on the impact if regional services are lost.

All discussed future funding. JL stated that it has been agreed for the next three years but the issue is additional funding for specific projects. He stated that there is immense pressure on LA budgets and that they look for savings in the Regeneration, Planning and Culture budgets, when needed. He stated that they have only reduced funding to the JSU by the Gershon rate.

JL expressed the view that ONE must review the funding for Tourism as if the ATPs are to be strengthened then more will be needed. The Sub National Review states that RDAs should perform a more strategic role.

5/08 Tees Valley Top Ten

JF advised that Val Johnson, Stone Lemon Ltd, was appointed to identify ten different partners, from different sectors, to support vTv activities, by contributing £12,000 (inc. VAT) p.a. in return for VIP tickets to events and their logos on giveaways etc. She has had remarkable success and six companies, Michael Poole, Corus, Northgate Plc, Darlington Building Society, Durham Tees Valley Airport, University of Teesside, and Vantis have confirmed and three others, Punch Robson, Python and Erimus, are close to confirming. Talks are currently being held with Middlesbrough Football Club as they want a contra deal. All felt that a corporate hospitality box for every match would be acceptable but stated that they should not be taken on board at any price.

JF stated that PM has offered 2 rooms on dinner, bed and

breakfast basis, per year and that Arriva will advertise on their buses charging for the design cost only.

She advised that there will be an official launch at the end of January/early February and that Sir John Hall has offered Wynyard Hall as a venue free of charge.

JF advised that she has sent a draft contract to David Bond, Director of Law & Democracy, SBC for comments. Punch Robson are also looking at it as representatives for the other companies.

JF stated that it will need managing, by herself or Claire Boston Smithson, and anticipates that this will amount to one day per week. It is anticipated that the cost of managing this will be £30,000 p.a. All discussed the operation of the scheme.

JF agreed to arrange meeting with PG, ND, and JFarrar to discuss the Business Club concept for top ten.

6/08 Business Plan including Passionate about Skills and Event Marketing

DK stated that JF had produced the report at his suggestion.

JF advised that she has had verbal confirmation that they have been allocated the £500k bid, subject to JF writing a letter confirming extra £190k requested this year. All discussed funding issues in particular Culture 10.

JF stated that Richard Spencer has been tasked with producing a short succinct business plan by the end of February.

JF referred to the Passionate about Skills secondment and stated that a job description would be prepared.

JL stated that thought needs to be given as to whether a report should go to the Learning & Skills Council Board as there may be mainstream LSC funding available. He agreed to pursue this.

JF advised that SG is attending a one day Atmap workshop on Friday 18th January. It is to identify 3 to 5 priorities with a presentation on the rationale of how they have been chosen and how they will be delivered. SG suggested that there might be benefits in merging the business plan and Atmap.

7/08 Marketing Update

JF referred to news update and highlighted main issues. She stated that she is going to produce an annual diary of events,

meetings etc. and that this will be circulated in the near future.

She referred to the B&B /Self Catering Forums and stated that both venues in DBC and MBC are looking at attending R&Cs. As yet SBC have not made any progress and RC will look into this. HBC are holding their own.

All discussed about the pressures facing JF and questioned what support she needs and whether they could help. JL stated that he is trying to use staff within the JSU to give support. JFarrar also stated that there appears to be a gap in PR and suggested that it be a future agenda item.

Resolved

PR to be an agenda item for next meeting

JF

8/08 Case Study Update

JFarrar gave an update on the position and stated that she would liaise with Kerry Jonas at the JSU with regards to a report being produced for the next Board meeting.

She gave an overview of her recent visit to Oberhausen in Ruhr. She stated that the visit was to a very tight schedule and consequently she was only able to spend a very short time with the Tourism person.

Resolved

A report together with recommendations to be presented at next Board meeting.

JFarrar

9/08 Finance Report

Not available due to unexpected leave of Don Peace.

10/08 Capacity Building Workshops

JF referred to report and requested everyone's' availability. It was agreed that the Prioritisation and Strategy Formulation session should be at an appropriate time and that it needs to meet the Board's purpose.

Resolved

Availability to be given to JF

ALL

11/08 Any Other Business

JFarrar expressed concern about an article in the Gazette on TV events and the omission of Music Live and Middlesbrough Mela.

12/08 Dates of Future Meetings

Thursday 17 April 08 – venue to be confirmed

Thursday 17 July 08 – venue to be confirmed

Thursday 16 October 08 – venue to be confirmed

Thursday 15 January 09 – venue to be confirmed



Report of: Visit Tees Valley
Report to: VisitTeesvalley Board
Date: 2nd April 2008
Subject: visitTeesvalley Update
Item for: **Information** / Decision / Presentation

SUMMARY

visitTeesvalley activities update for Jan – Mar 08 covering:

Page 2 & 3 – Cultural Volunteering Project

Page 4 & 5 – Accommodation Study and vTv Top 10 update

Page 5 & 6 – Evaluation and Events

Page 7 & 8 – PR and Marketing

Pages 8 - 11 – Awards, exhibitions, skills and staffing updates

RECOMMENDATION

Acknowledgement that the visitTeesvalley Update is a true and accurate record.

Originator: Julia Frater
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vTv Update

Tees Valley Cultural Volunteering Project

vTv have secured £180,000 from ONE over the next 2 years to implement the above project. This is 60% funding. The remaining 40% is a mix of cash and in kind from the partners. We are one of 8 successful pilot projects taking place throughout the region and the largest of all projects. Tees Valley Music Alliance also secured funding for a volunteering project primarily focused upon offenders, we have had discussions with them to look at ways of working together.

Together with all stakeholders we will specifically be engaging and supporting unemployed people and those on benefits to engage in various cultural volunteer programmes and develop education and skills. The longer term aims of which are to encourage individuals to return to work, meeting local and regional business needs.

vTv will manage and co-ordinate the various programmes within the project, providing a generic induction programme that all volunteers will undertake regardless of which partner they volunteer with, and track each volunteer's progress. The referral process will be two way, vTv will either receive referrals to then suggest the most appropriate programme. Alternatively, new volunteers will be engaged by partners, in this instance volunteers will be referred to vTv for induction prior to commencement on the project.

Working in partnership with event organisers across Tees Valley, vTv will also provide potential and existing volunteers, a central, and easy to access online database of cultural volunteering opportunities. vTv will maintain and manage the database, along with coordinating volunteer activity. This will enable both organisers and volunteers to access the information they need quickly and efficiently.

The project will also enable us to understand more about why people in the region volunteer and identify barriers and challenges that potential volunteers face in the cultural sector. This is particularly relevant for those hard to reach people that the project is looking to target.

This project will use the Manchester Events Volunteering project as model. One have purchased the MEV license to enable vTv to have access to it

No members of any priority groups will be excluded from this project; however each of our partners may target specific groups as identified below:

Tees Valley Arts will focus on the under 25s, either NEET or workless with a possible emphasis on young parents.

Tees Valley Sport will specifically target volunteers aged 16-19 and those hard to reach volunteers including people on low income, living in socially disadvantaged communities, high risk of offending, low level of educational attainment, poor health and the unemployed. Women, BME communities and people with limiting disabilities will also be targeted.

Groundwork traditionally works within deprived areas so whilst not targeting specific groups they would work with existing partners to engage eligible individuals from all priority groups.

Jobcentre Plus (JC+) – The project will have an overarching partnership with Job Centre Plus and their ‘Routeways’ project. JC+ work with all priority groups and as a partner of this pilot will make appropriate referrals to it. We would also look to market the project to JC+ sub contractors, for example Job Brokers delivering New Deal for Disabled People or those delivering New Deal for Lone Parents.

We will also utilise local provider networks for example Routes to Employment in Redcar and Cleveland Councils provider network. It currently has over 15 members.

The Tees Valley VDA’s will act as a referral agency for volunteers. They will be the first point of contact in a lot of cases for the economically inactive.

We will market this project to all organisations in the public, private and voluntary sectors who are responsible for providing services to potential volunteers from the priority groups listed: Employment and Training providers, MIND, Local authority CVS, DVA, New Deal, Job Centre Plus/Nacro, SUNNEE Second Chance Project, Connexions etc

- A communication strategy will be prepared and implemented to raise awareness of the project and identify the most appropriate ways to encourage volunteers to join and also generate volunteering opportunities.
- The project will aim to reach individuals through awareness marketing, (this will include editorial in local papers) the central website, Do It , TV Volunteer Agencies, Job Centre Plus, and the project manager carrying out various communication exercises including a hotline number linked to the project officer.

The range of volunteer opportunities in the cultural sector that will be available will be unique to this project, providing a ‘one stop shop’ for volunteering whether it be arts/sport/environment/hospitality or tourism. The project will also directly link with ‘Passionate about Skills ‘ project.

Next Stages:

Establishment of Steering Group

Appointment of Project Manager

Launch event

Establish volunteer induction programme

Volunteer recruitment

Identification of Cultural and event volunteering opportunities.

Accommodation Study:

Accommodation Study brief has been sent to consultants, it is intended to interview and appoint a consultant by beginning of April with the study completed by mid September.

visitTeesvalley Top 10

The Tees Valley Top Ten is a new initiative designed to create a partnership between ten local Tees Valley based companies, visitTeesvalley and the local community has generated annual revenue to visitTeesvalley of £120, 000.

How will we work with them:

- Community engagement – for those with a consumer audience
- Networking opportunities – at the right level and with a high enough profile
- Profile – with businesses and the wider community

The Top 10 are looking for networking events and profile building events. visitTeesvalley with its partners are to be able to deliver the right level of audience. There is no business development group focusing on skills, lobbying and general business issues and this creates a great foundation from which to generate one.

Tees Valley Top 10 Communications strategy

Raise their profile as industry specialist:

- Present on a key area of interest to the businesses on a regular basis
- Create a network opportunity with other businesses by joining with the CBI, NECC , Business Link and University Alumni network
- Network with each other – key consultee group for skills agenda
- Create business events – co hosted with CBI, NECC and Business Link that they can attend

	Organisation	Contact	Position	Speciality
1	Darlington Building Society	Peter Rowley	CEO	Financial Services
2	DTVA	Hugh Lang		Transport/Travel/Sub regional
3	K Home International	Dr Andrew Home	CEO	Engineering
4	Michael Poole Property Consultants	Michael Poole	MD	Property/Sub regional

5	Northgate plc	Alan Noble	MD	Transport
6	Punch Robson	Stewart Williamson	Partner	Legal
7	UK Steel Enterprises Limited	Simon Hamilton	Regional Manager	Entrepreneurialism
8	University of Teesside	Professor Hardcastle	Deputy Vice Chancellor	Skills/Sub regional
9	Vantis	Ray Priestman	Location Director	Financial/Accountancy
10	Inbiz	Will Pratt	MD	Skills/Training/Business Start ups

Evaluation

Six evaluation projects relevant to tourism are currently underway, or will begin shortly. Some are specific to ONE whilst others address the performance of the region as a whole.

1. Tourism Network North East Evaluation

TNNE was set up in 2006 and includes all 4 ATPs and One NorthEast. The North East is the only region in England to adopt the network approach.

Evaluation Objectives

The project includes separate evaluations of each of the ATPs and the regional tourism/tourism marketing teams, plus a network report which considers the impacts of the network itself, over and above the achievements of the individual organisations.

Specific objectives are to assess:

- Progress towards the original objectives in setting up the network (mainstreaming tourism into economic development, improved collaboration/reduced duplication, greater involvement of the private sector, meeting needs of international visitors)
- Participation in and outcomes of joint network projects (Desti.ne, websites, regional brand architecture, VIN, regional research projects, market segmentation, participation in QA schemes, Tourism Skills Advisers)

Team Consultants have been appointed to undertake the work and have interviewed vTv Board members and attended the GM's meeting held in March to obtain the views of the private sector.

Julia Frater as the representative of the ATPs is a member of the Steering Group. A draft final report will be circulated April 7th and an Evaluation Workshop will take place on April 9th. Stuart Green and Julia will be attending on behalf of vTv. The final report is expected by the end of April. A verbal update will be given at the Board.

2. Marketing Framework Review – discussed as a separate agenda item

A Network Marketing Framework was devised in 2006, covering the period Sept 06 – March 08. This is now due to be reviewed. The project includes all elements of tourism marketing and PR.

Evaluation Objectives

- Review the existing network marketing framework. What has been achieved, how has the external environment changed.
- Assess current awareness of regional and destination brands, including primary research with consumers.
- Produce a network marketing framework for the three financial years 2008/09 to 2010/2011, including target markets, marketing channels, potential themes, roles and responsibilities

Blue Sail/Blue Grass are undertaking the work. A Think Tank will be held on April 24th and Stuart Green, Jo Cole and Julia will be attending. The final report is expected end May.

3. Visitor Economy Development Programme (*including Regional Tourism Skills activity*) – internal to ONE – review of the ESF project

4. Promoting the Region Evaluation – review of the Regional Image Strategy – Final report expected June - discussed as a separate Board agenda item.

5. Business Link North East Evaluation –vTv has submitted a response to ONE Tourism Team regarding the relationship with BL and in particular the Workforce Development Advisors. Final report due September.

6. Tourism Strategy Review - The existing Tourism Strategy runs from 2005 - 2010. The Review will assess progress towards the targets and activities in the Strategy and inform the development of a new Strategy. To be undertaken internally by the Tourism team.

Taken as a whole, the evaluations will give a comprehensive evaluation of the region's tourism sector and the impact of work by Tourism Network NorthEast and its partner organisations, and should provide meaningful data for future work at both a strategic and operational level.

Events

There are a series of events taking place over the next few months which Board members are invited. Please can Board members note the launch of the Top Ten on 30th April and the Capacity Building Workshops in May. Still awaiting response from Bob, Juliet, Paul and Patrick about attendance at the May Workshops – all other Board members can attend.

Network Evaluation Workshop, 12:30-3pm, 9 April: Stuart Green attending

Marketing Framework Think Tank, 8:45am-2pm, 24 April: Stuart Green attending

vTv Top Ten Launch 7.45 – 9.30am 30th April, Wynyard Hall

ATP Staff Away Day 1pm -5pm, 30th April All ATP staff to attend

vTv Capacity Building Workshops, May 7th - 8th All Board members to attend.

Annual Tourism Network North East Conference: “The Role of Local Authorities in Tourism and Place Shaping”. 10:30am-4pm, 26 June: All ATP Board members are welcome but it is hoped that members from a Local Authority background will give the conference a particularly high priority. Invitations have also been circulated to Directors of Regeneration to attend.

Regional Tourism Awards, 2 October (evening)

PR

The following Press trips have taken place recently

1st-2nd February – People Newspaper – Extreme Sports Trip - Article published

3-4th February – Edge Magazine – Animex Trip - Article published

7th-9th February – TNT Magazine – Extreme Sports Trip – Article published

4th-7th March - Daily Star Sunday – Out & Active Trip – Coverage tbc

16th -19th March – News of the World – Out & Active Trip - Coverage tbc

The following press trips are also being pursued under the Out and Active Campaign.

- Golf Monthly – potentially would like to visit Tees Valley and Durham to profile key courses across the sub regions.
- Greenside (Golf) – are keen for a press trip exploring the courses across to two sub-regions.
- Golf Now – potential press trip.
- Cooler Magazine (ladies surfing) – potential interest in a high end press trip to Saltburn for surfing and then across to Derwent Reservoir for Windsurfing.

Features

- Country walking magazine – a journalist based in Gateshead is writing a feature on the Durham Heritage Coast walk for their June issue (which features coastal walks around the country). Also sent them information on the Cleveland Way to incorporate into this.
- Cooler (Girls surf boarding) - an interview with Saltburn surfer Zoe Smith for a profile in the magazine on her and the burgeoning surf scene at Saltburn (as she is a partner in the surf school there).
- Geographical Magazine – potentially interested in a natural environment led feature profiling the two sub regions, including the Coast, AONB and Teesdale.

Admiral's PR contract with vTv for the consumer press was completed at the end of March. ONE have agreed to pick up the costs of completing the outstanding Press visits under the out and active campaign.

4. MARKETING

Campaign Planning:

The Out and Active campaign (Get Outdoors) in partnership with County Durham Tourism Partnership was launched on the 7th February with national media

advertising, a campaign website and a two month supporting PR campaign. Consumers have been directed to the website and fulfilment will be serviced by both ATP holiday guides through Carrier Direct. The campaign has now generated 3,757 unique visits to the website and a number of requests for the guides. This campaign will be running until the end of March.

The Tees Valley “Happening pass” was launched at Easter with the support of the local media. The Northern Echo, Hartlepool Mail and Evening Gazette launched the pass on the same day, March 18th, with a supplement promoting the pass and vouchers for residents to cut out and take to their offices to receive a preview copy of the ‘happening pass’ to use over the Easter break. This residents-focussed initiative has been developed to encourage locals to build up their awareness of what is on offer within the Tees Valley with the intention of them making return visits throughout the year with their visiting friends and relatives. To date 168 happening passes have been distributed to residents. The pass will also be formally launched at the Head of Steam opening event on Friday 4th April to continue the publicity for the pass throughout the region.

The Spring/Summer Events Guide was distributed across Tees Valley to 250,000 households in March and is being officially launched at Head of Steam, formerly Darlington Railway Centre and Museum on Friday 4th April. There will also be a sub regional bus campaign throughout the summer promoting key events within the guide.

A monthly e-newsletter has been produced and sent out to consumers who have expressed an interest in Tees Valley. The first of these will be sent in March.

The Tees Valley & North East England brochure produced in partnership with University of Teesside and One North East will be available from April. It will provide prospective students with information on the area. The guide will go out to all students in their information packs and will be available as a PDF to download on vTv and other websites.

Awards

The Journal Culture Awards were held on 31st March. This year Tees Valley had three finalists in the Tees Valley Best Event, namely the opening ceremony of ‘mima’, SIRF Fringe Festival and the Proms, Proms in the Park won the award.

Exhibitions

Tourism Launchpad

This new event took place on Friday 14 March at Newcastle Racecourse, to enable businesses to find out “What’s New for 2008”; what new attractions are opening, what new events and festivals are taking place, what is planned to ensure our visitors have a great experience. Each ATP was asked to do a 30 minute presentation and Nick Dolan did ours. vTv took a stand representing the ATP and also a stand representing all of the attractions within the region. In addition the following attractions took stands, mima, Salthome Nature Reserve, HME, Redcar and Cleveland Museums and Darlington Railway Centre and Museum. The number of businesses attending was lower than anticipated (still awaiting ONE evaluation of event) but it was a useful vehicle for raising the profile of TV venues and vTv. The

location meant that a lot of delegates were from the north of the region and the timing – Friday – was not ideal. ONE intends to repeat the event March 2009.

Northern Venues Show

vTv attended the Show held on March in Leeds. The exhibition was well attended and generated interest in the forthcoming Business Familiarisation Visit plus twenty companies requesting follow up calls.

Great Outdoors Show

As part of the Out and Active campaign County Durham Tourism Partnership and vTv attended this exhibition on the 14th- 16th March at the NEC, Birmingham. The exhibition was well attended and raised the profile for Tees Valley as a destination for outdoor pursuits with consumers.

Passionate About Skills

vTv in partnership with a number of organisations - BL, LSC, Job Centre Plus (JC+), NE Employers Coalition, Hartlepool BC, Middlesborough College, Federation of Small Industries, ONE, People 1st and employers have identified a number of activities to implement as part of the Passionate about Skills programme.

To lead the programme of activities we have appointed Carol Daniell from JC+ for one year on a seconded basis and she takes up her position as the Business and Skills Development Manager on April 14th. She will primarily be based at vTv's offices but will also hotdesk at Hartlepool BC. Her main tasks in the first few months will concentrate around establishing the first pilot in the region of an Employers Gateway (see below) and engaging with tourism/hospitality businesses to obtain the Skills Passport and employees and students to register on the Passport. vTv has registered on the Skills Passport as a good employer. She will also be assisting the Cultural Volunteering project utilising her considerable experience in highlighting cultural volunteer opportunities through JC+ and other organisations such as Working Links and Pertemps who deal with disadvantaged clients

Tourism and Hospitality Employer Gateway

On behalf of the partners, Hartlepool Borough Council's Economic Development Department have submitted a report to the Regional Employability Framework (REF) Implementation Group as part of a proposal to become an employer gateway for the Hospitality and Tourism sector for the Tees Valley sub-region.

Hartlepool BC Economic Development Department is the accountable body for **Jobsmart** - an employment and training consortium which has over 40 members from the public, private and voluntary sector who are involved with a joined up approach to worklessness. Jobsmart has premises in the centre of Hartlepool.

The Partners agreed that it would be appropriate to look to Jobsmart to lead on an employer gateway which will provide direct links for the local labour supply to sector routeways which would meet the demands of employers. Jobsmart will deliver this employer gateway in line with the UK Skills Passport which will provide bespoke pre-employability training programmes and will offer learners access to specialist provision through Jobsmart including skills for life qualifications, NVQ Level 2

qualifications and above, Intermediate Labour Market (ILM) opportunities, bursaries, rapid response funds, apprenticeships and in-work mentoring to ensure retention.

In addition all 5 Local Authorities implement Targeted Training and Recruitment (TTR) clauses within the section 106 agreements planning and development applications. This provides the tool to engage with developers, employers, subcontractors and inward investors to improve employment and training opportunities for local residents. This contractual clause enables the creation of a forecasting model which will provide the appropriate skills requirements against the specified sector at both a macro and micro level and will be disseminated to all key strategic stakeholders. Also, Local Employer Partnerships will provide live vacancies and work trials to unemployed priority groups which could be made available through the employer gateway.

The Employer Gateway Offer

It is anticipated that the following services will be provided to employers across the Tees Valley via the employer gateway:

- Named Specialist Lead Professional providing a co-ordinated support package.
- Dedicated worker to navigate employers through training, employment and recruitment issues.
- Initial Diagnostic Assessment for the employer including a Training Needs Analysis.
- Lead Professional to co-ordinate the relevant activity to meet business support needs including recruitment and training issues, business marketing advice, inward investment, up to date employment legislation guidance (in particular HR policies and procedures), business growth, funding opportunities, procuring services through events such as the Tall Ships, Olympic Games, etc.
- Provide a portal service via Jobsmart for the employer. Employers will advertise their vacancies through Jobsmart and agencies will promote these opportunities to unemployed residents via the network of intermediaries.
- An employer agreement will be designed which will clarify the 'employer offer' and will highlight the commitment both parties have for each other under this agreement.
- Jobsmart to link employers to networks including Business Forums where major regeneration issues can be reviewed including labour market opportunities and skills shortages.

visitTeesvalley are in partnership with a range of organisations tasked with business support, upskilling the workforce and developing a pro-active approach to improving business engagement across the Tees Valley. There are a number of network sub regional business forums (eg General Managers, Visitor Attractions) aswell as more

local forums such as those run very successfully in Hartlepool – Passport group, Restaurants group and the Hoteliers group – all businesses will be encouraged to use Jobsmart as a one stop shop for their business support and training needs.

Next Steps

To achieve employer gateway status would require agreements by the REF Implementation Group who will need to further advise Hartlepool Economic Development on this proposal and the funding opportunities which could be made available to design a sub-regional agency.

vTv Staffing

Carol Daniell – Business and Skills Development Manager

Carol Daniell has been seconded for 1 year from Job Centre Plus to the position of Business and Skills Development Manager with visitTeesvalley from April 14th 2008. She will be working in partnership with a range of organisations that have been tasked with business support and upskilling the workforce within the tourism and hospitality sector.

For the past 18 months Carol has been involved in developing the Regional Employability Framework for the North East. Working with partners at both a Regional and sub regional level to help raise awareness and develop models for engaging with both employers and potential employees.

Living and working in the area, Carol has managed, worked in partnership and delivered a range of initiatives that have helped business, local unemployed people and organisations across all sectors. These include:

- Regional Employer Engagement
- Pathways to Work
- Workforce Development
- Pre employment route ways
- Stockton Action Team for Jobs
- Middlesbrough Ethnic Minority Wards
- South Tees Employment Zone
- Youth and Adult Training
- Business Start Up
- Investors in People

Cultural Volunteering and Business Engagement Posts

Concern has been expressed to Stockton HR regarding the length of time to undertake job evaluation of the two posts: Business Engagement Officer and Cultural Volunteering Officer – it is hoped the situation will be resolved to enable the posts to be advertised asap.