
VISIT TEES VALLEY BOARD

**Meeting held at Rockliffe Hall, Hurworth at 10.00am on Thursday, 21st
January 2010**

ATTENDEES

David Kelly (DK)	visitTeesvalley	Chair
Councillor Bob Cook (BC)	Stockton on Tees BC	
Krimo Bouabda (KB)	Cream Restaurants Ltd	
Stuart Green (SG)	Hartlepool BC (Part)	
Bryn Hughes (BH)	HMS Trincomalee	
Juliet Farrer (JFa)	Middlesbrough BC	
Julia Frater (JFr)	visitTeesvalley	
Ailsa Anderson (AA)	One NorthEast (Part)	
Victoria Cornfield (VC)	visitTeesvalley (Part)	
John Lowther (JL)	Tees Valley Joint Strategy Unit (Part)	
Sarah Johnson (SJ)	Tees Valley Joint Strategy Unit	

APOLOGIES

Maria Wilcock (MW)	Argument Cottage
Nick Dolan (ND)	National Trust Ormesby
Patrick Green (PG)	Wild Hop Brewery Ltd
Mark Clayton (MC)	Crathorne Hall

1 CONFLICTS OF INTEREST

The Board noted the Conflicts of Interest Procedure. No conflicts of interest were declared.

RESOLVED that the information be noted.

2 NOTES OF THE MEETING ON 15th OCTOBER 2009

The minutes of the meeting held on 15th October 2009 were agreed as a correct record.

3 MATTERS ARISING

Eaglescliffe Station/London Service

It was noted that discussions with Grand Central to raise the profile of the Tees Valley were ongoing.

Durham/Tees Valley - Heathrow Service

It was informed that the lobbying of MPs and Ministers was ongoing with regards to the Heathrow service.

RESOLVED that the information be noted.

4 STRATEGY AND RELATIONSHIP

Tees Valley Unlimited

The Director of Tees Valley Joint Strategy Unit was in attendance at the meeting and gave the following updates in relation to Tees Valley Unlimited:

- A buyer for Corus had not been found to date and an announcement on whether anything could be done to keep it open was expected in the next two weeks. Artenius had found a buyer but DOW had been unable to and would still be closing.
- The Low Carbon Transition Plan had been submitted to Government and formed a large part of the £60m package for the region that had been announced by the Government.

- The Business Case was currently being developed ready for submission to the incoming Government. It was expected that it would be a high level strategy document setting out the Tees Valley vision supplemented by various delivery plans. A draft was expected by the end of March to go out for consultation in April/May with approval in June.
- Deloitte Consultants had been appointed to look at the review of TVJSU and John Rundle, Deputy Director for the Economy (GONE), had been seconded to TVJSU to oversee the review. It was suggested that the private sector board members should meet with the consultants and John Rundle to discuss the review of governance structures.

Festivals and Events Development Plan

The Board was presented with the Tees Valley Festival and Event Development Plan. It had been approved by the Tees Valley Chief Executives, Directors of Regeneration and the visitTeesvalley Board. The plan would be submitted to ONE as the Festival and Event Development Plan for the Tees Valley sub region.

RESOLVED that the Tees Valley Festival and Events Development Plan be endorsed for submission to One NorthEast.

Tourism Barometer

The Board was provided with tourism information relating to regional performance and Tees Valley trends.

RESOLVED that the information be noted.

Draft visitTeesvalley Business Plan 2010/11

It was informed that a draft Business Plan needed to be produced for 2010/11 and this was currently being worked on however uncertainty over future funding was making the work difficult. It was expected that a draft would be presented to the next Board meeting for consideration.

RESOLVED that the information be noted and a Business Plan submitted.

North East Visitor Economy Strategy

The Board received a presentation on the North East Visitor Economy Strategy from Ailsa Anderson, One NorthEast.

The following comments were made:-

- The focus on yield would be beneficial. AA, ONE, noted that the targets on yield had been set on similar areas. The national strategy for visit England was due to be published in March and once this had been done then the strategy could be tweaked. It was noted that it was important to get the links with visit England and visit Britain and then get the dispersal right.
- It was noted that businesses with the capacity to grow would be determined by their business plans. ONE were currently working on a business support framework to support the activity of putting businesses into the contact network. It was intended that specific areas would be identified for tourism businesses.

It was noted that any further questions could be forwarded to AA, ONE. Each Local Authority Chief Executive had been sent a copy of the Strategy as part of the consultation process. The deadline for responses to AA on the Strategy was 7th March.

RESOLVED that the information be noted.

vTv Update – October - December 2009 Activities

The Board was provided with a summary of activities for October to December 2009.

RESOLVED that the information be noted.

Management Information June – December 2009

The Board considered a report that provided management information which demonstrated the successes and performance levels as well as identifying areas for improvement in the activities delivered by vTv for the period January – December 2009. The information for the campaign activity covered June – December 2009. The areas covered included business engagement, commerciality and Do something Different (DSD) activities. It was noted that this information would be provided quarterly to the Board.

RESOLVED that visitTeesvalley continue to produce a quarterly report, incorporating new elements of analysis as discussed within the report, and that the information be used, in conjunction with other relevant studies etc, to monitor the effectiveness and levels of performance.

E-Tourism Update

The Board was provided with an update on the delivery of key activities relating to the e-tourism strategy activity for the final quarter of 2009. Details of planned future activity were also

given.

RESOLVED that visitTeesvalley continue with delivering the action plan outlined within the E-Tourism Strategy.

AtMap

The Board was provided with an update on the AtMap. It was noted that the hotel seminar had been delayed until the next financial year.

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 3 and was given details of planned future activity.

It was suggested that the area could do the 'taste of' campaign for restaurants and also do more to promote the farmers markets with a view to having the top one in the Tees Valley.

RESOLVED that visitTeesvalley continue with the business engagement activity proposed for quarter 4 and 2010/11.

6 CULTURAL VOLUNTEERING

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

It was noted that funding was due to finish in September 2010 but other routes to funding were currently being looked at.

RESOLVED that the information be noted.

7 MARKETING

Marketing Activities Update

The Board was presented with a report on current and future marketing activity. Details of activity from June – December 2009 and planned activity for the next 6 months were provided to the Board.

Concerns were raised over the Marketing Strategy in terms of resources. It was informed that there were questions over the Its Happening Guide in terms of cost and impact and that it was not planned to continue to produce the quarterly events guide. It was suggested that the Local Authorities could add

events to their own event guides to fill any gaps in order to cross sell. The Board suggested that discussions for the 2011 Strategy should commence as soon as possible and that a timetable for this should be produced and circulated to the Board. JFr

RESOLVED that:-

1. visitTeesvalley be directed to continue with delivering the 'Do Something Different' campaign as per the campaign plans for the next 6months.
2. The draft Marketing Strategy and Marketing Plans be approved and be presented to the Tees Valley Local Authority Directors of Regeneration group in February 2010.
3. Discussions on the 2011 Strategy should commence as soon as possible and that a timetable for this be produced and presented to the Board.

2010 Marketing Campaign

The Board received a presentation on the Marketing Campaign for 2010.

The following comments were made:-

- In terms of the students market, colleges and university students should be targeted. Students from Durham and Sunderland Universities could also be targeted.
- Usage of the happening pass was discussed. Many businesses had not given the necessary statistics. The possibility of downloadable vouchers was discussed which would deal with the issue of statistics as these would be provided automatically.

RESOLVED that the presentation be noted.

8 FINANCE

Finance Report

The Board was presented with an update of the 2009/10 current financial position based on information available to date and showed that vTv expected to end the year on target and within budget.

RESOLVED that the information be noted.

9 TALL SHIPS 2010

SG, HBC, provided the Board with information relating to the Tall Ships Races 2010. Concerns about resource input etc were outlined and it was agreed that these would be raised.

JFr

It was noted that a lot of time was being spent on looking at access issues, park and ride and transport. A session with rail and bus operators had been arranged to look at capacity. An information leaflet relating to transport arrangements had now been finalised and was ready for distribution. It was noted that all the Tees Valley Local Authorities were working together on access and transport.

An events programme was also being worked on and was expected to be announced in April 2010.

It was noted that Stockton International Riverside Festival and the Tall Ships 2010 were on parallel weekends. Work was being done to ensure that the two events complemented each other and that opportunities for dispersal were realised.

RESOLVED that the information be noted.

10 ANY OTHER BUSINESS

The Board discussed:-

- The Board noted that it was the last meeting for Stuart Green, Hartlepool Council. The Board thanked SG for his valued contribution to the Board and hard work.
- In terms of a replacement for SG on the Board it was informed that Darlington and Redcar and Cleveland Councils had been approached to nominate their Directors of Regeneration as Board Members in order to maintain a balance.
- It was informed that there was some funding available for a Board away day/workshop. The money needed to be spent by the end of March 2010. The Board were asked to submit any ideas to the Head of visitTeesvalley.
- A response from One NorthEast's Legal team was awaited with regards to the visitTeesvalley annual conference and whether the purdah period would apply.

RESOLVED that the information be noted.

11 DATE OF NEXT MEETING

10.00am, 15th April 2010 – venue to be confirmed.