

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.