

**LEADERSHIP BOARD**

**Meeting held at the Mount Stewart Room, Wynyard Rooms at 4.00pm on  
Wednesday 11 June 2008**

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ATTENDEES

Hugh Lang (HL)	Durham Tees Valley Airport	Chair
Stuart Drummond (SD)	Hartlepool Borough Council	
Councillor Bob Cook (BC)	Stockton on Tees Borough Council	
Councillor George Dunning (GD)	Redcar & Cleveland Borough Council	
Paul Booth (PB)	President, SABIC UK Petrochemicals	
Professor Graham Henderson (GH)	University of Teesside	
Alastair MacColl (AM)	Chief Executive, Business Link North East	
Alison Thain (AT)	One NorthEast and Tees Valley Housing	
Martyn Pellew (MP)	PD Ports and North East Chamber of Commerce (NECC)	
Ada Burns (AB)	Darlington Borough Council – Chief Executive Officer	

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APOLOGIES

Ray Mallon	Middlesbrough Borough Council
Ken Lupton	Stockton on Tees Borough Council
John Williams	Darlington Borough Council

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## OBSERVERS

John Lowther (JL)	Tees Valley JSU
Linda Edworthy (LE)	Tees Valley JSU
Steve Gawthorpe (SG)	English Partnerships
Michael Henderson (MH)	Stockton on Tees Borough Council

Prior to the formal commencement of the meeting the Chairman reflected on the year since the formation of Tees Valley Unlimited and pointed out that a great deal had been achieved. He particularly referred to the development of the Multi Area Agreement, which had received a very positive response from Government. It was anticipated that the MAA would be agreed shortly. He felt that the coming period was very important in terms of getting key messages across. He considered that all partners had a role to play in this.

The Chairman highlighted the value the private sector had added. He indicated that he would be looking to arrange events/dinners to engage others and discuss issues.

### **1. MINUTES OF THE LAST MEETING**

The minutes were agreed as a true record.

### **2. REPORT OF THE EXECUTIVE AND THE SUB-BOARDS**

The Leadership Board was provided with a report that gave details of issues being discussed by the Sub Boards. The Board welcomed the format of the report and the high level information it provided.

It was suggested that, in the light of the MAA and Business Plan, now was perhaps an opportune time to Review the Sub Boards. This could include how they aligned with the key tasks of TVU, but also Boards' membership (ensuring the right people were involved) and interaction with Leadership Board (providing direction and focus). It was agreed that **LE** would take this review forward.

RESOLVED that the information be noted.

### **3. TVU BUSINESS PLAN**

The Board discussed the Plan and a number of issues were raised/highlighted:

- The Business Plan recognised the expanding role of the Board in assessing the large projects that would be undertaken, through a robust Performance Framework and exception reporting.

- Sub Boards should review and develop Forward Plans and contribute to identifying gaps.
- Other agencies would be involved in expanding performance measures/targets outside the MAA. It was noted that targets within the MAA were fixed, however, other targets may be flexible.
- Noted that the Business Plan would remain flexible and would reflect changes in the environment it operated in e.g. credit crunch and consequential affects on housing and regeneration etc.
- The Chair's statement referred solely to Capital Projects. It was recognised that these were the main focus of the MAA but perhaps this statement should be expanded to include other areas such as increasing the skills base etc.
- Inclusion of the development of an Enterprise Strategy in the Forward Plans was welcomed.
- It was considered important to demonstrate Added Value and it was explained that this was a key part of business cases to attract funding.
- Baseline Information needed to be gathered. It was noted that work to pull together necessary information would be undertaken. Useful information was likely to be available from a number of sources including Tees Valley Local Authorities.

During discussion concern was expressed at the areas of focus of the Employment and Skills Board. **JL** indicated that he would look into this.

**RESOLVED that: -**

1. the draft Business Plan and its key principles be approved.
  2. further work be undertaken to finalise the performance framework for the Business Plan and to complete the detail within the Forward Plans.
  3. a Review of the Sub Boards be undertaken.
- 4. PRESENTATION FROM STEVE GAWTHORPE, ENGLISH PARTNERSHIPS**

The Board welcomed Steve Gawthorpe from English Partnerships who provided a presentation on the New Homes and Communities Agency.

The Board noted that the Agency would bring together the housing and regeneration functions of the Housing Corporation, English Partnerships and the Department for Communities and Local Government. The Agency was due to commence operating on 1st

April 2009.

Noted that it was likely that a great deal of money would be available to help deliver the aims of the Agency. The aims would be achieved by working with local authorities, RDAs, sub regional partnerships (TVU) as well as house builders, investors and other stakeholders. There would be considerable opportunity for TVU to access available funding and deliver projects.

Spending would be flexible and would take account of local and national factors. If house builders were not building, funds could be targeted on infrastructure. Funding could be spent on projects to service communities e.g. a station on a Metro line.

The Board was very positive about the Chairman of the Agency Sir Bob Kerslake who was considered to be strong and would promote regional autonomy.

RESOLVED that the information provided be noted.

## 5. **Communication Strategy**

The Board was provided with a draft Communications Strategy for Tees Valley Unlimited.

The Strategy identified the audiences that Tees Valley Unlimited needed to communicate with and the key messages that were appropriate for each audience. The Strategy would assist in achieving aims and ambitions set out in the Business Plan.

It was agreed that following the agreement of the MAA TVU needed to build on the momentum gained. Communication needed to become more innovative, coordinated and proactive.

It was suggested that to assist in this some external support to develop the Action Plan for the delivery of the Strategy would be appropriate.

In the meantime the Strategy identified a number of internal communications activities that it was considered should be implemented immediately. These were detailed at paragraph 9.4 of the Strategy.

The Board noted that ONE NorthEast had been very positive about the Strategy and was interested in working on developing a brand for the area. They had indicated that they would be willing to facilitate discussions on this.

The Board agreed that communication with the Government and Public Sector, as a whole, was very good. This had been evidenced in the discussions surrounding the introduction of the MAA. It was important that communications with the Business Sector were equally as good and the strategy would help develop this.

The Chairman suggested that following formal agreement of the MAA

a reception/launch should be held in London and the invitation list should include local MPs. This suggestion was supported.

The Board agreed that it was essential to promote the message that a very positive planning environment existed in the Tees Valley, reflecting its ambitions. The message must be clear that the planning framework in the Tees Valley allowed major projects to be fast tracked. Investors needed to be confident that a 'will do' attitude existed and the Tees Valley could deal with major applications better than the rest of the country and other locations in Europe. Of course, in sending out this message the Tees Valley had to be absolutely confident that it could deliver.

The Board discussed the role of statutory consultees in the planning process and agreed that getting them to adapt their processes and thinking would be a key element in achieving the planning environment referred to above.

Following on from the above the Board agreed that, generally, the Tees Valley had to send out the message that it was Business friendly and had a skilled, flexible workforce.

The Board agreed that, in delivering key messages, all members of the Board had an important role in affirming those messages in a focused and disciplined manner. This would require excellent coordination. It may be appropriate for the Board to have spokespeople on certain issues based on their particular skills.

RESOLVED that: -

1. taking account of relevant comments made by the Board the TVU Communications Strategy be agreed.
2. the Chair, together with Alaister MacColl and JSU officers, be authorised to commission the development of the Action Plan.
3. that JSU officers be authorised to proceed with improvements to the internal TVU communications as detailed in the Communications Strategy at para 9.4.
4. a reception/launch of the MAA be held with local MPs invited.

## **6. MAA Final Submission**

It was noted that the MAA had been submitted and would be agreed with Government in July.

The Board was reminded of the benefits of the MAA. It was suggested that, ahead of the agreement, Members of the Board should be provided with a short briefing paper, promoting the benefits of the MAA. This would assist in providing a consistent approach to enquiries.

RESOLVED that the submission of the final MAA be endorsed.

## **7. Sub National Review**

The Board was provided with a copy of the Tees Valley Authorities' response to a consultation paper relating to the review of Sub National Economic Development and Regeneration.

The Board noted the main issues for the Tees Valley: -

- as the improvement of skills in the workforce was a substantial part of the development of regional city economy it was considered that adult learning should be included in the regional funding allocations.
- No procedural/governance arrangements for dealing with the issue of moving resources between funding streams had been proposed.

The Board agreed that statutory powers were not needed to develop sub regional collaboration. The achievements under existing arrangements within the Tees Valley demonstrated this.

RESOLVED that the response be noted.

## **8. Economic Assessment of the Durham Tees Valley to Heathrow Service**

The Board considered the summary of a report it had commissioned to carry out an economic assessment of the Durham Tees Valley to Heathrow service. The report would be forwarded to the Department of Transport.

The report highlighted the importance of the service to the Tees Valley in terms of providing links to business in Europe and beyond.

Withdrawal of the service would have a negative impact on users and the airport.

It was explained that BMI had recently held discussions with Durham Tees Valley Airport about future proposals for the route. It was noted that they had requested assistance for a marketing campaign to promote it.

The Board received additional information on this matter from the Chairman.

RESOLVED that the report be noted.

**9. ANY OTHER BUSINESS**

None

**10. DATE OF NEXT MEETING**

Wednesday 24 September 2008