
VISIT TEES VALLEY BOARD

**Meeting held at Middlesbrough Town Hall, Middlesbrough at 10.00am on
Thursday, 9th July 2009**

ATTENDEES

David Kelly (DK)	visitTeesvalley	Chair
Krimo Bouabda (KB)	Cream Restaurants Ltd	
Stuart Green (SG)	Hartlepool BC	
Bryn Hughes (BH)	HMS Trincomalee	
Patrick Green (PG)	Wild Hop Brewery Ltd	
Juliet Farrer (JFa)	Middlesbrough BC	
Chris Little (CL)	ONE(Part of meeting)	
Julia Frater (JFr)	visitTeesvalley	
Sarah Johnson (SJ)	Stockton on Tees BC	

APOLOGIES

Maria Wilcock (MW)	Argument Cottage
Councillor Bob Cook (BC)	Stockton on Tees BC
Mark Clayton (MC)	Crathorne Hall Hotel
Nick Dolan (ND)	National Trust Ormesby
Linda Edworthy (LE)	JSU
John Lowther (JL)	JSU

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 23RD APRIL 2009

During consideration of the minutes JFa also noted that with regards to the Cultural Volunteering Project, there may be duplication with the volunteering infrastructure project.

The minutes of the meeting held on 23rd April 2009 were agreed as a correct record.

3 MATTERS ARISING

Governance Arrangements – It was noted that Redcar and Cleveland Borough Council had been informed that they could have an observer until a review of the arrangements had taken place but no response had been received to date. It was also noted that a letter setting out the composition of the Board had been sent to the 2 members of the private sector in Hartlepool that had expressed an interest in sitting on the Board. No response had been received

Finance Report – It was noted that a meeting between DK, JFr JL and LE had been arranged for 17 July to discuss the finance report. The Board suggested that any major spends or variants should be reported to the Board on a monthly basis.

JFr

RESOLVED that the information be noted.

4 STRATEGY AND RELATIONSHIP

Tees Valley Unlimited

JFr reported that there had been no change since the last meeting regarding the withdrawal of the BMI Teesside to Heathrow flight. It was noted that vTv had met with the airport to discuss possible new routes eg Southampton. The Board discussed the train service to London with Grand Central. It was suggested that marketing packages could be developed to target those travelling to the area from London using the service with Grand Central. Eaglescliffe station was also discussed in terms of whether there was any scope to develop it to provide more information/signage on the area for people using the Grand Central service. JFr agreed to raise this with the relevant officer at the JSU.

JFr to raise with relevant JSU Officer.

North East Visitor Economy Strategy and AtMap

CL, ONE, was in attendance at the meeting and presented the Board with a draft working paper for 'A Strategy for the Visitor Economy of North East England', for their comments. It was explained that the new strategy was being developed as the current strategy had finished and there had been significant changes and positive growth across the region. Consultants Team had been appointed to draft the strategy taking into account comments received from various consultees. Public consultation would be primarily web based and was expected to commence in August for 3 months. It was expected that the final strategy would be completed by December.

The Board made the following comments:-

- Concerns were raised over the issue of dispersal and how it would be ensured that the other ATPs promoted the Tees Valley attractions. CL informed the Board that the Director was focussed on this issue and it was recognised that it was about growing other areas and the strategy wouldn't just focus on the attractions that were already appealing.
- The Board discussed funding for big events relating to the ONE funding of £250,000 needing to be 40% matched with cash. It was considered that this approach was not suitable for the Tees Valley area and that it needed to be proportional to the size of the event rather than a set amount.
- It was considered that the strategy needed to be more product based and focussed on 'people' to ensure that experiences were seamless and met expectations.
- The Board considered that it was important to ensure the offer for the Tees Valley was given an equal share of the strategy.
- The strategy needed to be practical in order to remove any barriers. It was noted that Baltic struggled to distribute literature in the Tees Valley area as they used different distributors.
- The Board suggested that an event for all the frontline staff involved in tourism could be established and 'twitter' could also be used to promote each others events/attractions.

All

The Board was informed that should they have any other comments, these would need to be submitted to ONE in the next two weeks.

RESOLVED that the information be noted.

Festivals and Events Development Plan (FEDP)

It was explained that a FEDP was being prepared for the next 3-5 years. JFr informed the Board that a recent session had been held with private sector individuals and Local Authority Heads of Culture to discuss the vision and objectives. It was noted that vTv had been allocated some funding to employ a consultant to work on the FEDP. It was expected that the FEDP would be submitted in September. The Board suggested that a special meeting of the vTv Board could be arranged to discuss the FEDP before submission. It was noted that ONE would be responsible for events money from April 2010. They were expected to fund around 5 events - £250,000 funding would be provided and 40% had to be matched in cash. The Board raised concerns over this approach as they considered the Tees Valley was proportionally smaller and that this should be reflected.

Tall Ships Races 2010

SG, HBC, provided the Board with information relating to the Tall Ships Races 2010.

The Board discussed the Tall Ships. It was informed that any information on other events and attractions happening during the Tall Ships needed to be communicated to JFr and SG as soon as possible. It was intended that as soon as traffic management plans had been finalised this would be released to businesses. JFr advised that it was possible some of the ships could come to Middlesbrough after the event in Hartlepool but a new race to Amsterdam had been announced commencing after the event at Hartlepool. The Board discussed the sponsorship packages. JFr informed the Board that the vTv October conference would be held at Hartlepool Maritime Experience and that it would have a Tall Ships theme.

vTv Update – April – June 2009 Activities

The Board was provided with a summary of activities for April to June 2009.

RESOLVED that the information be noted.

5 BUSINESS SUPPORT AND SKILLS

Cultural Volunteering Project

The Board considered a report that highlighted the work of Tees Valley's Cultural Volunteering pilot project led by visitTeesvalley. Information was provided on the key achievements and future activity.

Action

JFa, MBC, suggested that meetings be held immediately following the allocation of funding in order to look at how it could be applied to avoid any duplication.

RESOLVED that the information be noted.

Business Engagement

The Board was presented with information on the Business Engagement activity for quarter one and a briefing on planned future activity.

It was noted that the Tees Valley had 28 entries for the North East Tourism Awards. JFr agreed to circulate the full details of the entries to the Board.

JFr to circulate entry details to Board.

RESOLVED vTv continue with the Business Engagement activity for 2009/10.

6 MARKETING

Campaign/Marketing – Future Activities

The Board was presented with a report that provided an update on current and future marketing activity from June 09 and the next 6 months. Information on the 2009/10 campaign materials was also circulated.

RESOLVED that the information be noted.

7 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 balance its budget at the year end.

Income Generation

The Board considered a report that discussed the sustainability of Tourism Network North East including Single Programme and LA Funding and potential income generation opportunities for vTv.

The Board acknowledged the current economic climate and the difficulties that it was presenting.

RESOLVED that:-

1. vTv continue to develop a number of packages and sponsorship opportunities on line for a minimum of 6 months to be used by the Business Engagement Officer.
2. The success of the opportunities be reviewed after 6 months.
3. The potential of a combined prospectus for the region across all ATPs, especially on line, be looked at.

Tees Valley Top 10

The Board was provided with an update on progress with the Top 10 campaign.

It was explained that due to the economic downturn and elements of the package not meeting expectations of the partners, mainly around the limited ability of vTv to deliver on certain expectations around events, the Top 10 partners would not be committing to the package this year. The Board was provided with a summary of each Top 10 partner and their status. It was noted that as a result alternative income generation activities were being considered around a business ambassador scheme and sponsorship opportunities via consumer marketing campaigns.

RESOLVED that:-

1. The current position be noted.
2. vTv be directed to pursue sponsorship opportunities and the introduction of new ambassador packages following network meetings.

8 ANY OTHER BUSINESS

The Board was provided with a copy of 'Tourism Intelligence for Tourism Network North East' for their information.

RESOLVED that the information be noted.

9 DATE OF NEXT MEETING

The Board was informed that it was likely that the date of the next meeting would be changed from 1st October 2009 to 15th October 2009. It was suggested that the next meeting of the Board could be held at Rockcliffe Park, Hurworth.

RESOLVED that the information be noted.