

**VISIT TEES VALLEY BOARD**

**Meeting held at Middlesbrough Town Hall, Middlesbrough at 10.00am on  
Thursday, 15<sup>th</sup> January 2009**

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ATTENDEES

David Kelly (DK)	Visit Tees Valley	Chair
Krimo Bouabda (KB)	Cream Restaurants Ltd	
Councillor Bob Cook (BC)	Stockton on Tees BC	
Bryn Hughes (BH)	HMS Trincomalee	
Paul Mandeir (PM)		
Nick Dolan (ND)	National Trust Ormesby	
Maria Wilcock (MW)	Argument Cottage	
Stuart Green (SG)	Hartlepool BC	
Julia Frater (JFr)	Visit Tees Valley	
John Lowther (JL)	Tees Valley Joint Strategy Unit	
Sarah Johnson (SJ)	Stockton on Tees BC	

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APOLOGIES

Patrick Green (PG)	Wild Hop Brewery Ltd
Juliet Farrer (JFa)	Middlesbrough BC

## Action

### **1 NOTES OF THE MEETING ON 16<sup>th</sup> OCTOBER 2008**

The minutes of the meeting held on 16<sup>th</sup> October 2008 were agreed as a true record.

### **2 MATTERS ARISING**

The Board discussed the proposed appointment of a visitTeesvalley (vTv) officer to the Captain Cook Tourism Association. The Head of vTv, JFr, informed the Board that details about the appointment had not yet been received from the Association. JFr agreed to contact the Association.

JFr to  
contact  
Captain  
Cook  
Tourism  
Association

JFr informed Members of the Board that action still had to be taken following discussions at the last meeting around statutory and discretionary training for the restaurant/food industry. It was agreed that KB would be invited to attend meetings between Chair/ JFr and Chief Execs of colleges. It was also discussed that there were plans to get a group of businesses together to discuss what their skills needs were. It was proposed to undertake a joint diagnostic and deliver courses as a collective to businesses. It was noted that awaiting confirmation of funding provided by the Learning and Skills Council (LSC).

Chair/JFr  
to arrange  
meetings  
with  
colleges,  
KB  
attending

RESOLVED that the information be noted.

### **3 GOVERNANCE ARRANGEMENTS**

The Board considered a report that provided an update on emerging issues impacting on Tees Valley Unlimited's (TVU) governance arrangements and therefore on vTv's arrangements.

The Director of Tees Valley Joint Strategy Unit, JL, explained that it was recognised that the vTv Board had been established under different mechanisms and protocols when it was brought together with other Boards for TVU. The Board was informed that some clarity was needed as to terms of reference, process of appointments to Boards, including period of appointment and protocols of representation for each Board. It was intended that the annual review of governance arrangements would provide such clarity.

The Board was given details of future issues that would impact on Governance arrangements for TVU. JL informed that the Government was keen to give more legal powers and that

following the Pre Budget Statement in November 2008 all upper tier local authorities would be invited to submit an expression of interest to become a statutory sub region. TVU would be submitting a bid in February 2009 but full consideration would be given to the implications of the statutory pilot arrangements in terms of what it could offer TVU.

The Board considered the information and discussed the importance of reviewing the arrangements of the vTv Board but commented that the arrangements needed to be simple enough to allow for future changes. BH emphasised importance of not allowing governance issues to distract from more pertinent visitor economy matters

MW noted that the paper required that a quorum of public sector representatives needed to attend the meeting – this needs to be also the same for private sector representatives.

The Board also discussed that it was PM's last meeting with the vTv Board and that a representative from the Hotels sector would need to be considered as a replacement. DK, informed the Board that Mark Clayton, General Manager from Crathorne Hall and Chair of the Venues Managers Forum had indicated that he was keen to be involved with the Board. The Board agreed to co-opt Mark Clayton as a Board Member until the implementation of the new arrangements as outlined above.

RESOLVED that:-

1. The position on the changing environment that TVU is operating within be noted.
2. Further work be undertaken to revise the vTv terms of reference within the TVU governance arrangements.
3. Mark Clayton be co-opted to the vTv Board until the implementation of the new arrangements.

Chair/JFr  
to discuss  
with MC

#### **4 TOP 10 UPDATE**

The Board was informed that The Top 10 campaign subscriptions were due on 27<sup>th</sup> February 2009. Quarterly visits had been arranged for the first two weeks of January. During the meetings the Top 10 organisations' ongoing commitment to the campaign would be discussed and sought, the intention being to obtain commitment for the remaining two years of the project based on the revised campaign activity.

## Action

Members of the Board were given details of the proposal to introduce Patrons and the package that would be offered. Patrons would act as key partners of visitTeesvalley, the organisation, and who want to play a pivotal role in the decision making and place shaping of the destination Tees Valley and support visitTeesvalley.

JFr explained that in terms of doing more on marketing opportunities, that it was very much dependent on receiving funding from ONE.

The Top 10 Dinner had been held in early January 2009 and JFr indicated that around 20 people had attended. It was noted that some attendees felt that they weren't getting enough out of the Top 10 Campaign but some had indicated that they were quite happy with it.

DK, raised concerns over progress on the actions identified by the Board at its last meeting relating to tweaking the current campaign to address the concerns of the Top 10.

It was commented that a newsletter or annual report outlining what the money had been spent on would be useful in order to promote the merits of signing up to the Campaign for a second year. It was also noted that vTv should be including what they plan to do taking into account the current economic climate.

Board Members also indicated that they might be able to provide vTv with useful contacts in terms of the proposals to have patrons. JFr agreed to circulate more information on this proposal to the Board.

All to inform JFr of warm leads.

RESOLVED that:-

1. The current position be noted.
2. vTv be directed to investigate the future options and possibilities for the continuation of the campaign and the introduction of new packages/campaigns with the current Top 10 businesses.

## **5 VISIT TEES VALLEY UPDATE**

A summary of vTv's activities October to December 2008 was provided on the following areas:-

- Head Update
- Strategy & Representation
- Destination Development
- Business Engagement & Business Tourism
- Marketing
- Events

## Action

- Skills
- Cultural Volunteering

RESOLVED that the information be noted.

### **6 VISIT TEES VALLEY MARKETING STRATEGY**

Consideration was given to a report that outlined how the marketing strategy over the next 3 years proposed to create an identity for Tees Valley as a visitor destination.

JFr advised that ONE had produced a report on the economic downturn in relation to tourism and would circulate the report to the Board Members.

JFr to circulate report

The Board was informed that the other 3 ATPs would each receive money to lead on domestic marketing reflecting the lead attractors of Newcastle, Durham and N'land Coast. JFr and DK would be drafting a letter to ONE to express concern re the implementation of a dispersal policy. It was noted that some projects identified in the Marketing Strategy were dependent on receiving funding from ONE. A decision in principle on funding was due on 6<sup>th</sup> February although it would still have to go to ONE Board in March.

Chair/JFr to write to ONE

RESOLVED that the information be noted.

### **7 ATMAP – NEXT STAGES**

The Board was informed that the next stage of the AtMap had been a meeting of the AtMap planning group and terms of reference for the group merging it with the Steering Group would be prepared. JFr had agreed to prepare a document which would identify 5/6 projects which would meet the vision of the Tees Valley and take it to where it needs to be by 2015. The document would be circulated to the AtMap planning group in February 2009.

It was suggested that the document should go through each Local Authority's Cabinets for information. The Board was advised that the document would be going to the TVU Executive Board.

RESOLVED that the information be noted.

### **8 TEES VALLEY UNLIMITED**

The Director of TVJSU provided the Board with updates on Tees Valley Watercourse, Green Infrastructure Strategy, the TVU Conference, Regional Funding Advice, Regeneration

Programme with ONE and also the economic climate.

RESOLVED that the information be noted.

## **9 FINANCE REPORT**

The Board was informed that the finance report was unavailable. It was noted that the timing of the Board meetings so soon after the end of a quarter made it difficult to compile a full finance report. JL agreed to look into how the issue could be rectified.

RESOLVED that the information be noted.

## **10 ANY OTHER BUSINESS**

Economic Climate – The Board commented that it was important to encourage people to stay local and show them what was available. It was suggested that vTv could offer help in the form of PR and marketing encouraging accommodation, attractions and event organisers

JFr

It was noted that Paul Mandeir would be leaving the visitTeesvalley Board. The Chairman thanked Paul Mandeir on behalf of the Board for his contribution and work on the visitTeesvalley Board.

RESOLVED that the information be noted.