
VISIT TEES VALLEY BOARD

Meeting held at Middlesbrough Town Hall at 10.00am on Thursday, 15th April 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	
Richard Alty (RA)	Darlington Borough Council	
Antony Steinberg (AS)	Hartlepool Borough Council(observer)	
Julia Frater (JFr)	visitTeesvalley Tees Valley Unlimited	
Sam Richardson (SR)	One NorthEast (Part)	
John Rundle (JR)	Government Office North East (Part)	
John Lowther (JL)	Tees Valley Unlimited (Part)	
Pam Hogg (PH)	Tees Valley Unlimited (Part)	
Sarah Johnson (SJ)	Tees Valley Unlimited	

APOLOGIES

Councillor Bob Cook	Stockton on Tees Borough Council
Ian Wardle	Redcar & Cleveland Borough Council
Mark Clayton	Crathorne Hall

1 CONFLICTS OF INTEREST

None.

2 NOTES OF THE MEETING ON 21ST JANUARY 2010

The minutes of the meeting held on 21st January 2010 were agreed as a correct record.

3 MATTERS ARISING

DK welcomed Richard Alty as a new member of the Board and also AS as an observer.

- Eaglescliffe Station - It was noted that money had been allocated to improve the car park at Eaglescliffe Station. Stockton Council was currently doing the design for the scheme.
- FEDP – The plan had been forwarded to One North East with visitTeesvalley to co-ordinate the delivery of the plan.
- Business Plan – The Plan was on hold pending a decision on ERDF. It was linked to the North East Visitor Economy Strategy. The ATP's were also to feed into the delivery plans of Visit England's Tourism Strategy.
- AtMap – One North East would be issuing new targets in September with a revision to the AtMap to start in the summer.
- Each Local Authority had been allocated £5,000 MLA Funding for museums and archives cultural volunteering. Discussions were currently ongoing with Hartlepool Council as the lead authority for TV Museums to look to Volunteesvalley to deliver the programme on their behalf.
- Marketing Strategy – It had been circulated in February to Directors of Regeneration – no comments received. The final plan would be discussed with the public and private sector at the end of April/beginning of May.

RESOLVED that the information be noted.

4 STRATEGY AND RELATIONSHIP

Tees Valley Unlimited (TVU) Review

John Rundle, Government Office North East, provided the Board with an update on the current position of the Tees Valley Unlimited Review. Deloitte had been appointed to carry out the review and work had started on 1st February. Governance was to be looked at as part of the review but Deloitte were keen to be clear on the functions of TVU before starting the work.

It was expected that a draft report, detailing a set of recommendations and core principles, would be produced by Deloitte to be considered by the TVU Project Board 26th April and 6th May. The report would then be considered by the Leadership Board at its meeting on 9th June 2010. Following this the report would be considered by One North East and the Local Authorities etc. Once the final report had been signed off then consultation with staff would commence. It was expected that Tees Valley Unlimited would be implemented in Spring 2011.

The Board discussed the information and the following comments were made:-

- There were discussions to be had with One North East regarding future funding of the ATP's.
- It was noted that more flexibility over private funding was needed and that it would be useful to start looking at various proposals.
- The option of vTv delivering a joined up marketing service covering arts, cultural and tourism activities for the Tees Valley on behalf of the LAs was put forward as an option to be examined further.

RESOLVED that the information be noted.

Statement of Ambition

The Board considered a report that summarised the progress with the Statement of Ambition and detailed the timetable for its completion. The Board was provided with a draft of the Statement of Ambition.

The Board discussed the draft document. It was considered that the content was too generic and did not give a sense of place for the Tees Valley. The language of the document needed to be more user friendly to engage all sectors. There needs to be a clear vision and how to get there. How is the TV distinctive what will TV look like in 5 – 10 years time. Need to personalise the document and emphasise leadership. Highlight the role of the visitor economy in improving the quality of life, raise aspirations, workforce development as well as its role in creating a sense of place and improving the image and perception of Tees Valley as a good place to live work play and invest.

RESOLVED that the information be noted.

Future Funding Option ERDF for ATP's

The Board considered a report that had been prepared by

One North East regarding the possibility of using ERDF funding to fund ATP activities. ATP's had been asked to review the requirements for ERDF, risks and benefits and reach a view on the feasibility of applying for ERDF to support business engagement activities.

The following comments were made:-

- Further information was needed on what marketing elements would be eligible for ERDF and also further investigation into the exclusion of food and drink outlets under ERDF rules.
- A discussion was needed on whether this was an area of work that the ATP wanted to take on. Could it be added to an existing package already being implemented in TV.
- Considerable concern was raised re the eligibility criteria and the difficulties that TV would have in securing any significant number of SMEs that would be able to benefit. It was felt that the only way the outputs could be met would be through a cross regional approach, and it was agreed that it would be useful to look into whether the project could be done across the region led by ONE and the Tees Valley along with the other ATPs would provide part of the outputs..

RESOLVED that further investigation into the implications of applying for ERDF funding, in consultation with the Local Authorities and One North East, and the consequences to the organisation be approved.

The way forward - discussion

The Board was informed that Visit Tees Valley had been asked to produce some scenario planning by One North East based on a 30% cut in Single Programme funding.

The Board agreed that it was important to do contingency plans in light of the expected cuts in funding but did not consider that it would be possible to demonstrate a 30% cut as this would effectively mean that the ATP would cease to exist based on the original agreement with One North East in terms of how the ATP would be delivered.

RESOLVED that the Head of Visit Tees Valley and the Chair of the Visit Tees Valley Board provide a response to One North East based on the comments of the Board. See below

The vTv ATP discussed this at their meeting on 15th April. There was a unanimous view that it was not possible to respond to such a question/request without knowing which elements of SP/other funding requirements might have to be re-considered. In the absence of that kind of informed advice the vTv ATP is unable to make any other suggestions to address the request

5 BUSINESS SUPPORT AND SKILLS

Business Engagement Update

The Board was presented with an update on Business Engagement Activities for quarter 4 and was given details of planned future activity.

It was informed that One North East, with the agreement of Visit Tees Valley, had produced a Business Support Framework which provided a set of principles of what work was done by ONE and the ATPs to help businesses grow in the visitor economy. The framework was due to go out for consultation in May with various organisations. It would be circulated to Heads of Economic Development for their comments.

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

6 MARKETING

Marketing Activities Update

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

It was noted that Visit Tees Valley, Middlesbrough Football Club, Teesside University and Durham Tees Valley Airport were currently discussing the possibility of a joint project to promote the Tees Valley.

The Board raised concerns over plans to re-brand the Happening Pass. The Head of Visit Tees Valley agreed to look into this.

The final 2010/11 campaign plans would be circulated to the Board in April 2010 as part of discussions with the public and private sector.

PG asked how far we had got in implementing the social media strategy – JF agreed to send update.

RESOLVED that visitTeesvalley continue with delivering the 'Do Something Different' campaign.

E-Tourism Update

The Board was presented with an update on the delivery of the key activities relating to the e-tourism strategy activity for the last quarter of 2009/10 and was given details on planned

future activity.

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

7 PERFORMANCE UPDATE

Finance Report

The Board was presented with an update of the 2009/10 budget based on information available to date and showed that Visit Tees Valley currently expected to end the year with a surplus of approximately £35,700. It was noted that the surplus was due to anticipated reductions in core LA funding of 5% not being realised, JSU Support Costs lower than originally budgeted and a pre payment by Redcar and Cleveland Borough Council's of their 2010/11 Marketing contribution of £5,000.

RESOLVED that the information be noted.

Visit Tees Valley Update October – December

The Board was presented with information on activities between October and December 2009.

Stockton and Middlesbrough in co-ordination with Durham had submitted a bid to the Legacy Trust and been successfully shortlisted to the final 20. Linkages would be made between Stockton International Riverside Festival and Middlesbrough Music Live etc - ND offered the help of the National Trust and he was sure other attractions would help with supporting the bid..

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 January – March 2010. The areas covered included business engagement, commerciality and Do something Different' (DSD) activities.

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.

Review of Regional Tourism Business Performance 2009

The Board considered a report that provided a round up of tourism performance during 2009. An overview of the tourism industry performance across the region in March 2010 was also presented. Private sector Board members reported a good Easter with numbers and spend up on last year.

RESOLVED that the information be noted.

9 TALL SHIPS 2010

The Board was presented with an update on the Tall Ships 2010 which had been prepared by the Project Manager, Michelle Daurat. The update summarised recent activities of the Tall Ships Office, Fleet Technical, Safety Advisory Group and Event Management as part of the preparation for the Tall Ships Races.

Various meetings on traffic management would be taking place over the coming weeks and another half day scenario planning workshop was due to be held specifically on traffic management.

RESOLVED that the information be noted.

10 ANY OTHER BUSINESS

None.

11 DATE OF NEXT MEETING

The next Board meeting was scheduled for 8th July 2010 at 10.00am. Board members requested that a meeting be held at HMS Trincomalee in advance of the retirement of Bryn Hughes.

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