

**VISIT TEES VALLEY BOARD**

**Meeting held at Middlesbrough Town Hall, Middlesbrough at 10.00am on  
Thursday, 16<sup>th</sup> October 2008**

---

ATTENDEES

David Kelly (DK)	Visit Tees Valley	Chair
Krimo Bouabda (KB)	Cream Restaurants Ltd	
Councillor Bob Cook (BC)	Stockton on Tees BC	
Julia Frater (JFr)	Visit Tees Valley	
Claire Boston Smithson (CBS)	Visit Tees Valley	For agenda item 4 only
Patrick Green (PG)	Wild Hop Brewery Ltd	
Bryn Hughes (BH)	HMS Trincomalee	
Paul Mandeir (PM)		
Nick Dolan (ND)	National Trust Ormesby	
Maria Wilcock (MW)	Argument Cottage	
Stuart Green (SG)	Hartlepool BC	
Sarah Johnson (SJ)	Stockton on Tees BC	

---

APOLOGIES

Juliet Farrer (JFa)	Middlesbrough BC
John Lowther (JL)	Tees Valley Joint Strategy Unit

**1 NOTES OF THE MEETING ON 17<sup>TH</sup> JULY 2008**

The minutes of the meeting held on 17<sup>th</sup> July 2008 were agreed as a true record.

**2 MATTERS ARISING**

**Happening Pass** – It was informed that 3,513 passes had been issued to date. The relaunch was planned for Easter 2009, possibly extended to visitors from outside Tees Valley.

**Communications Strategy** – The Board was informed that the business prospectus would now be launched in Spring together with the Marketing Campaign. A Forum Network event would take place on 27<sup>th</sup> November. Three workshops would also take place together with a motivational speaker.

In terms of the STEAM 2007 results on volume and value - Tees Valley was the only sub region that went down. It was explained that there wasn't enough data, ie accommodation taking part in the occupancy survey, so a North East average had been used for Tees Valley. It was noted that the region was the fastest growing in terms of over night stays and overnight revenue between 2003 and 2007.

**Evaluation Report** – It was advised that this would be put onto the internet by ONE shortly.

**Capacity Building Workshop** – The Board was reminded that this would be on the afternoon of 31<sup>st</sup> October 2008.

**North Korean State Orchestra Concerts** – The Chairman informed the Board that it had been confirmed by the Foreign and Commonwealth Office to ONE that commercial activity in relation to the possible concerts would not be appropriate.

RESOLVED that the information be noted.

**3 SEPTEMBER 2008 UPDATE**

The Board considered a report that provided an update on various aspects of place shaping the visitor economy in partnership with Tees Valley Unlimited, Local Authorities, One North East and the North East Tourism Network. In particular the following aspects were highlighted:

- The Board was advised that there were many events lined up for Central Square in Middlebrough
- Visit Tees Valley would be working in association with Living North on their new Christmas Fair to be held at Wynyard Hall 13<sup>th</sup>-15<sup>th</sup> November.
- The 'What's On' media communication briefing document had been well received. The document detailed the full spectrum of events happening on a monthly basis within the Tees Valley.

RESOLVED that the information be noted.

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

The Board considered a report that provided an update on the Top 10 Campaign

Quarterly visits had been carried out with each organisation during which the campaign and levels of participation were discussed and feedback received.

Overall, the Top 10 were satisfied with the campaign and considered that it was delivering what they expected although there were concerns about the compatibility of the target audiences and more networking opportunities would be beneficial. There were also resource issues relating to attendance at consumer events.

vTv were reviewing the current campaign package to identify how more networking opportunities could be introduced in conjunction with the development of ideas for a future Top 10 campaign. In addition, campaigns/packages which could be introduced allowing a degree of flexibility and bespoke packaging were also being considered and the Board was given details.

The Board made the following comments:-

- The Board agreed that a 'one size fits all' approach was not appropriate and that selling the packages/campaign in the second year would be harder than the first year.
- The remaining 6 months of the campaign should be used to tweak the current programme and prove that vTv have listened to the Top 10 and have acted to address the concerns.
- Ensure that part of the package includes seats to the various theatre venues across the Tees Valley and that they are secured well in advance.
- vTv should endeavour to introduce new packages/campaigns to the Top 10 well in advance due to budgets and the current economic climate.

vTv felt that around 50% were interested in signing up for a further 2-3 years. CBS considered 9 out of the 10 would sign up for a further year

RESOLVED that the information be noted.

#### **5 MARKETING FRAMEWORK REVIEW – ISSUES PAPER**

The Board considered a report that provided an update on the Marketing Framework Review. It outlined the strategic concerns and the following areas for debate: target markets, destinations, themes, routes to market,

International markets and Travel Trade.

It was important that the other 3 ATP's must play a key role in providing audiences for day visitor events. With regard to Out and Active Campaign there was an agreement that each ATP would put £15,000 in with ONE to match it. It was advised that if Tyne and Wear did not take part then the fall back would be to do a campaign with Yorkshire Moors and Coast ATP.

It was noted that vTv would be applying to ONE for non core funding over the next two years of £200,000pa for the pre, post arrival and e marketing.

The Chairman informed the Board that at a meeting of the ATP Chairs he had advanced the argument of the Tees Valley and had advised that there could not be anything less than full support from each of the ATP's. It was noted that ONE had embraced the argument of the Tees Valley.

It was acknowledged that it was important to have more promotion of what the Tees Valley had to offer. The Board was informed that they would receive a copy of the Marketing Strategy prepared by vTv when completed.

The Board noted that the promotion of whistle stop luxury travel to coincide with attractions at the time was something that could be explored.

RESOLVED that:-

1. The current position be noted.
2. vTv pursue the issues raised to the Marketing Framework workshop.

## 6 ATMAP

The Board was provided with an update on progress with the preparation of the ATMap and discussed a draft version.

The Board made the following comments:-

- It was considered that the vision for the Tees Valley set out at 2.1 (page 4) of the draft document should be revised in order to tie in with the information on programmes contained in section 2.3 (pages 5-6) and to make it more specific to the Tees Valley.
- The draft document needed to make reference to accommodation as a key element.
- Section 2.5 (pages 8-11) could include more detail on the status of the major capital projects listed in the table.
- visitTeesvalley Activity Chart (pages 24-32) – It was important to note in the document that there would be an expectation for other organisations to make contributions in certain areas. It was also suggested that consideration should be given to the 'Way Forward' document.
- Concern was raised as to the process of the private sector consultation time period, particularly the form the bed and breakfast and self catering forum was requested to fill in. It was acknowledged that although it was the right route to request the form more time was required to complete the form.

In terms of the timescale for the submission of the document it was expected that the ATMap would be signed off and submitted to ONE at the beginning to middle of November 2008 with the caveat that it was the first draft and a work in progress. The ATMap would be circulated to the Board for any final comments 3-4 days before it's submission to ONE.

JFr to circulate ATMap to Board prior to submission to ONE

RESOLVED that:-

1. The current position be noted.
2. vTv be directed to finalise the visitTeesvalley ATMap, with the amendments outlined above, and circulate the document to the Board for final comments prior to its submission to ONE.

## 7 TEES VALLEY UNLIMITED

The Board was informed that Tees Valley Unlimited would be holding an Annual Conference at Wynyard Hall February 9th 2009. John Healey would be opening the Conference and that there would be 4 - 5 workshops in the morning and tours around the Tees Valley. The Board and Top 10 would be invited to attend.

It was advised that the Director of Tees Valley Joint Strategy Unit had had a meeting with Minister John Healey on 9<sup>th</sup> October to discuss various issues and various action points on implementing the MAA had resulted from it.

It was explained that following a workshop in August, TVU had been looking at the Tees Valley brand. It was acknowledged that promoting the Tees Valley as a brand would take a number of years and a significant cost would be involved.

RESOLVED that the information be noted.

**8 FINANCE REPORT**

The Board considered a report that provided an estimate of the 2008/09 outturn based on information available to date. Visit Tees Valley expected to balance its budget at the year end.

The Board was advised that the outcome of the ERDF Audit was still awaited.

As requested at the last meeting a list of activities relating to the business engagement budget was provided for information.

RESOLVED that the information be noted.

**9 ANY OTHER BUSINESS**

BH informed Board Members that the Captain Cook Tourism Association was looking to appoint a representative from visitTeesvalley to sit on the Association. The Board agreed to consider the appointment once further details had been received.

BH to ask Captain Cook Tourism Association to contact vTv

KB highlighted the value of businesses taking part in Profit through Productivity and also mentioned that for the first time Hartlepool Business Awards included a hospitality award. He also discussed statutory training for the restaurant/food industry and suggested that it could be possible to subsidise the food hygiene training as the industry had a high turnover of staff. It was suggested that it could be offered as a package along with discretionary training. It was agreed that discussions with the Chief Executives of each of the colleges on this matter would be held and it could be raised at the Employment and Skills Board.

JFr/Chair to follow up

MW asked whether it was possible to put special offers on the vTv website .Board was informed that an e marketing strategy was currently being prepared and would be circulated once finalised to the Board.

JFr to circulate campaign details to Board

RESOLVED that the information be noted.

**10 DATE OF NEXT MEETING**

It was noted that the next meeting would be on 15<sup>th</sup> January 2009. The Board agreed that the next meeting should be held at Saltholme Nature Reserve.