

**VISITTEESVALLEY
MINUTES OF BOARD MEETING 15
HELD ON THURSDAY 17TH APRIL 2008 AT 10.00AM AT
PRESTON HALL**

Present:	<p>Bryn Hughes David Kelly John Lowther Julia Frater Juliet Farrar Krimo Bouabda Maria Wilcock Nick Dolan Patrick Green Paul Mandeir Robert Cook Stuart Green Don Peace</p>	<p>HMS Trincomalee Trust Chair Tees Valley Joint Strategy Unit visitTeesvalley Middlesbrough Council Cream Restaurants Ltd Argument Cottage National Trust Ormesby Hall Wild Hop Brewery Ltd Redworth Hall Hotel Stockton BC Hartlepool BC Tees Valley Joint Strategy Unit</p>
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		Action
13/08 Apologies	None	
14/08 Urban Regeneration in Middlesbrough: The Tourism Dimension	<p>Tim White (Director of Regeneration) of Middlesbrough Borough Council gave a presentation on the physical regeneration of Middlesbrough and its implications for Tees Valley tourism.</p> <p>TW stated that the Transporter bridge celebrates its centenary in 2011 – plan to install a glass lift and viewing platform. DK asked how vTv could help the project. JL responded that the MAA incorporates this. Now a new way of working (with ONE). “Let’s see how we go” but if necessary he may need the vTv board to help/support.</p> <p>In the meanwhile TW offered board chance to go up the Transporter Bridge. DK to contact individual board members.</p> <p>JFrater: Projects such as the Transporter bridge would be prioritised in the revised AtMap</p>	DK
14/08 Minutes of Meeting 10 January 2008	The minutes were agreed.	
15/08 Matters Arising		

3/08 – JF advised that the Business Toolkit was launched in March (with excellent usage).

4/08 – re the changes to landing charges at London Heathrow, JL reported that he had just received the consultant's report which indicated an estimated impact of £3M/year on the sub-region. The report will be made public once a few politically sensitive issues are resolved. JL undertook to report back to a future vTv board meeting.

JL

5/08 – **Tees Valley Top Ten**: PG suggested that this topic become a regular agenda item. Agreed.

JF

JF will circulate a copy of the draft contract

JF

16/08 visitTeesvalley Update – Julia Frater

Tees Valley Cultural Volunteering project: JF reported that the posts are currently being advertised and that secondment options are also being investigated. She also added that it is likely to be difficult getting the target population to volunteer (disadvantaged people need/want to be paid).

Accommodation Study: Hotel Solutions consultants had been appointed and study would be finished by September
JF has all the results of the NGI Hotel study and will forward to all those interested.

JF

Tees Valley Top 10: Joint (breakfast) launch with CBI on 30th April. **Speakers** – Liz Smith, Cliff Hardcastle, Geoff Hodgson, Alan Noble and JF - 125 delegates + speakers. vTv now having to hold back on offers because of the capacity limit but vTv board members were encouraged to attend.

JF

Evaluation: Draft produced by TEAM on evaluation of the network. A workshop took place last week on key issues. Will be finished June. A further meeting with the consultants would be held early May.

Events: There are a number of events in late April & early May. All members are invited to attend.

Annual Network North East Conference (26th June): venue tbc

Marketing: The 'Out and Active' campaign has been evaluated. There seems to be a negative response to the term 'Active'! The 'Happening Pass' was formally launched at the Head of Steam opening event on 4th April with 260 passes distributed to date.

vTv staffing: The 'Cultural Volunteering' and 'Business Engagement' posts are currently being advertised.

17/08 Board Membership

JL confirmed that, under the new Tees Valley Unlimited governance structure, the vTv board can continue as currently constituted. Both BH and PM indicated that they will shortly be making career changes and may be moving from the area, however both were happy to continue as board members whilst they remained in the area. The chair and other members indicated they would be happy for BH & PM to continue on that basis.

18/08 Tees Valley Unlimited

John Lowther gave a verbal update on the progress made with the Multi Area Agreement (MAA) explaining that the Tees Valley was at a more advanced stage than all others (except Manchester). Hugh Lang (chair of TVU) would be leading a strong Tees Valley delegation to a conference in London in late April involving government ministers.

JL reported that the wider issues in relation to TVU should not interfere with the vTv communication strategy and that he would ensure that DK is personally consulted in terms of the communications strategy.

JL

19/08 Communications Strategy

This item was withdrawn and will be considered at a later date. The Business prospectus outline was briefly discussed. DK, JF, MW and SG asked to be circulated with copy before it is signed off.

JF

20/08 Culture & Tourism in Oberhausen and the Ruhr

Juliet Farrar provided an update following her paper at the last meeting, stating that she was still awaiting additional information (hard facts) from her contacts before she would be in a position to give a full report.

JFarrar

She stated that she would appreciate comments once members have had the opportunity to reflect on the reports contents and suggested that a small delegation of members visit Oberhausen. This was agreed and Juliet will pursue it – also agreed that a ONE representative be invited.

JFarrar

DK encouraged members to further study the report and let Juliet know of any points/questions to ask Oberhausen prior to a further presentation.

21/08 Finance Report

The final balance for 2007/08 was noted. DK asked about the audit requirements for the final Single Programme payment and JF said that she was confident that vTv had all the

necessary supporting documentation.

DP stated that a more detailed report would be produced in the coming year, to include a breakdown across the different project areas.

DP

22/08 Planning for Phase 2 of the Regional Image Campaign

Helen McLoughlin and Julie Pickering from ONE gave a verbal presentation on the proposed future focus of the Regional Image Campaign (RIS)

Members collectively expressed the strong view that the new (more business focused) campaign must not negate the value gained from the previous tourism-related campaign. Members questioned the value of the recent adverts in 'non-business' publications and very doubtful about the visual impact of some of the adverts.

A suggestion was made to join the two themes by including a 'tourism' business.

23/08 Future Schedule of Meetings

The future frequency of meetings and the need to dovetail with the overall TVU quarterly schedule, was discussed.

JF

Members were concerned that meeting only quarterly would not provide sufficient contact and there was a danger of becoming 'out of touch'. JF suggested that if the main meetings were quarterly then interim meetings could be arranged, each to cover a single/specific topic. The other Tees Valley Authorities could be invited to give a presentation similar to that given by Tim White.

Agreed: topic and date to be forwarded to Board

JL suggested that items that were 'for information' be circulated as they occur and not wait for the next meeting. Also that reports would include an 'Executive Summary'

Agreed

24/08 Tourism Network NE Marketing Framework Review

Lorna Easton of Blue Sail Consultants gave a presentation on the findings of a review of the Network Marketing Framework and sought comments from members.

The interim report would be discussed at the Think Tank meeting to be held on the 24th April – JF and Jo Cole attending

25/08 AOB

JFarrar informed the meeting that Middlesbrough have made

arrangements to have a 'big screen' in Central Square during August to cover the Olympics.