

VISIT TEES VALLEY BOARD

**Meeting held at Durham Tees Valley Business Centre, Stockton at 10.00am
on Thursday, 17th July 2008**

ATTENDEES

David Kelly	Visit Tees Valley	Chair
Krimo Bouabda	Cream Restaurants Ltd	
Juliet Farrer	Middlesbrough BC	
Julia Frater	Visit Tees Valley	
Patrick Green	Wild Hop Brewery Ltd	
Bryn Hughes	HMS Trincomalee	
Paul Mandeir	Redworth Hall Hotel	
Jonathan Lowther	Tees Valley Joint Strategy Unit	
Maria Wilcock	Argument Cottage	
Sarah Johnson	Stockton on Tees BC	

APOLOGIES

Councillor Bob Cook	Stockton on Tees BC
Nick Dolan	National Trust Ormesby
Stuart Green	Hartlepool BC

Action

1 NOTES OF THE MEETING ON 17TH APRIL 2008

The minutes of the meeting held on 17th April 2008 were agreed as a true record.

2 MATTERS ARISING

Action

The Board discussed the offer to visit the Transporter Bridge made by the Director of Regeneration (Middlesbrough Council) at the last meeting. All Board Members had indicated whether they were interested in attending and the offer was now being extended to the Top 10.

JF to let Tim White know numbers and names

Tees Valley Cultural Volunteering Project – The Board was informed that an appointment had been made for 3 days a week with the post holder also working two days a week on the skills project. A paper on both projects had been circulated to Board members prior to the meeting for information.

Maritime Festival – The Board discussed the festival in relation to the problems caused by the weather. It was acknowledged that there was work to be done in terms of contingency plans in the event of bad weather.

Annual ATP Network North East Conference 26th June 2008 – The Board was informed that the conference focused on ‘place shaping’. The three presentations by Birmingham, Chester and East London were excellent and it was agreed that they should be circulated to all Board Members.

JF to circulate

Happening Pass – It was informed that 500 passes had been issued to date but it was not yet possible to provide details on usage.

Communications Strategy – It was advised that the business prospectus was currently being looked at and that it would be launched on the second anniversary of visitTeesvalley in October.

Culture & Tourism in Oberhausen and the Ruhr – Juliet Farrar informed the Board that it had been difficult to obtain additional information from Oberhausen. It was agreed to look at the original report again and submit any questions to Juliet Farrar. It was agreed that the visiting group should be small due to costs. JF to contact Paul Hemphill to see if ONE would contribute financially towards visit. Plus important that rep from ONE attended.

JF

Regional Image Campaign (RIS) – It was expected that the launch would be September 2008. RIS workshop took place on 5th June. JF to speak to Tania Robinson and forward

JF

details of outcome to Board.

Marketing Framework – It was advised that a lot of discussions on the marketing framework and the RIS were due to be held over the next few months. A further workshop to discuss the framework would be held in October. It was noted that the Tees Valley brand itself was a matter for Tees Valley Unlimited. A meeting will be held on 27th August with ONE to discuss. All Board members invited.

3 TEES VALLEY TOP 10

Members of the Board received an update on Tees Valley Top 10.

It was explained that the campaign had now reached its first quarterly review and update visits were currently being carried out to all of the Top 10. Early results were suggesting that the Top 10 were more than satisfied with the campaign and felt that it was fully delivering on expectations.

Members of the Board were provided with details of the activities that were included within the campaign and also information on the input/outputs of work/activity to date. It was noted that there were concerns internally regarding the low level of activity from the brand ambassadors at the key events highlighted as opportunities for raising brand awareness. It was explained that the issue had been discussed at some length with the Top 10 and proposals had been submitted suggesting how opportunities could be realised in other ways however, the Top 10 themselves were not overly concerned and had indicated that they were happy with the level of activity.

It was explained that discussions during the first quarterly reviews regarding the long term aspirations of the Top 10 had highlighted that due to the present economic climate there was uncertainty as to whether they could commit to continuing with the Top 10 in the future. This issue would be discussed at the next quarterly review meeting.

RESOLVED that a review of the Top 10 brand ambassador package be conducted to identify how the package can be expanded to include more B2B/networking activities/opportunities.

4 EVALUATION REPORT

It was explained that at the end of 2007, One North East commissioned TEAM Consultants to evaluate the progress made by the Tourism Network North East.

Members of the Board were provided with a copy of the evaluation report. It was advised that the report was largely a result of qualitative evaluation of the Network rather than seeking to quantify outcomes. It was noted that there was also an evaluation of Visit Tees Valley and details of the specific findings.

The Board discussed the information in the 'Moving Forwards' section of the evaluation report. Members of the Board were informed that a paper was currently being produced by ONE on the issues raised in this section and would be circulated for comments.

JF to
inform
TEAM of
comments

The Board considered that very few small businesses had been consulted in the Tees Valley and asked for the comments to be forwarded to the relevant person.

John Lowther raised the high level of financial input from the Tees Valley local authorities towards the ATP in comparison with the local authority contributions in other sub regions. Demonstrated a commitment to visit Tees valley.

Overall it was considered that the decision to adapt the network approach to the delivery of tourism in the North East was the right one.

5 ATMAP - UPDATE

Members of the Board were informed that the AtMaP review was expected to be completed by the end of September 2008. ONE had circulated the template. It was acknowledged that awareness of AtMaP was low and needed to be raised.

Two workshops had been arranged for the 21 August. The workshops were to be led by the Head of TEAM Consultants – Roger Carter. It was advised that the day would be split into two with the public sector workshop in the morning and the private sector workshop in the afternoon. It was envisaged that priorities would be identified and then a call out for projects would happen in September.

The Board was informed that the AtMaP planning group was looking for a private sector representative. The group met quarterly to approve projects.

The Board discussed the workshop and suggested that the private sector workshop session should be re-arranged for early September as August was considered high season for businesses and they may not be able to attend. It was also suggested that some publicity for the workshops would help assist with understanding and that a simple diagram showing how projects are developed would be beneficial for those attending.

RESOLVED that the information be noted.

6 CAPACITY BUILDING WORKSHOP

The Board was informed that in 2007 One North East commissioned consultants to undertake capacity building activities with each of the ATPs. This resulted in a capacity building day being held on 5th June 2008 at which both Board Members and ATP staff attended.

Members were provided with a copy of the notes from the day.

It was noted that a further team building day with ATP staff only had been arranged for 20th August.

RESOLVED that the information be noted.

7 TEES VALLEY UNLIMITED

The Director of Tees Valley Joint Strategy Unit was in attendance at the meeting and provided the Board with an update on Tees Valley Unlimited (TVU).

The Board was informed that the Multi Area Agreement (MAA) had now been signed. Further discussions were being held with the Government regarding money. It was discussed that with regards to funding it had been agreed that money would be delegated to TVU. It was also discussed that TVU would like the ability to move money between different funding streams.

An update was also provided on the following areas:

- Growth Initiative Areas
- Transport Schemes
- Tees Valley Metro Proposal
- Skills and Employment Agenda
- TVU Business Plan

The possible impact of the credit crunch was discussed. The Board was advised that projects such as Middlehaven and Teesport had not been affected so far and it was business as usual.

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. The report indicated that 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.

The Board discussed the business engagement budget and whether some money could be allocated to supporting micro businesses. It was suggested that a list of activities be brought back to the next meeting.

RESOLVED that the information be noted.

9 DATE OF NEXT MEETING

16 October 2008

10 ANY OTHER BUSINESS

The Chair gave details of a possible concert being organised by Suzannah Clarke. The concert was to involve the North Korean State Orchestra and it was envisaged that concerts would be held in London, New York and Middlesbrough. The Chair advised the board that he had been contacted by Suzannah Clarke in relation to a black tie event that she was looking to arrange to coincide with the concert. Wynyard Hall had offered their facilities free of charge and Suzannah was looking to raise funding for other aspects of the event. ONE had been unable to make a contribution to the concert costs but the Chair had been asked to find out if ONE finance etc might support the black tie event. Juliet Farrar from Middlesbrough Council advised that she had been in discussions regarding the concert and that clarification was still needed on various aspects before it could proceed any further.

Chair to write to ONE re black tie event

The Board discussed the current issues regarding the economy in relation to related facilities. The Board considered that it was important to encourage local tourism and assist people wherever possible considering the current economic climate and also considering that the school summer holidays were approaching. The current advertising campaigns were discussed and the Board agreed that other advertising and marketing ideas should be explored where possible to encourage people to stay local and take advantage of schemes such as the Happening Pass.

JF to inform Board of vTv activities to overcome credit crunch over next 6 months.

RESOLVED that the information be noted.
