

County Durham Economic Partnership

Senior Advisory Panel
25 April 2007, 9.30am
St Hild and St Bede College

MINUTES

Attendees

Bob Hope	Wear Valley District Council
Joanne Willey (Secretariat)	County Durham Economic Partnership
Tarryn Lloyd Payne	Durham County Council
Stewart Watkins	County Durham Development Company
Stephen James	District of Easington
Dave Peebles	Job Centre Plus
James Usher	Teesdale District Council
John Anstee	NetPark/CDDC
John Pearson	Derwentside District Council
Paul Ryan	City of Durham Council
Keith Lamb	Government Office North East
Rachel Spence	Chamber of Commerce
Melanie Sensicle	Area Tourism Partnership
John Till	Thinking Place

1. Apologies

Rob Strachan	Government Office North East
Martin Walker	Chester-le-Street District Council
Richard Prisk	Sedgefield Borough Council
Nick Muse	One North East

2. Declarations of interest, if any – If partners are aware of a private or personal conflict of interest in relation to any items on the Agenda, this should be disclosed at this stage or when the conflict of interest arises during consideration of an item in accordance with the Partnership's Conflict of Interest Procedures

None declared.

3. Appointment of a chair for the SAP

John Pearson nominated Bob Hope to take the lead as chair of the SAP. The group were all in agreement of this nomination. Bob agreed to proceed as chair.

AGREED

4. County Durham Tourism Partnership – Image and Reputation Work Presentation by Melanie Sensicle (Co. Durham Tourism Partnership) and John Till (Thinkingplace)

Melanie Sensicle introduced this item and spoke about the work so far on the Image and Reputation project. The project started on Jan 07 and is due to end 31st July 07. A small steering group and advisory panel manage the project. There are 3 phases to the project:

Phase 1 – Emersion and consultations

Thinkingplace and Saffron Brand consultants have been appointed to work together to help change the image and reputation of the County. Briefing and consultation sessions have taken place throughout the County with a wide range of people and groups to get their input, support and ideas. One final idea will then be presented to the Strategy group and advisory panel. Once agreed, the next phase can begin. Melanie agreed to return to the group after this has been agreed to share the idea.

Phase 2 – Implementation

The big idea would then be tested and then implemented. Audiences identified by the Strategy group and the CDES are resident population, graduate students and visitors. Mel welcomed ideas around communication; e-mail Melanie.sensicle@cftp.co.uk.

Phase 3 – plans post July 07

Mel agreed to return back to the group to talk about this at a later date.

John Till from Thinkingplace gave a presentation on image and reputation for County Durham.

The following discussion took place.

The branding of County Durham is very important. It is not just about changing a logo but also about a whole change programme. A brand should equal differentiation. This is the aim for County Durham. Factors affecting this at the moment are lack of leverage between the assets. The County's assets e.g. Durham Cathedral, Durham University, High Force, North Pennines aren't linked together. One single brand should be adopted for all places to link, which reflects one message. Attractions, places and businesses will hopefully see the benefits from being part of a brand. From consultation events businesses have already shown interest and understand and welcome the concept.

The perception of County Durham is a lot better than the reality. It needs investment. There is a vision for Durham City but nothing for the rest of the County. This could have a negative effect.

There is a challenge to get areas that have gone through development and are now a success e.g. Seaham and trumpet this elsewhere.

The group were in consensus that they supported and welcomed the project. It is the right time, right approach and right process. The next step is to understand the 'big idea'.

4. Any other business

None.

5. Date and Time of next meeting:

Rachel Spence noted that an LAA meeting is taking place on the same day as the special SAP meeting on 17th May (due to end at 6pm). The group requested that the meeting started at 6.30pm instead of 6.00pm.

Agreed