

**MINUTES OF THE MEETING OF
THE IGNITE STEERING GROUP
HELD IN ROOM FF03, STELLA HOUSE
ON WEDNESDAY 10 JANUARY 2007 at 9.30am**

Present:

Members

Phil Hughes	Chair
Prof Barry Clarke	
Barry Errington	
Steve Gawthorpe	
Colin Haylock	
Alison Thain	<i>items 1-6</i>
David Williams	

Officers

Kirsteen Thomson	Sustainable Regeneration Manager
James Arkless	Secretariat

ISG/07/01 **Apologies for Absence**

Apologies were received from Tony Chapman.

ISG/07/02 **Declarations of Interest**

There were no declarations of interest.

ISG/07/03 **Minutes from meeting 13 October 2006**

The minutes of the previous meeting were agreed as a correct record and signed by the Chairman.

ISG/07/04 **Matters arising**

Academy for Sustainable Communities

The Academy for Sustainable Communities had awarded IGNITE £12,000 to enable the Group to build capacity, but this had to be spent by the end of March 2007.

Regeneration Committee

The Chairman was now co-opted onto the Regeneration Committee.

Design Champion

Alison Thain confirmed that she had been appointed as the Agency's Design Champion.

ISG/07/05 **Members' Reports**

The Chairman reported that he and Kirsteen Thomson had held a fruitful meeting with Northern Architecture about how to work together to influence the design agenda. Resource would be needed. It should be possible to learn from best practice from other organisations such as Sunderland ARC.

The Sustainable Regeneration Manager was gathering information to tender for a design review panel. All agreed that to attract quality candidates the panel should be paid.

Barry Clarke reported that work with schools to raise the profile of IGNITE had produced a good response, and BITC were enthusiastic. There was interest in an NVQ in sustainable communities, and in sustainable procurement. There was also some discussion about Building Regulations sustainability issues.

Steve Gawthorpe reported that English Partnerships was looking at carbon neutral buildings. The Middlehaven development was the UK's largest carbon neutral development. It was anticipated that sustainability would feature increasingly in many funders' grant conditions.

Alison Thain reported that she was involved with the Journal Homemaker Housebuilding awards in April. The event might offer opportunities to publicise IGNITE, perhaps by hosting a table or even sponsoring an award or a press article.

There was discussion of other similar events such as the RICS awards and North East Ideal Homes exhibition. It was agreed that co-ordination of such events was crucial and that any events IGNITE might wish to arrange or be involved in needed careful advance planning as diaries were set well ahead.

The Chairman introduced a short document setting out his ideas on badging IGNITE at events. He posed three key questions:

- 1) Is the event relevant to IGNITE's target market?
- 2) Is the IGNITE brand strong enough to lend itself to sponsorship?
- 3) How would IGNITE sit within the overall event?

The Group should formalise its criteria for each of a number of categories of marketing, and aim to put the IGNITE name about widely, as the "Passionate People" campaign had done.

There was a need to re-engage stakeholders and be seen to make things happen. This could be achieved by various events, both for professionals and key stakeholders, and if events could be organised in the next three months the Group agreed this would be a good use of the Academy for Sustainable Communities' funds.

Student members of professional bodies might also be interested in a joint venture group supported by IGNITE.

Actions:

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|--|------------------|
| <i>i) Circulate sustainable communities document;</i> | <i>BE</i> |
| <i>ii) PH to raise Building Regulations issue at next Chairs' meeting;</i> | <i>PH</i> |
| <i>iii) Progress IGNITE involvement in Journal Homemaker Housebuilding Awards;</i> | <i>KT</i> |
| <i>iv) Arrange events with professions, media, constructions industry & other stakeholders; and</i> | <i>KT</i> |
| <i>v) Follow up possible joint venture group with student members of professional bodies.</i> | <i>BC</i> |

ISG/07/06 **Business Plan and Actions following Away Day**

Kirsteen Thomson presented paper ISG/JAN/07/01 (Business Plan and Actions following Away Day). The purpose of the paper was to advise the Committee on the development of the business strategy and the deployment of resources.

Following the Away Day with the Steering Group a business plan has been drawn together that sets out the way in which IGNITE will work and the early actions.

It was agreed that communication was essential, including between Directorates within the Agency, and discussions should take place with the Chief Executive and Directors to ensure this.

The Steering Group proposed some minor amendments:

- Mission statement wording to be as in Annex 3 throughout documents
- Percentages to be removed from Annex 2
- Separate tangible projects from wider strategic aims in Annex 2
- Business culture: 4 values: amplify current activity; inspire design; facilitate change; challenge.
- Replace references to "glue" with "links".
- Replace references to "partners" with "key delivery partners".

In relation to Annex 4, it was noted that discussions were taking place with the University of Northumbria about possible bursaries for a Certificate of Regeneration.

A Marketing & Communications Plan had to be produced, and both David Williams and Phil Hughes offered to assist in developing this.

There was also brief discussion about whether the current Group reflected the full agenda of IGNITE. This would be considered more fully at the next meeting.

It was important to ensure engagement with the key delivery partners before any major publicity drive, and connecting with those organisations to offer mutual support would be a good use of the Group's current resources. This tied in with the earlier proposal to organise events over the next two to three months.

It was also agreed that the Group should find a way to recognise the contributions made by various individuals on behalf of IGNITE.

ACTION

Kirsteen Thomson highlighted the need for more resource for IGNITE to be a strong Centre of Excellence. At least 4 people would be required to meet the objectives of the business plan. Other RDAs had large teams but there was a headcount issue as well as a need to work through political sensitivities between the RDAs. Resource could be delivered through secondments, outsourcing or other vehicles. The Group needed to give some thought to this, perhaps in consultation with the Agency's CEO and Directors.

Actions:

- i) Progress report similar to Annex 4 to be produced for each meeting; and** **KT**
- ii) Next meeting to consider composition of the Steering Group.** **Sec**

Resolved:

- i) that the Steering Group adopt the Mission Statement for IGNITE;**
- ii) that the Steering Group endorse the FAST Diagram and Business strategy as amended;**
- iii) that the Steering Group note the resource issues and agree to examine them further before presenting their overall budget to the ONE Board; and**
- iv) that this report may be published in the public records of the Agency with the exception of the draft budget, which represented work in progress and would be published at later date.**

ISG/07/07 Alison Thain left the meeting at this point.

ISG/07/08 Terms of Reference and Expenses Policy

James Arkless presented paper ISG/JAN/07/02 (Terms of Reference and Expenses Policy). The purpose of the report was to seek the approval of the Steering Group for the revised Terms of Reference and the proposed Expenses Policy for the Steering Group. Both were unanimously agreed and adopted.

Resolved:

- i) that the Steering Group adopt the revised Terms of Reference;**

ACTION

ii) that the Steering Group adopt the draft Expenses Policy; and

iii) that this report may be published in the public records of the Agency.

ISG/07/09 Any Other Business

There was no other business.

ISG/07/10 Date of the Next Meeting

The next meeting will be held on Wednesday 4 April 2007 at 9.30am in FF01.

ISG/07/11 The Meeting closed at 12.25pm

I confirm that these are a true record of the meeting to which they relate:

Signed Dated

Phil Hughes (Chair)

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