

**MINUTES OF A MEETING OF  
THE IGNITE STEERING GROUP  
HELD IN ROOM FF01, STELLA HOUSE  
WEDNESDAY 4 APRIL 2007 AT 9.30AM**

**Present:**

**Members**

Phil Hughes	Chair
Tony Chapman	
Prof Barry Clarke	
Barry Errington	
Steve Gawthorpe	
Alison Thain	
David Williams	

**Officers**

Kirsteen Thomson	Sustainable Regeneration Manager
James Arkless	Secretariat

**ISG/07/11 Apologies for absence**

Apologies were received from Colin Haylock and John Holmes.

**ISG/07/12 Declarations of Interest**

There were no declarations of interest.

**ISG/07/13 Minutes from meeting on 10 January 2007**

The minutes of the previous meeting were agreed as a correct record and signed by the Chairman, subject to one amendment: ISG/07/05 paragraph 3 (and action v) should read Barry Clarke not Barry Errington.

**ISG/07/14 Matters arising**

**Journal Homemaker Awards 2008:** Discussions had taken place about the proposed sponsorship of the awards by IGNITE, which the Steering Group saw as a great opportunity to increase IGNITE's visibility. The suggested level of sponsorship of £30,000 was considered too high but the Group discussed a figure of £10,000 with the possibility of matched funding from English Partnerships. Further discussions would take place.

**Regional events:** The Group agreed that a regional events calendar would be a useful tool. They also discussed possible contacts for organising stakeholder events, such as Clive Smithers.

**ISG/07/15 Progress report and members' reports**

Kirsteen Thomson presented paper ISG/APR/07/01 (Progress Report) which was taken together with the members' reports. The report was felt to be useful, and could be improved in a number of ways. These included: clear tabular format; dates of future events; details of contact organisations; links to business plan and RES objectives; information to be integrated with details of members' activities.

It was suggested that an A4 proforma specification, setting out IGNITE's expectations and criteria, should be produced for bodies receiving funding. There should be tighter terms and conditions for all funding and clear contractual arrangements around events.

The Group agreed that there were benefits in using the Agency's marketing team in terms of integration with other Agency activities, but that they needed to negotiate a dedicated allocation of marketing time. It was also agreed that short e-mail briefings were a good way of raising awareness of what IGNITE was doing.

## Minutes of the IGNITE Steering Group held on 4 April 2007

There was the potential to influence and connect better with CABE.

Northumbria University's Regeneration Certificate qualification had been very popular and the course would be run twice next year. Funds had been set aside for more bursaries for next year.

Group members noted with interest the details of the Schools Project which was aiming for an October 2007 launch. Pupils in years 7 and 8 would be encouraged to come up with a vision and design for a sustainable community in their own locality in the year 2020. There would be a number of stages following the launch, leading to area presentations. Finally there would be a showcase regional event in May 2008 with a judging panel, from which an award winner would be chosen. This project needed careful management and co-ordination and the DfES should be encouraged to support it.

Other forthcoming events included an event on meeting cultural needs in housing, to be held on 5 June; an event on young people in regeneration to be held on 7 June in Middlesbrough; and a seminar sponsored by IGNITE on technical sustainable construction issues being held on 23 May.

The Group noted that energy efficiency was increasingly affecting the housing market and builders needed to be aware of this. There were important developments going on in this regard at Middlehaven. Group Members also noted that English Partnerships (EP) had just acquired Commissioners Quay at Blyth and put out a brief for sustainable development there. Wherever a development was at the cutting edge EP would intend linking it with the IGNITE brand.

***Action: Develop new format for progress report, incorporating members' activities***

***KT***

### **ISG/07/16 Delivery Planning**

Kirsteen Thomson presented paper ISG/APR/07/02 (Delivery Planning). The purpose of the paper was to report the findings of the recent review of IGNITE's delivery to date. The findings suggested the need for a clearer sense of direction, re-focussing the brand and creating a marketing plan. There was also a need to formalise relationships with Key Delivery Partners as part of a cohesive business plan.

## Minutes of the IGNITE Steering Group held on 4 April 2007

Group members agreed that IGNITE needed the support of One NorthEast and other partners if it was to achieve big ambitions with limited resource. The review had identified this, along with the need to be distinctive in a crowded marketplace. It also identified the need for significant changes if IGNITE was to continue and succeed. Group members felt that, of the options for IGNITE's future, further development was the best way forward, and not for example merger with another organisation. A plan should be drawn up to pull together the various workstreams and encourage all concerned to see their different areas of work as a single whole.

Commitment from One NorthEast was essential to achieve this, and the Group agreed that a presentation should be given on the scope of IGNITE's agenda to as high level a group as possible from the Agency, together with representatives of partners such as GONE and EP. Consideration should also be given to instigating a design review process in relation to these activities.

It was also agreed that clear, simple, direct language should be used in communications, and that language should be adapted to the target audience in each case. For instance, Government may use the term 'Place Making' but it was agreed that for the general public the term "sustainable communities" should not be changed. Finally it was suggested that Pat Ritchie be invited to the next meeting of the Steering Group so that information could be shared on how IGNITE fits into the strategic direction of One NorthEast.

### **Actions:**

- i) Arrange presentation to key Agency directors/  
Board Members and partners; KT***
- ii) Develop e-bulletin for key stakeholders; KT***
- iii) Consider design review; and KT***
- iv) Assistant Chief Executive - Resource to be invited to  
next meeting of Steering Group. JA***

### **Resolved:**

- i) That the preferred option is to further develop  
IGNITE, including through enhanced  
communication with key stakeholders; and***
- ii) That this report may be published in the public  
records of the Agency.***

**ISG/07/17 Composition of the Steering Group**

The Steering Group discussed the need for additional expansion to carry out more activity. It was felt that this would not be appropriate until the issues arising from the review recommendations discussed earlier had been resolved and until input had been received from One NorthEast on strategic direction.

There was a need for additional expertise in business, community and voluntary sector and local government, and there was a gender imbalance in the Group. However after discussion it was agreed that additional expertise could best be gained via better engagement with Key Delivery Partners rather than recruiting new members to the Group.

**ISG/07/18 Any Other Business**

There would be an IGNITE Steering Group Awayday, the provisional date for which was 12 September 2007, subject to confirmation.

Members also noted that the Academy Awayday, to be held in Leeds, was set for 8 November 2007.

**ISG/07/19 Date of the Next Meeting**

The date of the next meeting would be re-arranged, provisionally to Wednesday **20 June** 2007 at 9.30am. This would be confirmed by e-mail.

**ISG/07/20** The Meeting closed at 12 noon.

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

**Signed** ..... **Dated** .....

**Phil Hughes (Chair)**

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