

**MINUTES OF A MEETING OF
THE IGNITE STEERING GROUP
HELD IN THE BOARDROOM, STELLA HOUSE
TUESDAY 19 JUNE 2007 at 11.00am**

Present:

Members

Steve Gawthorpe	Acting Chair
Prof Barry Clarke	
Tony Chapman	
Barry Errington	
Colin Haylock	
David Williams	

Officers

John Holmes	Director of Regeneration
Kirsteen Thomson	Sustainable Regeneration Manager
James Arkless	Secretariat

ISG/07/21 Apologies for absence

Apologies were received from Phil Hughes who was unwell and from Alison Thain. Members elected Steve Gawthorpe chair the meeting in place of Phil Hughes.

ISG/07/22 Declarations of Interest

Colin Haylock declared an interest as a member of CABE.

ISG/07/23 Minutes from meeting on 4 April 2007

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

ISG/07/24 Matters arising

Composition of the Steering Group: Action in relation to the composition of the Steering Group had been postponed pending the outcome of the SQW review (to be discussed later).

Journal Homemaker Awards: The Agency was advising that some partnership funding would have to be found if Ignite was to sponsor the awards. An overall strategy for how to secure the best exposure for Ignite from such events would be useful. Sponsorship criteria had been set and should be shared with the Steering Group. A list of events with potential for sponsorship or involvement by Ignite should be created and maintained, possibly with help from the One NorthEast marketing department.

Presentation to One NorthEast: This would be arranged soon.

e-bulletin for stakeholders: This was in hand.

Actions:

- i) Circulate sponsorship criteria to Steering Group; KT*
- ii) Create list of events from Ignite can identify opportunities for sponsorship or involvement KT*

ISG/07/25 Progress report & Members' reports

Kirsteen Thomson presented paper ISG/JUN/07/01. The purpose of this report was to update the Steering Group on developments over the past quarter. Particular attention was drawn to the following:

Youth in Regeneration: The Steering Group noted that this event had been successful and well attended. They agreed that Ignite should ensure that it has visibility of participating in such events to ensure maximum impact.

ICE Students event: This was the first event of its kind and had been well attended by students and young professionals, with workshops on sustainable regeneration and on skills needs. The event had highlighted the importance of cross-disciplinary working. It was hoped that it would become a regular event, which would be an opportunity for Ignite to act as a catalyst to support action. Ignite could have an important role as a training enabler, but with limited resources it was important to target work that added value to what individual professional groups were already doing.

Bioregional Quintaine: this was moving forward satisfactorily.

InterReg: The Steering Group noted developments with interest. Although there was potential for European funding, Members felt that Ignite's areas of work should be prioritised with a view to doing a few things well to optimise use of resources. The activities chosen should primarily have a regional focus.

Our Place 2020: It was felt that this piece of work with schools (reported on at paragraph 4.1.5 in the report) should be a priority, and the Group should report this back to the RDA. It was a priority of the Steering Group to engage with the younger generation. High quality publicity would be needed and a decision on whether to proceed must be made before the end of the current school term in mid-July. In view of this timescale, Steve Gawthorpe agreed to investigate whether any funding or resource was possible from English Partnerships.

Action: *Investigate EP/ other funding*

SG/KT

Resolved:

- i) that the Steering Group note the contents of this report; and*
- ii) that this report may be published in the public records of the Agency.*

ISG/07/26 SQW Report

Kirsteen Thomson presented the paper ISG/JUN/07/02 (SQW Report) which reported on the findings of the SQW Review. The report looked at the prospects for Ignite having a sustainable future. It highlighted the following issues:

- Low brand penetration
- Lack of clarity in relations with Key Delivery Partners
- Marketing
- Development & funding of the Ignite portal
- Staffing
- Governance/ possible spin-out as an SPV

Minutes of the IGNITE Steering Group meeting held on 19 June 2007

The report recommended re-visiting the budget; pressing ahead with the Regional Design Review; and removing duplication as key to ensuring that Ignite was fit for purpose in twelve months' time. There was discussion around the need for further staff resources, which could not be achieved within the Agency due to limits on headcount. The Group agreed that the way forward was to discuss service provision through identified Key Delivery Partners and to ensure Agency resources supported these activities.

In terms of business planning, the Group indicated that the strategy should be to prioritise work and do a few things well. Visibility and credibility were important, as was an indication of the likely support from within the Agency. The Director of Regeneration suggested that, in addition to the two dedicated staff, there were a number of staff within the Agency and its extended enterprise whose work overlapped with Ignite's agenda and who could give support. The Chairman suggested there was some scope to "harvest" projects and bring them under the Ignite banner to strengthen the brand. It was agreed that a marketing plan was urgently needed, however.

The Group noted the possibility of contracting out certain services: for example the portal would be run by NE Life and the newsletter could be outsourced. It was important to identify priorities and ensure that they were followed through, and there should be a balance between the physical and community/ social engagement. The Group suggested that the top priorities should be work with youth/schools; developing the Ignite portal; the learning plan; and the Design Review Panel (to be discussed later on the agenda).

The following areas of work were identified, all of which needed to be underpinned by a marketing plan and business plan:

- Work with youth/schools
- Learning Plan
- Developing the Ignite portal
- Design Review Panel
- Re-badging of RDA activities
- Events calendar & programme
- Case studies
- Newsletter
- Prizes

Action: Prepare Ignite marketing & business plans

KT

Resolved:

- i) ***That the priorities identified should form the basis of a Business Plan and Marketing Plan which should be kept under regular review;***

- ii) That the Group note the Agency's position in relation to strengthening the Ignite brand; and*
- iii) That this report may not be published in the public records of the Agency for reasons of commercial confidentiality.*

ISG/07/27 Regional Design Review Panel

Kirsteen Thomson presented the paper ISG/JUN/07/03 (Regional Design Review Panel). The purpose of this report was to advise the Steering Group on progress made to establish the IGNITE Regional Design Review Panel and seek agreement on the way forward.

Members noted that the aim of a Regional Design Review Panel would be to improve the quality of design decisions and to increase Ignite's profile. The Panel would require a Nolan-compliant recruitment process and it was important that, before work was commissioned, proper procurement procedures were followed. Legal advice on this would be sought.

The Panel could act as a filter and approval mechanism for RDA funded projects as well as other commissioning clients. There had been expressions of interest from both Newcastle City Council and Durham County Council and it was agreed that everything possible should be done to secure their support. Time was therefore of the essence, but Ignite had still to complete its delivery planning.

Regional Design Review Panels in other regions usually received core funding from the RDA. There was a balance to be struck between caution and ambition in setting the initial scope and budget of the Panel. However Members agreed that enthusiasm about the project was vital in persuading local authorities to engage with it.

It was agreed that Newcastle City Council and Durham County Council should be advised immediately that the Steering Group was endorsing the setting up of a Panel, but also that funding and scope were still to be finalised. Other local authorities were believed to be interested and could perhaps be invited to a meeting or event to persuade them of the benefits of supporting the initiative.

Actions:

- i) Urgently explore possible sources of local authority funding; KT*
- ii) Inform Newcastle City Council and Durham County Council that proposal has been endorsed; and KT*
- iii) Prepare business case for Design Review Panel KT*

Resolved:

- i) That the Steering Group endorse the setting up of a regional Design Review Panel;***
- ii) That the Steering Group endorse, subject to legal advice, that the Design Review Panel and enabling services be procured;***
- iii) That the Sustainable Regeneration Manager enlist financial support from local authorities towards the costs of the Panel; and***
- iv) That this report may be published in the public records of the Agency.***

ISG/07/28 Delivery Planning

The Sustainable Regeneration Manager indicated that the paper on Delivery Planning and budget deployment was withdrawn. Following the discussion on the SQW review, the budget and delivery plan would be re-developed to reflect agreed activities.

ISG/07/29 Any Other Business

There was no other business.

ISG/07/30 Date of the Next Meeting

The date of the next meeting will be held on 2 October 2007 at 9.30am in Room FF01, Stella House.

ISG/07/31 The Meeting closed at 1.50pm

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

Signed **Dated**

Steve Gawthorpe (Acting Chair)

One NorthEast Secretariat
Stella House
Newburn Riverside
Newcastle upon Tyne
NE15 8NY