

DARLINGTON TOWN DEAL BOARD
Microsoft Teams Meeting
Tuesday 4 May 2021

Present:

Angela Howey (Chair)	Julie McCartney
Adam Suleiman	Kate Roe
Adrian Green	Katy Tate
Alison Fellows	Mark Ladyman
Chris Mains	Mark Pickering
Councillor Heather Scott	Peter Gibson MP
Ian Williams	Yvonne Richardson
John Till – Part of Meeting (thinkingplace)	

Apologies:

David Robinson, Gavin Peace, Julie Wallin, Paul Wildsmith

Officer Completing Log: Elaine Callender

No.	DISCUSSION	ACTIONS
1.	AH opened the meeting by thanking everyone for attending and reviewed the minutes of the previous meeting.	Minutes agreed.
2.	<p>Appointment of Sub-Groups</p> <p>Proposed membership as follows:</p> <p>1.Education and Skills Angela Howey David Robinson Kate Roe Susan Young (Cornmill) Martin Webster (DBC)</p> <p>2.Heritage and Culture Chris Lloyd (The Northern Echo) Councillor Heather Scott Gavin Peace Mark Allatt (A1 Steam) Yvonne Richardson</p> <p>AH confirmed a call is planned to Becky Sunter (The Weaving Rooms).</p> <p>3.Urban Regeneration Adrian Green Julie Wallin Mark Pickering</p>	<p>All agreed.</p> <p>Sub-group list to be circulated by EC.</p> <p>CM</p>

	<p>Peter Gibson Two additional places TBC</p> <p>AH said an external stakeholder could be included if Board members have any suggestions. Names to be forwarded to AH for consideration.</p> <p>Meetings of each sub-group are to be set up, to agree a lead for each sub-group, expectations and next steps.</p>	<p>All</p> <p>EC/SS</p>
<p>3.</p>	<p>Presentation – Towns Fund Update Including;</p> <ul style="list-style-type: none"> • Forward Funding • Towns Fund support and next steps • Monitoring & Evaluation requirements • Project overviews <p>CM said a brilliant people panel has been put together and Adam Sulieman and Katy Tate are on the panel and the first meeting has taken place.</p> <p>CM ran through slides.</p>	
<p>4.</p>	<p>Presentation – Communications & Marketing Katy Tate (DBC) KT shared her presentation with the Board.</p> <p>PG asked how far the geographical reach extends and stressed the importance of marketing further afield to bring people in from North Yorkshire and the wider North East..</p> <p>A four-page advert in Living North is booked</p> <p>The advert will target North Yorkshire and North editions and she will confirm this via email.</p> <p>KR commented that Darlington College has a group of Design and Media students who would love an opportunity to be involved with the campaigning work.</p> <p>YR stressed when she sees something of interest, she shares it on Facebook which is a great way to reach thousands of people.</p> <p>IW indicated that a piece of work has commenced telling the Story of Darlington.</p>	

<p>5.</p>	<p>JohnTill (thinkingplace) joined the meeting to give a presentation – Place making</p> <p>ML introduced John and the place marketing and place making. ML said the Towns Fund is incredibly important and integral to the Darlington Story and there are many other aspects, such as education, housing and business investment opportunities. ML reinforced Darlington’s fantastic employers such as EE, Cummins, Cleveland Bridge and stressed the need to increase investment opportunities such as Amazon.</p> <p>John has worked across the country where thinkingplace are one of the national leaders in place marketing and we can debate whether to take this on board in the future for Darlington.</p> <p>JT explained the background of thinkingplace and shared his presentation with the Board. This is a Place-led approach making the Place the hero and to create a place story.</p> <p>HS said across the Tees Valley we have Leaders where agreement is jointly reached on publicity and participation in cultural elements to get more Tees Valley neighbours involved.</p> <p>PG thanked JT for a fantastic and refreshing presentation and echoed what YR said about turning to the people in the town to be ambassadors.</p> <p>KR asked a practical question as to what the Board does next and where does the Board go to take this forward.</p> <p>ML said JT’s presentation gives people something to reflect on to take the town forward and the Towns Board are very much the engine behind it. The town now has the catalyst’s in place to promote success into the future and a mechanism to pull this together as a Place strategy may be beneficial.</p> <p>AH thanked JT for his presentation.</p> <p>IW suggested that officers should reflect on the conversation and bring forward to the next meeting.</p>	<p>CM/ML</p>
<p>6.</p>	<p>AOB</p> <p>CM confirmed he had received an email to say the town centre Wi-Fi is now live.</p> <p>CM said the timescales for the business case to be discussed at the next Board meeting to focus on where we are and what we will achieve.</p>	<p>CM</p>

7.	Actions None.	
8.	Future meetings: Tuesday 1 June 2021 at 2.30pm Wednesday 14 July 2021 at 10.00am Wednesday 25 August 2021 at 10.00am Tuesday 5 October at 2.00pm Tuesday 16 November at 10.00am Wednesday 22 December at 10.30am	All