

Welcome to Yorkshire Coast Tourism Advisory Board

Venue: Woodend Creative Industries Centre

Date: 16th March 2017

Time: 2pm

Chair: Clive Rowe Evans

Taking Minutes: Janet Deacon

1.	Apologies for absence Graham North Paul Johnson Diane Uhalde Tom Hendry John Senior (Holiday)
2.	Minutes from Last Meeting Agreed as a true record
2a.	Actions Arising
	<p>Action 2: Inward investment brochure will be produced moving forward. A new inward investment Film is currently being produced so support businesses in attracting skilled employees and also attracting further inward investment into the area. Film will be produced by end March.</p> <p>Action 3: No update from Cllr Jefferson re how Parking scheme is currently being promoted or what is to be done to promote the transferable ticket and times.</p> <p>Trevor advised that the new pricing structures had been approved and that the general promotion of the scheme and communications had been delayed due to the new structures. Trevor suggested that Janet speak to Stuart to discuss promotion of the scheme.</p> <p>Richard advised that any initiatives such as free parking at Christmas etc should be communicated much earlier to ensure that the message gets out to potential shoppers/visitors.</p> <p>Action 8: Steve confirmed that he had met with CEO of Hull City of Culture</p>

however they didn't have the opportunity to discuss what if any opportunities were available to Scarborough.

Mike confirmed that the main benefit he could see would be in relation to accommodation to support visitors going to the event. However the Hull events at the moment were not impacting on Bridlington or beyond the city of Hull.

Action 23: Richard had confirmed that he had spoken to Victoria re signage and that he had also met with Janet.

Richard confirmed that a review of brown signage was being undertaken by North Yorkshire County Council and that they would be replacing signage once they had confirmed what the wording would be.

Richard also confirmed that the fingerposts would be reviewed by SBC at some stage. Janet confirmed it was on the list to do when time and resources permitted.

Janet confirmed that she was meeting with Transpennine and the manager of Scarborough and Whitby Stations to discuss signage and the implementation of a TIP style map and welcome sign on arrival. Janet also confirmed that Transpennine would be replacing/renewing the station Fingerposts at Scarborough Station.

Janet also confirmed that Estates were reviewing the map boards around the Town and it is being proposed that they come back in house and that new maps be developed and replace the current ones. The maps to identify the distance from the point that they are to the key attractions.

Janet also confirmed that new digital screen kiosks will be positioned in key locations across Scarborough, Whitby and Filey before summer.

Action 4: Janet to speak to NYCC and obtain proposal for replacement of Brown Signs and share with signage task group.

Action 4b: Chairman to write to NYCC re brown signs and general state of road signs and invite NYCC to next meeting to discuss opportunities for other potential signage highlighting attractions, park and ride routes and larger signs on key roads such as A64.

Action 23b: Janet Jefferson still to update on Yorkshire Water promised signs

Action 30: Charles had spoken to Chris Bourne regarding Whitby Piers. Charles advised the board that Balfour Beatty were currently deciding on works to be carried out, a planning application would then be submitted. Charles also confirmed that funding is still being sought by other institutions.

Action 33: Shirley advised the group that a meeting was still to be held to discuss the SWAFTAS and that proposed details of the format and criteria and

	award categories would be sent to the Board once developed.
3	<p>A64 Project Task Group</p> <p>Richard Askew informed the board that the Federation of Small Businesses (FSB) had established a task group to look at A64. Andria from McCains was unable to make her presentation at this meeting. She is working with the FSB, Julian Rudd from Ryedale Council/LEP and MP Kevin Hollinrake to pull together a business case for improvements. Richard advised that he would invite Andria to give a presentation at later date to brief the Advisory board about the scheme and also seek a letter of support from the Advisory Board when proposal was developed.</p> <p>Richard and Trevor both advised the Board that this was a Business led A64 partnership, which is to be developed as a pressure group to ensure funding on the A64 is spent properly. Small businesses and tourism businesses are key to feeding into this process. Trevor advised because of elections that the group would be looking to launch the initiative after county elections, however this would be an ongoing proves.</p> <p>Action 5: Richard to invite Andrea to next meeting</p>
4	<p>Scarborough Museums Trust Presentation</p> <p>Jane Glaser from Scarborough Museums Trust gave the board a presentation on Strategic Development Plan for the Museums Trust.</p> <p>Jane confirmed that the Strategic Plan had been developed following the Arts Council Mapping the Museums Projects. The key aims of the mapping project included analysing the demographic visitor data and assessing current and future trends, Engage with the museums stakeholders to liaise on current activities and future plans, Lay foundations for successful fundraising programme by building a picture of supporters and users, and pilot a practical engagement activity which widens SMT's stakeholder base.</p> <p>Over 6000 people were engaged with during the research.</p> <p>A number of areas for development were identified when assessing the capabilities of the organisation to deliver against the strategic outputs. These included</p> <ol style="list-style-type: none"> 1. Marketing 2. Management and delivery of events 3. Resilience and fundraising 4. Space utilisation 5. Data collection/analysis

Jane advised the board that she had appointed Bonner and Hindley to carry out a Marketing Audit. They were currently in the process of aligning branding across all activity, rebuilding the SMT website. Janet confirmed that there was a need for improved marketing of the facilities and events.

Jane confirmed that Create would be key strategic partners in supporting them on the delivery of events.

Jane also advise the Board that SMT needed to improve its efforts in relation to fundraising and sponsorship.

Jane confirmed that SMT together with Woodend had were looking at how they could work together better and that they had recently applied for resilience fundraising to look at how this could be achieved.

Jane also highlighted that the space and linkage of both the Rotunda and the Art Gallery could be improved and that this would be looked at. Potential linking of cultural quarter venues including SJT. Steve and Jane had met to discuss how this could be achieved.

Jane also confirmed that the process for collection of data was not consistent and new systems and processes were being put in place to ensure accurate and meaningful data could be collected moving forward.

Jane confirmed that SMT had now produced a new Strategic Plan for 2017 - 2022 Which sets out 6 Strategic Themes Which focuses on

1. Enhancing and Promoting the Collections and Heritage Assets
2. Enabling Access, facilitating learning and raising awareness
3. Engaging Communities
4. Audiences, Visitors and Stakeholders
5. Positioning Scarborough
6. Governance and Leadership

Jane handed out a draft programme for 2017/18 which sets out the actions and activity over the next year. This will be finalised in the next two weeks and put on line for all to see. Jane highlighted that the plan would be to look at extending seasonality, developing new markets including overseas and developing a series of major events. Jane also said that there would be more of a focus on developing Tourism markets. Jane said that we have a very special USP in the Rotunda and the connections to William Smith.

The Board thanked Jane for the presentation, wished her every success and asked that she send a copy of the presentation and visitor research to Janet for circulation to the board.

Action 6: Janet to circulate presentation and research to the Board.

5

DBID

Clive updated the Board in relation to where the project group is with the DBID.

A meeting had recently been held with all the Public funding bodies, NYMNP, NYCC, RCDC, SBC and YNYER Lep.

All of the funding had been more or less now committed with a couple of provisos. Total public/private funding now amounting to £106k.

NYMNP will be taking a report to members on 20th March which highlighted their contribution and recommendations/conditions of funding.

Scarborough Borough Council will be taking a report to April Cabinet which will set out their recommendations for funding and also seek approve to being the accountable body for the scheme. Trevor confirmed that this would need to be agreed by Cabinet and ratified by full Council.

Clive confirmed that SBC would also be seeking approval from Cabinet to provide the services for carrying out the ballot which it would either carry out itself or contract out. However SBC would be providing this contribution.

Mike confirmed that he had met with Marks and Spencer's and also Adverset who had both ratified their offers for both office space and print.

It was felt however that there was still a shortfall in terms of funding in relation to the provision of a project lead. It was felt that the amount specified by the consultants to attract a high calibre candidate was quite low and that the Project group would be looking for further funding to support this. It was suggested that now that the Public Sector commitments had been mad that this would support leveraging further funding from private sector members. The project group were still awaiting a couple of companies, who had previously expressed an interest in supporting, to come back with firm commitments.

The project board were still awaiting confirmation from the Tees Valley combined authority who were considering matching Redcar and Cleveland Councils contribution.

The group discussed the potential for approaching East Riding Council again now that all the other commitments had been made. The board agreed that even if they didn't contribution cash at this stage the intention would still be to work with businesses in the area. It was agreed that Clive and Mike look to approach East Riding again. A new chief executive had recently been appointed and her views may be different to that of the last chief exec on the DBID process.

Clive and Mike highlighted that once ratification of funding had been made by all authorities, that money would need to be collected. The next phase would then include.

	<ol style="list-style-type: none"> 1. Establish a task group who will oversee the process through to the vote 2. Appoint consultants 3. Appoint Project Director and administration assistant 4. Develop an interim board which will then run for a maximum of 1 year until the main board was established. <p>Clive read out the Terms of reference which he had obtained from the Isle of White. Clive will circulate to the Board for additions/amendments.</p> <p>Clive also highlighted the need to establish a Task Group and asked the Board to send any nominations into him as soon as possible. Clive highlighted that members of the task group would need to put a minimum of 1 hour per week into the process.</p> <p>Sarah asked for confirmation of what the role of an accountable body would be and also that the funding breakdown was.</p> <p>Clive confirmed that the accountable body would be responsible for undertaking the ballot and also collection of funding on behalf of the DBID Company.</p> <p>The funding has yet to be confirmed and therefore at this stage this information could not be confirmed other than to say that £106 had been raised from both public and private sectors.</p> <p>Clive also confirmed that the Project Director would be appointed and employed by the Consultants or Limited Company if this was set up beforehand.</p> <p>Clive highlighted that the task group would also need to have a geographical and sector spread.</p> <p>Action 7: Clive to send Janet Terms of Reference for circulation to the board.</p> <p>Action 7B – All members wishing to be part of the DBID Task Group to send applications in to Clive.</p>
6	<p>WTY Update</p> <p>Janet updated the Board on key projects/campaigns and events that had and were being worked on over the last few weeks.</p> <p><u>Tour de Yorkshire</u></p> <p>Seven roadshows/presentations had been carried out, one in Whitby, one to the Town Team in Scarborough, one in Scarborough and two in Bridlington, one in Malton and one in Pickering.</p> <p>A large scale community project had been commissioned called Gigantic Jersey which would involve in excess of 2000 people in the making and designing of a gigantic jersey which would be hung on the Cliffside at the finish</p>

in Scarborough.

Two other community projects were being carried out – Futureworks are a free mentoring support service for young people and unemployed adults. They are working on a washing line with large wooden shirts and ice creams which they are hand painting and decorating. The other is Creative Day Care project who are producing a 3d map with pictures of the route which will be waterproof and will be placed along the finish route in Scarborough.

A range of entertainment has also been booked for the Town Centre, Whitby and Seafronts and finish line.

Whitby would be delivering a land art project on the donkey field.

Bunting would be placed along the town, seafront and finish.

Scarborough Technical College also producing a chocolate Y which will be presented to the winner of stage 1. Sponsored by Callebaut the worlds largest fine chocolate manufacturer.

Two big screens again placed in Scarborough on Foreshore and in Whitby at Dock End.

Voeckler will be back to defend his title at this years event. All teams will be announced at this is Y conference in York on 21 March.

Events

WTY team working on Chelsea Flower Show Garden which will this year be themed on the coast. Pebbles have recently been collected by artist and schools at Flamborough. Janet is arranging Scarborough Sand to be transported to Chelsea and a cobble is being sought.

The Girls Musical – Opening in London

The Girls Musical has recently opened up at the Phoenix Theatre in London and WTY are working with the team to promote the Yorkshire message to London audiences. Lots of Yorkshire branding is being promoted as part of this campaign including in and outside the theatre.

Local Office

Four films currently being edited, will be drip fed out over next few weeks. Films are for everyone to use to showcase the areas attractions, events and festivals, food and heritage.

A further film is being produced to showcase the area as a great place to live work and invest. This will be launched at two key inward investment events in April and May.

Open Air Theatre

Continuing to deliver local marketing campaign activity for the Open Air Theatre. Promotion of a number of acts now showcasing along with the NYC

message on three key digital screens within Leeds Bradford Airport.

Acts announced so far include

Beach Boys – 24 May

Kaiser Chiefs - 27 May

Charlatans – 16 June

Ball and Boe – 28 June

Cliff Richard – 29 June

UB40 – 30 June

George Benson – 1 July

Tom Jones -2nd July

Little Mix – 6 July (Sold Out)

Olly Murs – 9 July

Madness – 3 Aug

80's & 90's – 5 Aug

Jess Glynne – 11 Aug

To date over 50,900 people have booked into the shows – further announcements to be made in the next couple of weeks.

Sponsorship and Opportunities Packs for 2017/18 – Now available on line and are being sent out to all businesses.

Futurist – Planning to start work on site in September. Application for planning going in during Summer (prior notification which looks at approving methodology) anticipated that if planning consent is approved the work will start 28 days following. Hoardings all around the building 1.8m high. Netting monoflex. Can use hoardings around to put advertising boards along with the project messages.

South Bay Cliff Stabilisation Work – Planning application in so please look at the plan and comment asap, on SBC Planning Portal so all comments to go through there. Working on contract with Wilmot Dixon, working on final design. work sometime during summer. Consultative group meeting to ensure businesses are kept up to date.

Cinema in North Bay – Restarting demolition works in a couple of weeks.

Started before Xmas but found unidentified electric cables.

Big hoarding going up around the site. Can use space to promote key events coming to the Town etc.

PR

A new features press pack has been produced for the whole of the Yorkshire Coast and North York Moors Area. Some features coming out shortly to include

- 7 places to get lost in The Desert: sweet adventures on the Yorkshire Coast & North York Moors
- 8 Devilish and Divine Drinks

- It aint Grim up North - Looking for the best British weather for your 2017 staycation? 8 reasons to head to the Yorkshire Coast and North York Moors
 - Power Sport Weekends - POWER-BIKES & POWER-BOATS: THE YORKSHIRE COAST GEARS UP FOR A LIVE ACTION SUMMER ROLLERCOASTER
 - Grand Tour Beach Party - GET YOUR RINGSIDE SEAT TO SCARBOROUGH'S GIANT GRAND TOUR BEACH PARTY
 - Top 7 Coolest Places to Stay - Off the beaten track at seven of the coolest places to stay on the Yorkshire Coast & North York Moors
- weekend Cycling Challenges – Focus on road riding, downhill, family cycling, off road and Tour de Yorkshire stage.

Digital

Development of new Business Tourism web-site pages being launched in two weeks

Development of new walking, cycling, surfing pages and major event pages now available

Events and Festivals & Filming

P1 Powerboat and Food and Drink Festival – Working with festival organisers to develop a new food and drink and powerboat event at the beginning of September 1- 3rd

Seafest – Secured Arts Council Funding so looking to deliver arts related activity seafront, in town centre and also in the Market area.

Yorkshire Show – Looking to take the beach once again to the Yorkshire Show along with a number of other items, working with Seafront Traders on these. Need to find a sponsor for this to happen. Looking at finding £4k.

Armed Forces Day – 24 June – Lots of air assets including securing the Red Arrows which will be confirmed in a press release next week.

Whitby Christmas Festival – 17 November working with Whitby Town Council in the development of the second Christmas Festival.

Whitby Krampus Run & Whitby Winter Wonderland – Working with both organisations on supporting their events to be held on 2 & 3 December

Trackrod Rally Filey – 30 September – Working with event organisers in arranging the start of the race at Country Park.

7

AOB

Literature Distribution Events

Charles highlighted that he had recently attend the Thirsk Literature Exchange Day and was disappointed to find that he was the only coastal attraction in attendance. It is imperative that we have a presence at the these events because we know that visitors who are staying in other areas come across to the coast for the day.

In addition to this he highlighted the need for businesses who were in York to look beyond York in terms of encouraging their visitors to explore the area and come to the coast. This was bought to light when one businesses said that Whitby was too far. This is despite Visit York looking at a beyond York campaign. Charles highlighted the need for Visit York to impart the objectives of beyond York to their businesses in York.

Action 8: Charles and Janet to raise the importance of attending the Thirsk event to coastal and other attractions as businesses outside of the area need to have our literature to promote to their visitors.

Action 8b: Charles to speak to Visit York re promoting the objective of beyond York to their businesses.

Potash - 106

Clive highlighted that the Potash section 106 funding would soon come into play. Janet confirmed that the following organisations would be obtaining funding to promote the North York Moors National Park and Whitby. The board identified that the whole area Scarborough up to Whitby and the National Park visitors could potentially be impacted upon due to traffic on the major routes into Whitby and the Park. The Board highlighted that the biggest impact was to visitors to the honeypot areas of Scarborough and Whitby as it is widely known and researched that visitors move between the two destinations along the major road. It is imperative that any research also takes into account impact on visitors in Scarborough and Whitby. Janet confirmed this as the most frequent asked question at the TIC was the bus timetable from Scarborough to Whitby and vice versa.

Janet confirmed the following 106 funds would be allocated

£200k to Welcome to Yorkshire

£100k to Visit England

£100k to NYMNP

£50k SBC for Whitby

£50k to grants for small businesses in the Park

Janet confirmed that as a result of the work that the Advisory Board did in raising the potential impact of the traffic SBC sought to obtain funding to support minimising the impact on Whitby through promoting the destination as a key tourist destination.

	<p>Janet confirmed that she would be looking to carry out consultation with businesses in relation to what and how they felt the money should be spent. The funding is likely to become obtainable from April/May and will be available each year for about 14 years.</p> <p>It was suggested that $\frac{3}{4}$ page should be written which highlights the terms of section 106. The route for funding and how it is to be spent. This would be done and sent out in advance of the consultation and rei-iterated at the workshops.</p> <p>Action 9: Janet to pull together page on funding</p> <p>Scarborough to Whitby Railway Line Paul Johnson sent his apologies but asked if the Board could consider the following</p> <p>Sustrans have recently outlined their plans for the disused railway line between Scarborough and Whitby at Fylingdales Parish Council.</p> <p>There was considerable concern that a cycling proposal was being proposed for the track at the expense not only of other users but of the countryside and general environment.</p> <p>Please could we make a note of this and raise it at a future meeting.</p> <p>Action 10: Janet to put Old Railway Line and Sustrans proposals on next agenda</p> <p>Members non attendance Richard raised concerns about a number of members not attending the meetings and in some instances not sending their apologies.</p> <p>It was agreed that Clive would send out an email to those members as a matter of urgency highlighting the need for them to attend or otherwise relinquish their place on the board.</p>
8	<p>Date of Next Meeting</p> <p>1 June Note new date 20 July 21 Sept 16 Nov</p>