

Welcome to Yorkshire Coastal Tourism Advisory Board

Venue: The Crown Spa, Scarborough

Date: 18th April 2011

Time: 2pm

Chair: Clive Rowe-Evans

Taking Minutes: Sarah Barrowby

1.	Apologies for absence Harry Collett Jim Hughes Chris Goulder Stephen Wood Ed Asquith Chris Sigsworth At this point JD handed out the Terms of Reference, any questions regarding this need to be directed back to her.
2.	Minutes of the last meeting Board Meeting of 7 th March 2011 - Minutes accepted
3.	Matters Arising Welcome to Yorkshire Local Branch – Resources – JD clarified that the team covered two areas Ryedale and Scarborough Borough. Sarah Barrowby started employment with Welcome to Yorkshire (WTY) on 1 st April 2011. We are still waiting to hear about employment of a further Business Development Executive. Craig Nattress is currently employed by both Ryedale District Council and WTY. Tim Readman has further been recruited as Special Events Co Coordinator employed by SBC. All the action points were also covered – Open Air Theatre CRE advised the group that he had spoken to Brian Bennett re the lateness

of issuing the OAT programme. Brian reported that he too had been very disappointed with the situation and cannot defend the argument that the programme is later than anticipated. Brian confirmed that this would be raised later with both Apollo and Wychwood who are the promoters. Brian confirmed that Apollo had a ten year contract with a five year break clause.

JD confirmed that WTY have also raised their concerns regarding the delay in confirming the 2011 programme.

ACTION 1 – CRE to continue to chase Apollo for information on future acts at the OAT.

Regional Activity

JD handed out to the group the different markets that WTY are targeting with their campaigns.

Local Activity

JD confirmed that she is writing an individual cabinet member report regarding working with businesses who have signed up to the Y charter and also local inspected properties.

ACTION 2 – JD to confirm with WTY at SMT where non inspected properties will sit on www.yorkshire.com

What benefits would persuade your sectors to become members

JD confirmed that all board members have been sent the WTY membership details. JD advised that there is a 15% discount for Association members and also for any groups that would like to sign up, to enable member discounts these can also be considered for 10 or more businesses.

Quick Wins

It was agreed by the group that the car sticker should now be a window sticker for businesses to display at their establishments.

AM has worked on a design for this and brought it to the board for feedback. Too much information is included on the initial design so the board agreed that a simpler approach needs to be taken. Therefore wording will be 'Welcome to Yorkshire Coast' across the middle with local logos printed underneath.

ACTION 3– AM to look at the design again and then circulate it to the group for consideration.

ACTION 4 – JD to confirm how many window stickers need producing for the area to distribute

	<p>Other Matters Arising</p> <p>The board have recognised that currently there is no representation from North York Moors National Parks. It was agreed that a person from the authority be invited to attend.</p> <p>ACTION 6 – To invite Julie Lawrence from NYMNP to attend the board meetings</p>
<p>4.</p>	<p>Welcome to Yorkshire Update</p> <p>JD handed out the WTY marketing opportunities booklet which includes the campaigns that they are working on this year.</p> <p>Sponsorship opportunities are widely on offer in particular at the Scarborough Cricket Festival and the Surfing Championships.</p> <p>With regards to the Coastal Campaign JD will confirm further details and opportunities once she receives them.</p> <p>ACTION 5- To chase further details on the WTY Coastal Campaign</p> <p>JD confirmed that the regional website is still evolving, there have been certain issues with entries on www.yorkshire.com from members and these are being feed into head office. JD confirmed that destination pages are also going to be a part of the regional website.</p>
<p>5.</p>	<p>Local Initiatives</p> <p>JD advised the board about the local Walking & Cycling leaflet through the Outdoors campaign and also the Delicious Trail pocket guide which will include restaurants, cafes and pubs etc.</p> <p>JD also confirmed that a pocket attractions guide will also be produced following on from the one that was delivered through the YMCTP. CF showed full support for this guide. Careful branding must be considered for this.</p> <p>There are new coastal events that are coming to the area such as the UK Pro Surfing Championships at the beginning of October set to attract 5,000 visitors.</p> <p>Welcome to Yorkshire are also supporting the National Parks week and have put in a bid also for an extension of the Pickering War Weekend in October to take the event into Whitby.</p> <p>Funding has also included the support for the TANY guide if required.</p> <p>The board all gave their approval for the local area budget to be spent on these initiatives.</p>

	<p>JS announced that they are supporting Help for Heroes through Armed Forces Day and asked for the boards support in promoting the logo which is on their sticker for tourism businesses to display this will ensure a warm welcome by all.</p> <p>CRE agreed that this would be supported by the board.</p> <p>JD gave an overview of the new look local website. Advising members of the new features. As well as provide detailed tourism information it is expected the re-developed site will result in increased bookings/referrals and visits. Janet advised members that the site now allows for banner advertising, special offers and key event promotion. Phase 2 development will now be looked at, funding for development has come through the YMCTP. JD asked all members to ensure that they continue to support the site through promotion from their own businesses and through their associations. JC and AB confirmed that this site would be the main site promoted through the Guide.</p> <p>WTY membership now includes local benefits such as TIC referrals/ registration and an entry on DYC. There is however a small charge for a web –link as this takes people away from the site.</p> <p>CF raised concerns regarding the accuracy of the web-stats being provided and shared the information he had received from New Vision with regard to the use of spider activity. DF confirmed that he had investigated this and had received full details regarding the website analytics and ratified that the stats were as accurate as they could be. AM agreed and seconded this.</p> <p>ACTION 7 – JD to achieve more web statistics for attractions</p> <p>RF brought to the attention of the group a recent letter sent out by CN of the local team in respect of the affiliate’s scheme and how bookings were confirmed. RF found this very confusing with regards the difference between the confirmation of real time allocated bookings and indicative ones.</p> <p>ACTION 8 - JD will feed this back into CN and New Vision</p> <p>CRE advised the group that 4 companies had been shortlisted for The Spa following the tender process. DU and RF are working closely with Brian to ensure that Business Tourism is represented. DU will however not be involved from now on due to the fact that through family links she could be seen to have a vested interest.</p> <p>ACTION 14 - Clive to keep abreast of what is happening and report back as required</p>
6.	<p>Urban Renaissance Update</p> <p>GN confirmed that there had been little activity happening in this area apart</p>

	<p>from a few ambassador meetings. There have been changes recently and SBC want continuity for this area so that the voice of the town can continue especially to feed into the LEP's.</p> <p>A mapping process is happening however no direction has yet been confirmed.</p> <p>SBC & the board are now moving forward with renaissance for Scarborough, however recently Tony Peers has resigned from the board. Some members cannot commit and GN is now leading as Chair for the group. He confirmed that this area is to be kept separate from Tourism and needs to concentrate on feeding information into the LEP's and the business community and will link in with The Forum for Tourism.</p> <p>Both JS and RF believe that Renaissance should focus on inward investment and develop a strategy similar to that of Kissing Sleeping Beauty so that the town can pull together in the same direction. Renaissance should look at funding opportunities.</p> <p>ACTION 9 – GN to give an Urban Renaissance Update overall including Whitby & Filey</p> <p>ACTION 10 - GN asked the group to consider what tourism objectives they would like the renaissance team to work towards in the next 2, 5 and 10 years.</p>
7.	Recruitment week in the Autumn – Defer to next meeting
8.	Working with Yorkshire Wildlife Trust/RSPB for promotion of out of season activities – Defer to next meeting
9.	<p>Awards</p> <p>The board agree that they would like to see these happen but with a high quality event so there is a balance with other areas such as Visit York.</p> <p>Following the successful awards ceremony last year the feedback was that these were well received but need to happen on a larger more professional scale.</p> <p>A process of self nomination this year is to be considered rather than nomination cards been used. This would ease the process and would be open to any member of WTY and the associations. Also to consider the categories being in line of those regionally with WTY so that businesses can submit their applications in to both to ensure greater coverage for award winning businesses.</p> <p>ACTION 12 - Associations to feed into the next meeting and the board to discuss how they would like to see the awards move forward</p>

10.	Whitby Station Car Park CF brought to the attention of the board the deep concerns that he has with Northern Rail ticketing vulnerable tourists in the station car park, a key town location. CF has tried to get in touch with Northern Rail but hasn't made much progress with this matter. The board agreed that this was a concerning issue and that separate avenues need to be looked at such as local media and separate meetings etc and an operational action as a group.
11.	Any other Business No other business raised
12.	Dates and times of future meetings 2/6/2011 at 2pm The Crown Spa Hotel