

Welcome to Yorkshire Coastal Tourism Advisory Board

Venue: The Spa – Scarborough

Date: 18 April 2013

Time: 2pm

Chair: Clive Rowe-Evans

Taking Minutes: Janet Deacon

1.	Apologies for absence
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David Frank

Richard Frank

John Senior (James Corrigan in attendance)

Graham North (Mike Salt in attendance)

Cllr Janet Jefferson (Tony Stevens in attendance for info only)

Harry Collett (Charles Forgan in attendance)

Also in attendance – Andrew Clay

2.	Minutes of Last Meeting and Actions
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Board agreed the minutes as a true record

Matters Arising

Action 1 - Monthly KPI's

Stuart Clark had kindly provided the figures for Parking now which would be sent to Richard along with other stats for analysis

Janet had been to a seminar at the University Of Hull and they had indicated that they would be interested in providing research facility for Visitor Economy. Janet has arranged a meeting with them to discuss further and would report back to board. But thoughts would be that they could undertake the analysis and fill in on any gaps.

Janet to chase up Weather data from David as this was the only thing now outstanding from agreed stats.

Catriona had sent NYMNP stats which would also be sent to Richard for information and analysis

**Action: Janet to feedback on meeting with University
David to provide weather stats in readiness for next meeting
Janet to meet with Richard to undertake analysis and provide feedback to next meeting**

Action 2 - Sub-Groups

Still awaiting confirmation of funding from WTY however Gary had advised that the budget which included our contribution was being taken to the Board on 22 April.

Action 9 – Janet to update group once confirmation has been received.

Action 6 - Ticketing System

SIV sorting out ticketing system and will feed back to next meeting

Action 6 Dom to meet with Janet and feed back to next meeting.

Action 11 – SIV Structure

Dom to chase up SIV structure and send to Janet for circulation

3. SBC Structure and Changes

The group welcomed Cllr David Chance to the meeting. Cllr Chance gave an overview of his background and highlighted the importance of Tourism to the Borough and confirmed that it was one of SBC's key priorities. He also advised the group that the Council had and would continue to have some challenging times in terms of funding and that the Council would be looking at different ways of delivering services.

David had also advised the group that he has asked for a review of the current strategy and for it to be more inclusive in terms of leisure, art and culture.

The group then welcomed Andy Skelton to the meeting. Andy gave an overview of his background and the services that he would be heading up within the new structure. These include

- ✓ Planning
- ✓ Car Parks
- ✓ Customer Services
- ✓ Benefits
- ✓ Leisure
- ✓ Tourism
- ✓ Environmental Health
- ✓ Housing
- ✓ Licensing
- ✓ Cleansing & Parks (including

	<ul style="list-style-type: none"> ✓ Pub Cons) ✓ Emergency Planning <p>Andy highlighted that whilst he did not have a tourism background he had in-depth knowledge of other services including Environmental Health, Licensing, Parks and Cleansing off of which are crucial to the destination offer. He advised that his portfolio of service were wide ranging and that he would looking to work closely with his officers who were specialists in their areas to manage and develop their services as efficiently as possible.</p> <p>Andy advised the group that in terms of SBC’s commitment to Tourism that the recent and forthcoming projects such as Open Air Theatre, Partnership agreement with Sheffield Venues and the Waterpark show that SBC is continuing its commitment to the growth of the tourism industry.</p> <p>A comment was made in terms of the provision of information on audience figures for the Futurist and the group asked that Cllr Chance and Andy look at establishing if this could be obtained prior as part of any future SLA/Lease agreement.</p> <p>Action 9: Janet to feed in the request for the need of Futurist audience data to Nick Edwards</p>
<p>4</p>	<p><u>Local Enterprise Partnership</u></p> <p>Tim updated the group on the constitution of the LEP and advised that the main purpose was that the LEP was established as a voice for the businesses. The Board is made up of 16 members of private sector and leaders from the local authority areas.</p> <p>The LEP acts as a broker between businesses to provide assistance to each other. The LEP work and support businesses to start up, develop and grow.</p> <p>The key objective is around the provision and growth of good quality local jobs and contributing to the quality of life for local residents.</p> <p>The LEP work supports 6 key strands:-</p> <p>Business Finance – Access to funding via banks etc</p> <p>Business Networks – Providing a networking opportunity for businesses to improve knowledge, intelligence and become better connected.</p> <p>Technology – Supporting the provision for better high speed Broadband across rural areas</p> <p>Skills – Supporting the communication between public and private sector to ensure that the right workforce skilled to the right levels are available.</p> <p>Agri food – Working with the supply chain of all agricultural food businesses. The LEP are developing a programme to enable small food producers to learn from some of our best regional food brands about how they grew their business.</p> <p>Visitor Economy – Working with all Tourism sector/visitor economy sector businesses to share best practice to ensure that visitors to the area receiving</p>

	<p>a fantastic experience and keep returning.</p> <p>A whole range of Events to support businesses are available and details can be found on the LEP web-site http://www.businessinspiredgrowth.com</p> <p>Tim provided information to the Group regarding the Pathfinder Project that they are leading on with Visit England.</p> <p><i>The York, North Yorkshire and East Riding Enterprise Partnership has been chosen by Government to be the first ever Local Enterprise Partnership 'Pathfinder' for the visitor economy and to play a leading role within the national network of LEPs. This is the first and only tourism-focused pathfinder appointed by the Department of Business, Innovation and Skills.</i></p> <p><i>Working with VisitEngland, the national tourist board, the project will involve looking at the success factors that help businesses innovate by bringing together some of the LEP area's most forward thinking business people as well as experts from across England, industry and technology. It will include the brains behind Foursquare, The Eden Project, City Inn Hotels, Alton Towers and Legoland, The Feversham Arms, Welcome to Yorkshire and Bivouac. There will also be discussions with tourism agencies about how to spread the learning locally and get businesses involved</i></p> <p>Tim also advised the Group that they would be working with various stakeholders on the development of a new Economic Growth strategy for the area. ERDF and RDPE funding would then be allocated based on bids being aligned to the new strategy.</p> <p>Tim highlighted that the LEP were looking to fund a post which would provide support to businesses/organisations on sourcing and the completion of applications to access funding/grants.</p> <p>Tim also advised the group that they have what is called A Growing Places fund available to which businesses can apply for a grant on a loan basis and pay back over a number of years.</p> <p>Actions 10:- Janet to send Tim details of the feasibility study undertaken to improve and re-align the National Cycle Route one to come into the resorts. Tim to look at potential funding pots.</p>
5	<p><u>Arts Council England</u></p> <p>Janet had previously circulated the document relating to Arts Council and Visit England Partnership to members for information. Janet advised the group that to date that is the only information available however further information in terms of the criteria for application will be to follow.</p> <p>Wendy/Andrew and the Creative Driver Partnership would take the lead on this and feed back to the Advisory Group on potential projects for the Borough. Wendy confirmed that it would be more beneficial for one bid to go</p>

	<p>in to show that all sectors are working in partnership and liaising on projects to ensure no overlaps or duplications.</p> <p>The CDP will meet on 12 June and will look at ideas for both Tour De France 100 day arts and culture celebration which will take place on lead up to next years Tour De France and potential projects for Arts Council.</p> <p>Action 11: - Wendy to feed back suggestions to the Group as necessary</p>
6	<p><u>National Cycle Route 1 update</u></p> <p>Janet advised the group that funding has still to be found for the £30K shortfall. SBC/Sustrans will continue to look at where the match can be found and continue to push forward project through DFT pots.</p>
7	<p><u>Rising Tides Update</u></p> <p>Andrew confirmed that information to go into Janet's monthly e-newsletter had been provided surrounding how to improve web-sites, social media etc. Creative Driver Partnership are to do a critique of discoveryyorkshirecoast.com on arts and culture and provide suggestions on improvements to Janet.</p> <p>Action 12: CRP to do critique of DYC and feed in improvements/suggestions</p>
8	<p><u>Sheffield Venues – Update on Spa and Pavilion Programme</u></p> <p>New brochures have been produced for each of the venues as opposed to one brochure covering the two, however there are cross references to each of the venues within the publication.</p> <p>The aim of this years programme is to offer a full year roud programme and change the emphasis on existing programme focusing on quality and improved marketing. This years programme so far will include</p> <p>Seaside series – Opening with Jools Holland and Closing with Courtney Pine at the Jazz Festival.</p> <p>Spa Orchestra – Playing Monday to Friday morning concerts and Monday to Thursday evening concerts.</p> <p>Comedy – Al Murray, Last Laugh Comedy Roadshow – John Shuttleworth, Roy Chubby Brown, Jimmy Carr and Jason Manford</p> <p>Celebrities on Ice – Raising the profile of the Spa as part of its National Tour with Arenas – 31st May 1st and 2 June.</p> <p>The Darkness – Playing on 3rd June.</p> <p>Also hosting Hacienda After Party in line with Happy Mondays at the Open Air Theatre.</p> <p>Whitby Pavilion April in Paris, Mike Harding, Me & My dad, Sound of Music, Summer End, Curtain Up, The Magic of Disney, Whitby 60's Music Festival, Lcky Sods,</p>

	<p>Flipside Summer Rock and Roll Weekend, Whitby Soul Weekender, Haywire and Whitby Comedy Festival</p> <p>The Long Bar bistro project – Will have bar in place by May 20th.</p> <p>Whitby Café – Redecorating and branding the Café area should be complete by end May. Bringing the Box Office back into the venue Undertaking various bits of maintenance work in conjunction with the Council.</p> <p>Cinema is being further developed and has become extremely successful</p> <p>Conferences – Marketing team in conjunction with Scarborough Borough Council are looking to target new and previous clients who are currently going to other destinations.</p>
9.	<p><u>WTY and SBC Tourism Marketing Activity Update</u> <u>Tourism Services</u> Attached and previously updated.</p>
10.	<p>Any other Business</p> <p>Stephen Wood reported that the 1st two live streams on Cinema will be announced in the next week or so at the Stephen Joseph.</p>
11	<p>Date of next meeting – 27 June</p>