

Welcome to Yorkshire Coast Tourism Advisory Board

Venue: Scarborough Town Hall

Date: Thursday 23 July 2015

Time: 2pm

Chair: Clive Rowe-Evans

Taking Minutes: Janet Deacon

1.	<p>Apologies for absence</p> <p>Ed Asquith Richard Frank Leah Goodwin Janet Jefferson Diane Uhalde Wendy Clews</p>
2.	<p>Minutes from Last meeting</p> <p>Agreed as a true record</p>
3.	<p>Actions from minutes</p> <p>Action 2: Nick confirmed that no draft inward investment plan had been yet produced and the team were waiting for the confirmation of key projects such as Coventry Uni, UTC, Water Park, Potash etc. Now that these were being progressed a draft document would be produced and Tourism Service would be involved in its development. A draft would then be sent to the board for information and comment.</p> <p>Action 3: Richard to meet with Stuart and Jane a.s.a.p re Parking review etc.</p> <p>Action 5: Graham yet to progress with the development of conference discount package with support of Tourism team when time allows.</p> <p>Action 15 – Board still to consider three further marketing/development initiatives which can be costed and brought to the board. Clive asked the board to consider this as priority for main item discussion at the next meeting</p> <p>Action 18 – Clive had invited Tyro and Coventry Uni to the September meeting, still to invite Hull College to attend as well.</p>

	<p>Action 19 – Graham to remember to invite Community Rail Partnership to November meeting.</p> <p>Action 20 – Clive had spoken to the LEP and as a result Tim has come to the meeting to update the Board</p> <p>Action 21 – Andrew had put the wrapping of the Futurist on the Creative Driver Partnership agenda. The group felt that it was an excellent idea. The board agreed it should write into the Leader and CE to look at this</p> <p>Action 22 – Andrew confirmed he had held a meeting with partners on the Crescent re collaborative marketing. A number of key actions had come out of the meeting which included, event marketing, signage, branding, looking at covenant with residents etc. The group will be meeting again in a few weeks to identify progress to date.</p> <p>Action 23 – Nick confirmed that David had highlighted the need to market the destination to high end quality hotel groups to support the development of conferences. Nick confirmed that he is meeting an operator in the next few weeks to discuss this.</p> <p>Action 25 – Board members had approached a number of people in relation to the vacant positions on the Board. Four applications had been received and the sub group would be meeting at the end to discuss these.</p> <p>Action 26 – Clive had made contact with VHEY, the previous chair had now stepped down and another chair is being appointed. Once the new chair is in place Clive would arrange a meeting.</p>
4.	<p>Local Enterprise Partnership</p> <p>Tim updated the board on a number of projects. Tim highlighted that the LEP had been working with Make It York and Visit England on destination innovation. Tim highlighted that the initial innovation programme pilot was delivered by Susan Briggs for the NYMP which was successful and produced a roadmap with actions for activity to be delivered by all.</p> <p>The LEP had carried out an evaluation on this and decided that it wanted to tweak the scheme slightly and deliver a similar scheme but that was carried out & delivered by local public/private sector groups. Tim highlighted that the innovation programme was currently being taken up by Ryedale and that he had been having discussions with Janet about delivering something in the area.</p> <p>Janet confirmed that she had spoken to some of the sectors in relation to this and had mentioned it at the Cultural group meeting at the Crescent. Sheffield International Venues, The Open Air Theatre, Stephen Joseph Theatre and Scarborough Museums Trust, Create and Woodend had all expressed an interest in undertaking joint research and also moving forward with the workshops.</p>

	<p>Tim also informed the group that the Destination Innovation programme is also being used as a route into funding from Defra of which there is £1.2m available.</p> <p>Tim highlighted that there would be calls for action sometime in September for grants for £25k+ from Defra – key focus on bringing in more visitors and creating jobs. This is Rural Development funding so sadly does not include centre of Scarborough.</p> <p>Action 27 – The Board to identify key groups who could take the destination innovation programme forward. Janet to identify dates from partners who had already agreed to move forward on this.</p>
5.	<p>Visitor Volume and Value Research</p> <p>Janet had previously circulated the research to the board and confirmed that a press release would be going out on the positive news that the destination had seen a 2% increase in domestic overnight trips and a 4% increase in spend. Estimated that £318m was spent by all overnight visitors (domestic and overseas) resulting in 5% increase over 2013/14.</p> <p>Clive asked the Board if this reflected what businesses were seeing. Richard from the Sea Life Centre confirmed that it was and that visitors were spending more now. Some board confirmed that this reflected what appeared to be happening last year.</p>
6	<p>Market & Coastal Community Team Update</p> <p>Nick confirmed that the team had been successful in securing Coastal Community Funding to transform the Market. This would include full refurbishment with focus on delivery of high quality food, drink. The funding would also be to support the development of entertainment and events within the market and surrounding area. The key aim being to transform the Market to make it a key destination for residents and visitors.</p> <p>Nick also advised the Board that they had also put in a bid for £10k to support the development of a Coastal Communities Team (CCT). The funding for this is to establish a team to look at improving Eastborough and the linkages from the Market down to the Seafront. Also Nick confirmed that the concept of creating a town square in that part of the Town was also back on the table. The board asked if there was an opportunity to make Eastborough pedestrian only. Nick thought that this could pose a problem but that they would be looking at a whole range of potential improvements.</p> <p>Nick also informed the group that a CCT bid had been successful for Whitby East side as well. Liz Dowson was leading on this project.</p> <p>Action 28 – Nick to keep Board informed on the CCF and CCT projects</p>
7	<p>TBID – Consultant selection</p> <p>Mike informed the group that a brief had been developed and that three quotes had been sought from companies for a TBID feasibility study. Two companies had come back – Mosaic and Blue Chip. Mike and Clive had carried out the evaluation using SBC criteria. Mike felt that both companies</p>

	<p>could have undertaken the feasibility study however it was felt that Mosaic due to their experience in delivering feasibility work and their success rate in carrying out full bids should be appointed.</p> <p>Mike also highlighted that key elements would need to be discussed at outset.</p> <p>Janet confirmed that to date £8,500 had been secured. A further £1500 to be found.</p> <p>Mike confirmed that he and Janet had met with the insurance company who were at the BHPA meeting but was still waiting to hear from them re contribution.</p> <p>Mike attended the Scarborough Chamber of Trade meeting and they had agreed to fund £500 towards the feasibility</p> <p>Graham asked if Mike could provide some key bullet points and a letter that board members could use to support them in trying to secure some funding.</p> <p>Nick to meet with larger retailers to try and secure funding Mike to go to Whitby Town Council meeting to discuss and look at potential funding following Janet's discussion with Pam Dobson Graham & Shirley to speak to individual businesses re support</p> <p>Action 29: Mosaic be appointed to carry out the feasibility study once all funding had been sourced. Mike to pull together a letter and bullet points for board members to use when in discussion with potential funding partners.</p>
8	<p>Yorkshire Coast Destination Marketing Projects</p> <p>Project One – Promoting the whole Yorkshire Coast Clive advised the board that when he met with Richard Flinton and James Berresford they both advised that the board look at four large projects which should be ready to go when funding becomes available. Janet suggested that the Board should look at a scheme aimed at promoting the whole of the Yorkshire Coast similar to what the NYMP have done for the park area. She highlighted that she had recently had a meeting with Redcar and Cleveland Council who are keen to work with us on promoting the Yorkshire Coast. Janet suggested that a small working group be established to look at pulling together a programme of activity to support this.</p> <p>The Board agreed that work should begin on this as soon as possible. – Initial group to consist of Mike Catriona Janet Nick</p>

	<p>Proposals then be brought back to the board for further discussion.</p> <p>Janet also confirmed that she had spoken to David Kelly and he advised that there was nothing stopping the Board from submitting a CCF bid as well as the Council and that he would provide support to do this.</p> <p>Action:30 – Janet to pull together working group to start pulling together projects to access funding including DEFRA.</p> <p>Northern Futures – Janet had previously circulated some notes in relation to the activity surrounding the work being carried out on the Northern Futures Funding which is looking at increasing international tourism visits to the North.</p> <p>Mike updated the board on what the funding was for and some of the activity being carried out. Various pieces of activity are being delivered and DMO leads are being asked for information to feed into the programme. Catriona and Janet confirmed that they are feeding into the programme.</p> <p>Key contact for board members should they wish to be involved are</p> <p>Programme Delivery Director, Melanie Sensicle E: melanie.sensicle@visitengland.org T: 07920447665</p> <p>Programme Manager, William Smart E: william.smart@visitengland.org T: 020 7578 1475</p> <p>Workstream leads</p> <p>Business Visits and Events, Simon Gidman E: simon.gidman@visitengland.org T: 020 7578 1442</p> <p>Digital, content and creative, Alison Lewis-Jones E: alison.lewis-jones@visitengland.org T: 020 7578 1028</p> <p>Leisure and Connectivity, Anke Monestel E: anke.monestel@visitengland.org T: 020 7578 1432</p> <p>Travel Trade, Stuart Heath E: stuart.heath@visitengland.org T: 020 7578 1440</p> <p>Corporate Communications and Media, Angelah Sparg E: angelah.sparg@visitengland.org T: 020 7578 1482</p>
9	<p>Discover Yorkshire Coast Champions</p> <p>Mike circulated the Discover Yorkshire Coast Champion brochure and updated the board on the pilot scheme which had been delivered by Tyro Training. The workshops had been very successful with 70% of people stating that the course was excellent and 30% good. 96% thought the training would improve the way they work. Following the pilot Tyro will be looking to secure funding to support ongoing delivery of the training.</p>

10.	<p>WTY Update Janet had previously circulated the update for the last two months. Janet highlighted that the team were now working on the 2016 holiday guide with associations and partners from East Riding. Copy has been written, a new image library is being produced, advertisement forms have been distributed.</p>
11	<p>CCF Update NYMNP Catriona updated the board on where she was in terms of delivering the NYMNP CCF update. Catriona highlighted that the funding would be used to support some structural improvements, arts project including a mosaic on RHB sea wall, a new licensed by BBC trail of Old Jacks Boat.</p> <p>Catriona also highlighted that there was funding in the pot to support the development of events within the wider NYMNP area (excl Scarborough Town and south of Scarborough).</p> <p>Catriona will update the board on activity being carried out at each meeting.</p>
12	<p>Any other Business</p> <p>Living Wage – Both John and Charles had raised this separately with the Chair. John highlighted that the budget had really hit small businesses badly what with the living wage and other key changes. John pointed out that it is difficult for smaller businesses to increase prices to reflect these additional pressures being put on the and will reduce the profit margins considerably. John warned that this would result in some businesses selling and coming out of the industry.</p> <p>Charles also highlighted concerns in relation to the Living Wage and advised that the only way that this could be dealt with in relation to the Captain Cook Museum was to increase prices over the next few years to support the new policy.</p> <p>Action 31 – John, Charles & Clive to pull together wording for a letter to be sent on behalf of the board to minister re the situation. Businesses around the table to report back to Clive on what the changes will mean to them.</p> <p>Sealife Centre Offer – Richard invited Board members to visit the Sea Life Centre on 19 August from 7pm to look at the new facilities.</p> <p>Scarborough Castle – Graham advised the board that Forum for Tourism are looking at having an event at Scarborough Castle on 16 September. Inviting suppliers and businesses. Further details will follow</p> <p>Night Before the Colours – John advised the board that the annual Night Before The Colours event would be taking place on 6 November, the event is being held to support the Armed Forces Day event for next year.</p>

13	Date of Meetings 30 September 2015 – 2pm Scarborough Town Hall Cabinet Room 26 November 2015 – 2pm Venue to be confirmed