

Welcome to Yorkshire Coast Tourism Advisory Board

Venue: Scarborough Spa Music Room

Date: Thursday 26 March 2015

Time: 2pm

Chair: Clive Rowe-Evans

Taking Minutes: Janet Deacon

1.	Apologies for absence Ed Asquith Cllr David Chance Jo Ager Andrew Clay Nick Taylor Richard Dilly Shirley Smith Catriona McLees
2.	Minutes from Last meeting Agreed as a true record
3.	Actions from minutes Action 2: Janet has not yet received info from Nick re draft Inward Investment Brochure. Janet to chase. Action 3: Richard and Stuart to meet in June Action 5: Michelle from Janet's team had gone out with an email to businesses to seek interest in providing discounts for conference delegates, unfortunately the response had been poor. Due to other major priorities Janet's team cannot look into this at the moment. Graham North offered to pick this up and contact some key businesses to see if they would be interested in offering discounts. Action 7: Calculations on how OAT spend was derived is still to be provided. Janet to look into this for next meeting. Action 8 - 11:- Clive, Janet, Mike and John had met with various organisations to discuss the TBID and obtain commitment in terms of funding. So far £8,475 had been committed however not all had been received to date. Until the funding is in the bank an order cannot be processed.

Mike, Janet and Charles had met with John Freeman from the Whitby & District Tourism Association. He verbally made a commitment but had to have this ratified by the association at the next meeting in April.

Clive, Graham and Janet had met with Richard Flinton to discuss TBIDS and Tourism in general. The meeting was very positive and the County Council were very supportive. A suggestion was made that the Board look at four key tourism projects and ensure that they are ready to go when looking to attract the new funding which will be coming through via the LEPs

Janet had spoken with East Riding Council and they have also committed £1k to the feasibility study.

Action 12: Following on from the Ambassadors Dinner – Next stage is for Janet to prepare a proposal for the development of a toolkit which can be used to secure funding from partners.

Action 13: - The board had written to the NYMNP as outlined in the previous minutes seeking clarification on some key issues. Charles and Clive had also had meetings and held discussions with the NYMNP in relation to further queries.

York Potash having received a copy of the feedback had requested a meeting to clarify some of the points raised in the letter and update the board on further developments. This is item 3 on today's agenda today.

Action 14: - Many board members had attended the Welcome to Yorkshire Conference. The board felt the delivery of the event was excellent. Some board members felt that it would have been good to have seen much more content on all the other good things that WTY were involved in and not focus so much on bikes and sporting events.

The Chairman to feed this suggestion back via letter/email to WTY.

The board also suggested that the letter highlight the need for more information on Yorkshire at the gateways into the region because there was very little about Yorkshire in the Hull and Newcastle ports or on the Ferries themselves. Board members reported that there was nothing on the DFDS ferries promoting south of Newcastle and very little on the P&O Ferries.

Janet highlighted that all of the gateways were being looked at in relation to promoting the Country to international visitors as part of the Northern Futures Funding which is being administered by Visit England.

4.

Potash

Graham North, Janet Deacon, and Cllr David Jeffels said that they could not be involved in discussions surrounding the Potash agenda item.

Clive welcomed Chris Fraser and Matt Parsons to the meeting and outlined the Boards main concerns again. Clive highlighted that the Board had agreed not to take sides but to purely comment on issues which could have an impact on Tourism.

In the main these were related to the increase in Traffic during construction and the fact that the Whitby traffic system is at capacity during the main summer seasons and at other key times of the year.

The Board suggested that if the scheme goes ahead in its present form it will increase traffic on the road and cause problems during these busy periods. The project highlights a very large increase in heavy good traffic with the heaviest density of traffic likely to be at the Guisborough end. Tourists arriving on A171 before Guisborough roundabout will be congested and met with Heavy mine traffic. 1. Lorry every 2.6 minutes will no doubt impact on the day visitor market.

The Board pointed out that the research does not look at the impact on Whitby Tourism, only the National Park and that there has been no reflection in relation to the projected increase in visitor numbers as outlined within the Visitor Economy Strategy.

The board suggested it would like to see a joint appraisal on York Potash by SBC, NYCC, YMNP, Redcar and Cleveland and Middlesbrough carried out to look at the impact the Tourism Traffic would have on Whitby.

Charles drew attention to a map in the application documents which appeared to show for phase 1 production that only 31 jobs were expected for Whitby and the Esk Valley, similar small numbers for Scarborough with the vast majority to be sourced from Teesside.

Clive then handed over to Chris to respond to some of these concerns.

Chris provided the board with an overview of the project and provided information in relation to the concerns raised by the Board in their response to the North York Moors National Park.

In terms of minimising visual impact –

YPL tourism assessment focused on the National Park

- The impact on the tourism experience during construction, as identified in the EIA , would include visual impacts from a limited number of viewpoints and disruption to a small number of pedestrian routes
- Re-development of RAF Fylingdales did not negatively impact on

Tourism

- Ipsos MORI perceptions survey, possible loss in tourism revenue of £10.3 million per annum (3.4% reduction of NYMNP total)
- Assessment concluded that impact on tourism likely to be minor, but recognised that the perceptions of people considering visiting the area could be affected

Traffic and Transportation impact –

This detailed assessment is being robustly examined by the relevant authorities

- The YPL planning submission contains a comprehensive assessment of the potential impacts of YPL construction traffic
- Extensive consultation with planning and highways authorities
- They are very interested in the potential impacts on A171 during periods of peak tourism traffic
- Planning and highways authorities are appraising the YPL assessment in great detail. In effect the appraisal being requested by CTAB is already being undertaken.

Construction vehicles

- “An HGV every 2.6 minutes on the A171 between Guisborough and Whitby during the four or five years of construction”
- At the peak of construction, at that point of the A171, it is correct for HGV vehicles travelling in either direction
- Coming into Whitby in the direction of the mine it is an HGV every 9-10 minutes
- YPL vehicles also need to be seen in the context of background traffic levels
- For every SIX existing HGVs on the road there would be ONE additional YPL HGV coming into Whitby

Impact and Mitigation

YPL construction traffic would not result in significant adverse residual impacts

- Mitigations would reduce the impact to a level the road network could accommodate, and would therefore not adversely effect tourist traffic

- Mitigation measures were developed together with the planning and highways authorities and include:
 1. Mayfield Road junction enhancements increasing junction capacity
 2. Right turn lanes
 3. Road widening
 4. Setting a maximum daily number of HGVs and ensure they are spread evenly throughout the day
 5. Areas to stockpile material at the mine site
 6. Training for YPL HGV drivers so that they pull over if traffic is building up behind

Section 106 Obligations

Proposals to promote tourism in the National Park and coastal area

Tourism

NYMNPA

Funding for promotional activities to local businesses, Visit England and Visit Britain - £150,000 per annum for 10 years (£50k each per year)
 NYMNPA promotion - £100,000 per annum ongoing
 Directional brown signs - £400,000

Welcome to Yorkshire

Funding to support local, national, and international promotion of the North York Moors as a high quality destination
 200,000 per annum for 10 years

Scarborough Borough Council

Funding to support promotional activities at Whitby £50,000 per

annum for 10 years

Additional Train Service

Double the Train service between Middlesbrough to Whitby without Impacting on NYMR

Alternative way for visitors to access the National Park and coastal area £500,000 per annum for 3 years, possibility of £250,000 for a further 3 years

Cost of infrastructure work subject to a pre-identified cap

Environmental enhancements, offsetting and promotion of understanding

- Enable the NYMNPA to enhance and offset the special quality impacts and to promote understanding
- £600,000 per annum during construction (5 years), £400,000 post construction (5 years) and £200,000 per annum during operation (On-going)

Employment and Training – opportunities for local people

Funding for schools and Colleges

- Funding to increase the awareness of STEM related careers and to enrich the science curriculum in schools and colleges
- £75,000 per annum for 10 years, £40,000 for 2 years

Local Employment Sourcing

- Funding to support provision to identify and prepare local people for opportunities during construction and operation
- £80,000 per annum for 5 years
- £50,000 per annum for 10 years for programmes targeted at

unemployment

Employment Targets

- 50 apprentices over 5 years, and maintain an ongoing programme
- Supporting 15 people through YPL undergraduate programme

- Work based training for 250 people in preparation for mining operations
- Train 50 people with transferrable skills to become tradespeople

Summary of response to Tourism Advisory Board concerns

YPL response to CTAB request 1 - **There is no need for a separate appraisal of the impact of YPL construction vehicles**

YPL response to CTAB request 2 – YPL construction traffic has been organised in the most efficient way within standard UK construction guidelines

YPL response to CTAB request 3 - the **CTMP is the type of mechanism requested by the CTAB for managing YPL construction traffic efficiently**, and responding to issues as they arise

YPL has agreed to **fund extensive tourism promotion, including activities specifically targeted at Whitby**, in recognition of potential perception impacts

Chris advised that the traffic impact assessment is being assessed by Planning Authorities, Highway Authorities and their advisers and will be taken into account when decisions are being made

YPL are fully committed to maximising local employment. 31 people was the worst case scenario used to support the traffic management worst case scenario assessment.

The businesses directly surrounding the mine will be assessed and any impact will be looked at on an individual basis.

The board thanked Chris and Matt for coming to address the Boards

	<p>concerns.</p> <p>Two board members highlighted the need for the Board to support the project as in terms of economic benefit that this project will bring to the area.</p> <p>Charles accepted that YPL's skills strategy should improve on the 31 jobs expected by the transport consultant for Whitby and the Esk Valley. He suggested that it might be helpful if YPL said what jobs were now expected. Chris Fraser declined saying YPL might be criticised in the future if it failed to achieve a new estimate</p> <p>Following the meeting the Board discussed this further, however the Board must consider its position in terms of being able to address and support Whitby Tourism if issues occur moving forward should the project progress.</p> <p>Charles highlighted that the traffic assessment figures had not taken into account the 5% increase in visitor volume projected by the Visitor Economy Strategy, the Natural increase and also the Dogger Bank development, all of which the Authorities should take into account.</p> <p>Action 13: The Board agreed to send a response to the National Park in relation to concerns over the traffic implications to Whitby Tourism and requested that a study be undertaken to look at this in detail and that an that the appraisal identifies the best way to organise traffic in a way in which to minimise the impact on Tourism.</p> <p>The Board also requested that this body be included as a consultative body in future.</p>
<p>4.</p>	<p>Interserve</p> <p>Sharon Incerti provided a presentation on the work that Northern Power Grid would be doing to improve the power connection between Pickering and Whitby. The Project would last approximately 18 Months. Traffic lights would be in place along the A169 as parts would only be accessible by single lane traffic.</p> <p>Janet to send Sharon list of key events which are on in Whitby to minimise the impact into Whitby at key times of the year.</p> <p>A letter will be going out to all businesses to alert them of the work being carried out.</p> <p>Sharon will keep the Board abreast of the development and will be liaising closely with the Councils communication and Tourism team.</p>

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TBIDS

The board had secured £8,475 from various organisations these included

£500 – South Bay Traders

£1000 – North York Moors National Park

£1000 – Merlin Entertainment

£500 – Forum for Tourism (awaiting cash payment)

£100 – Captain Cook Museum

£1000 – Scarborough Council

£1000 – East Riding Council

£1000 – Confotel members

£1000 – Whitby Tourism Association (Verbal has to be ratified by committee in April)

£500 – Scarborough Hospitality Association

£75 – Raincliffe Hotel

£300 – Scarborough Museums Trust

£500 – Yorkshire Coast Radio

Janet confirmed that she would need to receive the cash from Scarborough Forum for Tourism and also Whitby Tourism Association a.s.a.p

Once this funding had been received Janet confirmed that Mo Aswat had agreed to progress on the feasibility on this basis with the understanding that the board would continue to source the remaining £1,500.

Clive updated the group on the meeting he had had with Richard Flinton CE of North Yorkshire County Council. The County are very supportive of the direction that the board are taking and will look to support initiatives that will support tourism growth, especially if it has a wider impact on the region.

Richard had suggested that the board brainstorm ideas and come up with four ready to go schemes which could be used to access funding from the LEP once money was available to bid for.

Clive also advised the Board that he had been invited by Richard to meet with him and James Beresford of Visit England to discuss promotion along the Yorkshire Coast.

Action 15 – The Board to consider four key tourism destination marketing development schemes.

Action 16a - Janet and Mike also to look at the in kind elements which would need to be delivered

Action : 16b Janet also would need to have an exception report done before raising order to Mo Aswat due to amount and the board wanting to go direct to him for the work.

6	<p>WTY Update Janet gave a verbal update on the activity being carried out over the last two months by the regional and local teams. – Notes to be sent out with minutes.</p>
7	<p>Any other Business John advised the group that the next key dinner of the Ambassadors would be with Leeds Bradford, Lufthansa, Air Lingus. The event will have a tourism twist so we will have the opportunity to talk about TBIDS and also the Business Tourism Ambassador Scheme which looks to attract international business tourism as well as domestic.</p>
	<p>Mike advised the group that Tyro are looking to pilot a Welcome to Yorkshire Coast initiative with focus on customer service and product knowledge. The launch events are to be held</p> <p style="text-align: center;">Tuesday 05 May 2015 – Cober Hill, Scarborough</p> <p style="text-align: center;">10.30am – 14.00 (including buffet lunch)</p> <p style="text-align: center;">Wednesday 06 May 2015 – Quayside restaurant, Whitby</p> <p style="text-align: center;">10.30am – 14.00 (including fish & chips lunch)</p> <p>Action 17: Board members are encouraged to spread the word to their members within the Borough.</p> <p>Action 18: The board also had a discussion about all the new training providers that were in and coming to Town. The Board suggested inviting each of the training providers to future advisory boards to discuss how they are going to ensure that their future Strategies are delivering the needs of the Tourism Sector and not competing with each other to maximise opportunities.</p> <p>Graham advised the Board that it would be prudent to invite the Community Rail Partnership to an Autumn meeting to discuss opportunities for community rail projects and developments</p> <p>Action 19: Graham to invite the partnership to the September or November meeting</p> <p>Clive raised an issue which was discussed with Richard Finton in relation to the LEP and the lack of Tourism knowledge and representation. Richard suggested that there may be opportunities to get key strategic people onto the board. The key issue is that there is the Chair of the VisitYork Board sitting on the lep, however she does not have the necessary tourism background.</p> <p>Action 20: Clive to speak to LEP to see if and when the vacancies may occur</p>

8	Date of Meetings 21 May 2015 – 2pm Venue to be confirmed – Strategy Action Plan update 23 July 2015 – 2pm Venue to be confirmed 24 September 2015 – 2pm Venue to be confirmed 26 November 2015 – 2pm Venue to be confirmed – Strategy Action Plan update