

Welcome to Yorkshire Coastal Tourism Advisory Board

Venue: The Spa – Scarborough

Date: 27 June 2013

Time: 2pm

Chair: Clive Rowe-Evans

Taking Minutes: Janet Deacon

1. Apologies for absence

Dominic Stokes – Ruth proctor in attendance fro SIV

Graham North

Cllr David Chance

Richard Frank

David Frank

Chris Sigsworth

Cllr Janet Jefferson

Valerie Hotchin – Attending as Alison Barnes has now left SHA

Chris Smith

2. Minutes of Last Meeting and Actions

Board agreed the minutes as a true record

Matters Arising

Action 1 - Monthly KPI's

Janet and Richard to meet to discuss stats to be provided and ensure that they are circulated prior to next September meeting. Richard to present to next meeting

Action: David to give weather stats to Richard to be combined into report for next meeting

Action: Richard to meet with Janet and David and bring stats to next meeting in September.

	<p>Action: Janet to circulate Cambridge Stats to members with minutes has been received.</p> <p><u>Action 5 – Employer Charter</u> Clive had still not received feedback from group on charter.</p> <p>Action 5:- All group to feed back to Clive on Employment Charter to state happy or additions. Janet to re-circulate to group</p> <p><u>Action 6 - Ticketing System</u> SIV sorting out ticketing system and will feed back to next meeting</p> <p>Action 6 Dom to feed back to next meeting on where we are with ticketing system.</p> <p><u>Action 11 – Arts Council Funding</u></p> <p>Wendy and Andrew to lead on this item, discuss with CDP and bring suggestions to the next meeting. Funding criteria to be announced in July.</p> <p>Action: 11 – Wendy and Andrew to feed back project proposals to next meeting</p> <p><u>Action 12 – DYC Critique from Arts and Culture</u></p> <p>Wendy and Andrew and CDP sub group to work with Janet on the development of DYC to ensure Arts and Culture is represented.</p> <p>Action12 – Wendy and Andrew to feed back at next meeting</p> <p><u>Action 13 – SIV Structure</u></p> <p>Group still awaiting names and contact info regarding Spa/Pavilion</p> <p>Dom to chase up SIV structure and send to Janet for circulation prior to next meeting.</p>
3.	<p><u>Visit England Update – James Berresford</u></p> <p>James gave a presentation to the group on the Role of Visit England, Their aims and aspirations, and update on the National Picture with regard to how's business, campaign opportunities, funding opportunities, research and visitor satisfaction.</p> <p>James highlighted the Arts Council for England/VE Funding Opportunities (for arts and culture projects – not marketing) Looking at total of 15 bids (large</p>

	<p>scale which can show sustainability after funding)</p> <p>Visit England have signed a new signing a new three partnership agreement with all National Parks in England to boost rural tourism and stimulate economic growth in England.</p> <p>Visit England will also be implementing a new Digital Strategy</p> <p>James highlighted that the Leps would be receiving 2billion pounds of funding to boost economic growth and jobs.</p> <p>The group raised concerns that Government still don't see the Value of Tourism as it is still not a statutory service within Councils. James said that all destinations have same concerns and that the group together with its members and businesses across the patch should look to continuously lobby MP's in the area and across Yorkshire to push for it to become statutory. It needs constituency MPs thumping the table at Government for tourism.</p> <p>James highlighted that the younger markets were not travelling as much as had been expected, spending their money on other activity. Focus very much on encouraging visits from older markets, however strategically something needs to be done to encourage younger visitors to destinations. Older markets and ABC1's travelling.</p> <p>Research – Marketing for the area needs to focus on ease of access – location and proximity steers, what there is to do in terms of activity, link destination with key USP features to differentiate. People's perceptions from London regarding other seaside resorts are that they are tacky. Patchy awareness.</p> <p>Further detailed reports regarding visitor perception will be available in September for each destinations area, some very useful data to inform strategy development.</p>
<p>4</p>	<p><u>Funding and Action Plan Update</u></p> <p>Janet confirmed that funding from WTY, SBC, RDC and also the North York Moors National Park had been approved. Work had already begun based on the action plans previously circulated and agreed by the sub-groups.</p> <p><u>Action 1:- Janet to re-circulate the Action Plans with minutes.</u></p>
<p>5</p>	<p><u>Election of New Members</u></p> <p>Clive advised the group that there were currently three places available on the Tourism Advisory Board:-</p> <p>Digital Marketing sub Hospitality Main and sub Business Tourism sub</p> <p>Two people had expressed an interest, Valerie Hotchin current Scarborough</p>

	<p>Hospitality President (Hospitality) and Nigel Brunt of Raithwaite Hall (Business Tourism) Clive, Stephen, Charles and Janet to meet after the main meeting to discuss.</p> <p>Action 2:- The group to solicit further applications from member organisations. Janet to send out an email to WTY members.</p>
6	<p><u>Holiday Guide</u></p> <p>The group welcomed Valerie Hotchin to the meeting and asked for an update on the Scarborough, Whitby Filey Holiday Guide.</p> <p>Val highlighted that the campaign forms for advertising in 2014 Holiday Guide had been sent out to potential advertisers. Prices for Print and Design had been sought and distribution quotations were also being looked at.</p> <p>The Association reported that they just had sufficient funds to post out the quantities projected until September (Based on previous year's figures). The Autumn marketing campaign however had been cancelled due to costs. The guide however was self funding through advertising. Janet confirmed that SBC had funded an additional 10k print run which would be used for exhibitions, autumn marketing campaign and events.</p> <p>Val confirmed that the Holiday Guide for 2014 (due to Alison resigning) was being produced by members of the SHA, however they would be working closely with Janet and the local office on this.</p> <p><u>Action 3:- Val to provide the Board with an update at the next meeting in terms of advertisers, print runs, marketing and distribution plans and also to ensure it linked to the Borough's Strategy. Also as previously agreed front cover to be taken to sub-group for consultation.</u></p>
7	<p><u>Welcome to Yorkshire Regional Update</u></p> <p>TDF -The Board welcomed Dee Marshall to the meeting. Dee gave an update on Tour De France and in particular urged members to go to the Roadshows as research had shown that people attending the TDF are willing to travel up to 100k from the event. The coast should look to focus on extended stays and work with WTY on the development of this opportunity.</p> <p>Yorkshire Show – Dee confirmed that the stand at the Yorkshire show would include a large area to represent the coast. Janet had arranged for Scarborough Sand to be shipped to the showground, some genuine Scarborough Donkeys and a surf simulator to link in with UK Pro Surf. Janet confirmed that Kerry and Dave from the Hospitality Association would be attending the Yorkshire Show and had given a prize for the beach/Yorkshire Water competition</p> <p>Marketing – Various campaigns were well underway – Spring, Summer, Autumn and Winter focus. The delicious – Pub, Tea, Fish and Chips were being produced and distributed. Launch of the best pub of the year will be</p>

	<p>unveiled at the Yorkshire Show. Branding supported by TV programme Emmerdale, new discount voucher scheme for attractions being produced in readiness for school holidays and distributed at Yorkshire Show.</p> <p>PR – Some fabulous PR coverage for area over last month – Sunday People, Telegraph, The People.</p> <p>Dee highlighted that further talks with ASO regarding other sporting activity following the TDF were being held which hopefully if successful will include coast.</p> <p>Dee highlighted that this years White Rose Awards would be held in Leeds on Monday 11 November at New Hall Dock in Leeds. Shortlist of successful businesses will be out shortly. Dee urged businesses to participate in entries or attending the event, very successful way of obtaining free publicity for business and showcase quality of offer in Yorkshire.</p> <p>Action 4:- Dee to speak to Gary to see what WTY were going to do to encourage people to stay on the Coast and also what the Board could do with regard to providing support. Feedback via Janet for next meeting</p>
8	<p><u>WTY and SBC Tourism Marketing Activity Update</u></p> <p><u>Tourism Services</u></p> <p>Attached and previously updated – any feedback to Janet. Janet highlighted in particular the new Outdoors Guide which had recently been developed with partners at the North York Moors National Park, Ryedale District Council, Howardian Hills AONB and Sustrans. 30,000 being produced and distributed as well as taken to the two overseas shows which the group were attending with VHEY.</p> <p>Links to all publications can be found</p> <p>All of our holiday brochures & campaigns are available on this webpage: http://www.discoveryorkshirecoast.com/dyc/brochures.aspx</p> <p>Direct download for the Outdoors campaign is: http://discoveryorkshirecoast.com/pdf/Great%20Outdoors%20Guide%20Web.pdf</p> <p>The group supported the activity and commented on the great work being undertaken.</p>
9	<p><u>Any Other Business</u></p> <p>Janet and Wendy highlighted the fabulous Art Part Conference which was being held in November at the Spa. Janet to invite Stuart Cameron to next meeting to highlight the event to the board.</p> <p><u>Action 5:-</u> Janet to invite Stuart Cameron to next meeting</p>

10.	Date of next meeting – 26 September (venue to be confirmed)