

Welcome to Yorkshire Coastal Tourism Advisory Board

Venue: The Crown Spa, Scarborough

Date: 4 April 2012

Time: 2pm

Chair: Clive Rowe-Evans

Taking Minutes: Janet Deacon

1. Apologies for absence

Wendy Clews – Sub – Caroline Simpson attended
Tony Peers
Harry Collett
Dianne Uhalde
Ed Asquith

No apologies were received but Jim Hughes and Chris Goulder were not in attendance

2. Minutes of Last Meeting and Actions

Board agreed the minutes as a true record

Matters Arising

Apollo – OAT

Clive has still not received a response from Apollo.

Janet advised the group of the work being undertaken by SBC in terms of delivering a programme for this year. So far the acts booked include

Dionne Warwick – 6 June

John Barrowman – 21 June

Olly Murs – 15 July

Russell Watson – 4 August

JLS with very special guest Alexandra Burke – 18 August

In addition to this the Council are in the process of purchasing big screens to that key events such as Football, Olympics, Queens Diamond Jubilee can be viewed as well.

The Advisory board welcomed the programme and asked the Chair to write into Jim Dillon and Tom Fox and thank them for their support and to pass on thanks to the team in SBC behind the scenes.

Action: Clive to write into SBC and thank for the OAT programme and SBC/WTY teams hard work.

Spa Outsourcing

Clive read out the update from Brian Bennett. Officers have individually scored the bids and SBC will meet when Hillary Jones is back from leave and agree an overall consensus score and decide whether to invite one or both companies to submit their best and final offer. If SBC decide to go with a single preferred bidder SBC will announce who it will be and get them to meet with some of the stakeholder groups. SBC may be able to make an announcement as early as the end of next week.

Janet informed the group that she had fed back the concerns of the board in relation to the 5 year clause. Brian confirmed that this was due to capitol investment and that if for any reason the operator was not complying with the contractual agreements then action would be taken immediately.

Action: Clive to continue to keep abreast of this and feed back to the board.

Renaissance

Graham advised the board that they were looking a establishing a small exec board however for now the action groups are feeding in directly. The Town Team will continue and a number of meetings are being established. The Town Hall Move, Futurist re-development, Manor Road Nurseries being but a few.

Action: Graham to send structure of how it all fits together to Janet to circulate to the board and to ensure that there is no overlap with the Advisory Board's objectives.

KPI's

Janet handed out the last three months KPI's which Criag had pulled together from discoveryyorkshirecoast.com web-site and TIC/Tourism Bureau bookings.

Richard Frank said that further information is required and agreed to pull together a very simple document with the key areas required and for Craig to complete in advance of advisory board meetings.

Other useful KPI's need to include WTY membership, bed occupancy rates, Yorkshire.com stats, TIC's footfall.

Action: Richard to pull together spreadsheet with required information and send to Janet.

Letter to Robert Goodwill

Clive read out the response from Robert Goodwill and agreed to circulate a copy of the letter to the board.

Charles had also written to Robert Goodwill regarding support for the continuation of funding for WTY. The response came back that whilst they were supportive of the work being undertaken by WTY the government were moving away from the traditional tourist board structure.

Action: Clive to circulate response from Robert Goodwill with minutes

Concerns regarding campaign booking forms coming out to late

Janet fed back the boards concerns and Gary agreed to ensure that the booking forms be sent out with the campaign activity so that stakeholders could commit their funding.

National Parks 60th Birthday events

Catriona provided information regarding the 60th birthday events and these had been circulated to the board prior to the meeting.

Education Sector – Representation on Board

Clive and Janet had discussed this as part of a piece of work being undertaken by the mini LEP, where they were looking to establish North Yorkshire Coast Employability Charter. This is an agreement between education institutions and businesses to work together to “Support every young person on the North Yorkshire Coast to gain the knowledge, skills and personal qualities required to find employment and thrive in the workplace.

The charter will give young people an entitlement to receive a wide range of services and support, starting at primary school, which will prepare them for employment on leaving full-time education.

It was agreed that representatives be invited along as required to discuss their areas and how they can work with tourism businesses as required.

Action: Clive to send out Charter once is has been finalised and approved.

Election of new Board member to represent Hospitality/Retail and Restaurant sector representation

A small number of the board to meet after the meeting to discuss the applications and elect new member.

It was becoming apparent that the two retail representatives were not regularly attending the meetings. It was agreed that Clive write out to the representatives and ask them if they would like to stand down. If they wanted to stand down then replacement members would need to be found.

Action: Clive to write out to successful hospitality member and also retail representatives.

3. **Rail Update**

Graham advised the group that the Middlesbrough to Whitby line was being extended on a Sunday from week before Easter to end October (subject to final confirmation from the DfT and rail companies)

Graham is going to meet with key partners to see how we can look to promote this Nationally.

Graham advised the group that the franchise for East Coast and Northern Transpennine was up for renewal. NYCC will be asking what stakeholders would like to see in terms of improvement to time tables, trains etc, ticket prices, value for money etc. and it was the reason for the presentation at this meeting.

Government consultation documents are currently being reviewed regarding rail decentralisation and fares. Graham asked if the group would give some thought on fares and in particular the need to ensure fares were set to encourage leisure visitors to the destinations during off peak times

Action: The group to send their individual views to Graham, who will then collate. Graham then to send views back to Janet for circulation to the Board for further discussion at the next meeting.

Graham is also working with the Community Rail Partnerships on a number of projects. On 16th May there will be an opportunity for stakeholders to take a trip from Scarborough to Bempton then take a walk around the RSPB reserve, leaving at 11.30 am and returning just after 4 pm

Janet and Graham had also met with East Yorkshire Motor Services and the Scarborough Railway Station manager to discuss a new travel/ticket/information service at the railway station. Janet gave an overview of where we were with the pilot project and asked the boards views on this.

The board were very supportive of the initiative and asked for further information regarding funding. The board agreed however that it should be branded, staffed and managed by the WTY local area office.

Action: Janet to feed back on the progress of this initiative at the next meeting

4. **Town Centre Move**

John Senior updated the group on what he had done regarding the proposed move of the Town Hall. John had written into SBC on behalf of the Sea Front Traders who were all very concerned about this and the impact it would have on the Town, in particular the civic function. Several other letters had also been submitted on an individual basis from key stakeholders.

At a meeting of Scarborough Borough Council's Full Council on Friday 23 March 2012, councillors agreed to accept an investment of £3m from the

Homes and Community Agency's (HCA) into a joint venture with the council to develop the Futurist and Town Hall sites in Scarborough. The HCA's investment would be used to purchase a new site out of Scarborough town centre to accommodate council offices, in exchange for an equity share in any future development on the existing Town Hall and Futurist sites.

Due to the strong opposition from some stakeholders the Council agreed that the options be subject to full public consultation before further reports are taken to Cabinet and Full Council in July.

The Homes and Communities Agency is the national housing and regeneration agency for England. The agency contributes to economic growth by helping communities to realise their aspirations for prosperity.

The Council is looking to move because Government funding continues to be cut and the council has to keep expenditure as low as possible without impacting on frontline services and significantly increasing council tax. As part of this process, the council has been looking at its accommodation provision. To remain at the current Town Hall will cost £5.8m over 25 years for general maintenance and essential upgrading. The current building is also not fit for purpose and is not suited to modern working requirements such as open plan environments, essential ICT infrastructure and partnership working with other public sector organisations.

John had also recently met with Jim Dillon and Tom Fox on the issue to raise concerns and ask that they at least consider keeping the civic building element because this is used for key high profile functions which need to be kept in the Town Centre in such a prestigious surrounding.

Richard Frank's view is that the re-location will mean less Council Tax payers money being wasted on an old building that is not fit for purpose. Also opens up the potential for a fantastic development and connectivity from Foreshore to Town Centre. Richard also felt that due to the new programming of the venue that the Futurist Theatre element should be kept.

John agreed that the Futurist element should be retained as many of the seafront traders have reported that people have come from far a field to see the shows at the venue. The Board felt that it would be useful to have the audience figures to see what the economic impact of the venue has on the Town.

Alison also confirmed that the Scarborough Hospitality had also written in to the Council highlighting their concerns over the move.

Action: Clive to write on behalf of the to the Council to ask for audience profile and figures for the Futurist Theatre and if this is not available ask that the Council put it in as any further funding condition.

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| 5. | Maintenance and Asset Management:- Charles highlighted the need to raise the continued lack of a Council |
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| | <p>maintenance and asset management plan. Over the last two years a number of key issues have come to light due to poor maintenance.</p> <p>The East Pier has not been open to the public now for at least 10 years due to its deterioration</p> <p>The Swing Bridge broke down last year and now has weight restrictions which has had an impact on numbers to businesses on the East side.</p> <p>The bridge to the West Pier Extension.</p> <p>The lack of building maintenance to the Whitby Pavilion</p> <p>There appears to be no effective maintenance programme in place to retail the destinations key assets.</p> <p>Charles also highlighted the need to ensure that members reported any maintenance issues to the Council. He had undertaken a very quick assessment of key areas and sent a list into the Council. The majority of the findings were dealt with, however cost is one of the key issues.</p> <p>John Collins reported that SBC do a walk around in Filey with the Town Council each year to identify key areas that need attention. This is then assessed on a regular basis to ensure work is undertaken.</p> <p>Richard highlighted that there was a reporting mechanism on the SBC web-site which provided residents and stakeholders with a facility to report any cleansing and maintenance issues.</p> <p>The Board agreed in principle what Charles had said and agreed that both Charles and Clive meet discuss a way forward.</p> <p>Action: Board to feed back any issues through the SBC reporting line and Charles and Clive meet to discuss way forward.</p> |
| 6 | <p>Update from Local Area Office Janet provided a full overview of activity which is being delivered by WTY in the next few months</p> <p>Yorkshire's favourite pub Yorkshire's Favourite Pub Competition – WTY in partnership with BBC and Yorkshire Post launched the 2012 Yorkshire Favourite Pub Competition. First round of voting closed May 20th</p> <p>Action: Board members to go onto industry web-site and vote for favourite pubs in the Borough before May 20th. http://www.yorkshire.com/pub</p> <p>TV Advertising/Sponsorship</p> |

WTY will be building on the phenomenal results generated by the 2011 campaign "Have a Brilliant Yorkshire". Prime slots have been secured across key ITV regions and satellite channels. Autumn and Spring campaigns

TV Sponsorship

Building on previous success of sponsorship before Who ants to be a Millionaire, Heartbeat and Animals Do the Funniest Things further sponsorship has been secured for this year. This includes

9 to 20 April – ITV1 daytime slot From 4pm to 5pm with The Great British Taste Tour

25th June to 3 Sept – Countrywide Monday evenings from 8pm to 8.30 pm (in between Coronation Street)

Product Placement

The most exciting initiative this year is product placement in Yorkshire's most iconic tv programmes which gets in region of 8 million viewers. This year Emmerdale celebrates its 40th anniversary. WTY brand will be represented in many different guises across various episodes of the show.

Manchester and London

Targeting Manchester as the gateway to Yorkshire with an ambitious outdoor campaign.

Targeting people in London and the South East who may be looking to escape the South over the summer. Activity will include

- Braded ticket barriers and transvision screens in Kings Cross
- Targeted mailing to 250k homes in London
- 90k copies of This is Y distributed with Saturday and Sunday Telegraph
- 3 weekend takeovers of LBC (talk radio)

New Five year tourism strategy was launched at Y12

Copies of the strategy can be found on Yorkshire.com/strategy

Back Le Bid

Official bid has now gone in. WTY are looking for as many people to back the bid by going on line and registering their support to Yorkshire.com/lebid

Become a Y Champion

Fantastic new scheme for Yorkshire people. For £50 people can become "Yorkshire Champions" and receive a fantastic range of special offers and deals, and they can proudly wear their Yorkshire Champion Y badge. All the money made from the scheme will be re-invested back into marketing Yorkshire.

Action: All Board members to spread the word

On Ilkley Moor Baht At

Following the news that the song was in danger of being forgotten by the next generation. WTY have taken it and with the help of the man who has produced number one hits for the likes of the Spice Girls and Take That, Sheffield's Eliot Kennedy (who is now the artistic director on the X Factor) have taken the song and given it a modern twist. Some famous Yorkshire faces will be recording the song to be released and one thousand people will be on Ilkley Moor in May to sing the song for a video to be released virally.

White Rose Awards

Entries for the White Rose Awards are now open. 15 categories which includes a new Arts and Culture to celebrate Yorkshire's fantastic cultural offering.

Action: Board members are encouraged to enter and also ensure that as many of their members enter the awards this year. Any help in completing the award entry forms is available from Janet or the local area office team.

Bronte Garden

WTY taking The Brontes' Yorkshire Garden to the Chelsea Flower show this year. The garden will help commemorate the 165th anniversary of the publication of Wuthering Heights, Jane Eyre and Agnes Grey all of which appeared in print the same year.

Action: Janet to highlight the connection to the coast to WTY team in Leeds.

Local Area office Activity

Business Tourism

Established new co-ordinator post – funded for one year initially
Re-branding under discoveryorkshirecoast conferences
In process of designing new conference pack
New web-pages on discoveryorkshirecoast.com with integrated business tourism venue finding facility
Attending International Rotary Conf in Birmingham in a few days
Looking to establish a Business Tourism Group in Whitby

Leisure Tourism

Supporting the Council in the marketing of the Open Air Theatre – developed key promotional plans for each act booked. Working closely with Chris at YCR and Ed at the SEN.

Attractions Guide – Now out and distributed across the region including on P/O North Sea Ferries – 150,000 copies produced.

Supported the provision of content for WTY on PR stories/advertising campaigns

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| | <p>Web-site activity Page Turning copy of the Yorkshire Coast and Countryside Attractions Guide Page turning copy of the Yorkshire Coast and Countryside Groups Guide Built additional pages for accommodation Continued use of social media to support events and activity Progressing e-ticket solution for testing.</p> <p>Filming 12 enquiries with 9 going on to film. Enquiries down 50% on same time last year.</p> <p>Events Planning and organising Armed Forces Day – Saturday 23 June. Proud to be hosting the Naval Regional Commanders keystone event for the Armed Forces Day in the North of England this year.</p> <p>Her Majesty’s Royal Marine Band Scotland will demonstrate their skills with a 40 minute performance and the Royal Navy will also be bringing their Royal marines Fitness Challenge and Climbing Tower to the event.</p> <p>Work has begun on Seafest and the Whitby Railway in Wartime events</p> <p>Grants – We have supported a number of organisations through the Community Revenue Grant Scheme the aim of which is to develop tourism and improve cultural opportunities.</p> <p>PR Activity Features have included BBC Look North – Open Air Theatre BBC Radio York Yorkshire Coast Radio Scarborough Evening News ITV Calendar The Independent – Whitby Feature One the Waterfront Sunderland Echo – Fish, Chips and vampires!</p> |
| 7. | <p>Any Other Business</p> <hr/> |

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