

## Welcome to Yorkshire Coast Tourism Advisory Board

**Venue: Stephen Joseph Theatre**

**Date: 5 June 2014**

**Time: 2pm**

**Chair: Clive Rowe-Evans**

**Taking Minutes: Janet Deacon**

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| 1. | <p><b>Apologies for absence</b></p> <p>Ed Asquith<br/>Mike Salt<br/>Graham North<br/>Cllr David Chance<br/>Cllr David Jeffels</p>  |
| 2. | <p><b>Minutes of Last Meeting and Actions</b><br/>Board agreed the minutes as a true record</p> <p><b>Action 8</b><br/>OAT ticket sales doing very well, have exceeded numbers from previous year already. Review and meeting of sub group will take place after the season</p> <p><b>Action 9</b><br/>Val reported that the holiday guides were still going out well and that there were no problems with numbers or budget at this stage.</p> <p><b>Action 11</b><br/>Ambassador diner has been postponed until later in the year. Peter Wilkinson is still sourcing sponsor for the event. Development of programme to take place after the main season</p> <p><b>Action 14</b><br/>Residents week deferred until next meeting for Graham North</p> <p><b>Action 15</b><br/>Janet had spoken to Tim at the LEP and whilst there will not be a post specifically to assist with bid applications if there is a good project out there that requires support and resources to pull together the application then this will be considered.</p> <p>Janet had taken a paper to the Council's DT in relation to funding for ongoing Visitor Volume and Value research and the funding is to be found for the foreseeable future to ensure that the VES can be monitored and measured.</p> |

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|                  | <p>Janet had previously circulated the link to VE research supplied by Catriona to board members</p> <p>Draft VES and actions had been circulated for further consultation to key partners and delivery bodies.</p> <p><b>Action 16</b> – WTY update had been previously circulated</p> <p><b>Action 17/20</b> – Sub group to meet with key Council officers and members to discuss Borough Parking on 16 June.</p> <p><b>Action 18</b> – Charles still to speak to Attractions Group with regard to completing regional attractions monitor, unfortunately he was unable to attend last attractions group meeting where he had hoped to raise this.</p> <p><b>Action 19</b> – This is item on the agenda</p>   |
| <p><b>3.</b></p> | <p><b><u>Visitor Economy Strategy</u></b></p> <p>Consultation on the strategy document has taken place and a three year action plan has been developed, these documents have been circulated for further consultation with key delivery partners. The Strategy and Action plan will be discussed by Cabinet on 17 June.</p>   |
| <p><b>4</b></p>  | <p><b><u>Welcome to Yorkshire Update</u></b></p> <p>Janet updated the group verbally on the activity that had been delivered over the last two months and will send out the full update document with the minutes.</p> <p>Campaigns included new Tea, Ale and Cycling Trails and maps, new Staithes pocket guide, Yorkshire Post summer supplements, PR activity, Seafest and Armed Forces Day programme.</p> <p>Nick informed the group that the Inward Investment team were looking to pull together a new brochure to showcase all the investment coming into the area. The group requested that Janet, the Ambassadors and the Advisory Board be kept updated and have an input in the brochure development to ensure it meets the needs of driving Visitor Economy too.</p> <p><b>Action:1 Janet to send out update with minutes</b><br/> <b>2 Nick to keep board informed and include Janet in the compilation of the new brochure.</b></p> |
| <p><b>5</b></p>  | <p><b><u>Hows Business Update</u></b></p> <p>The group overall reported that things were generally positive and optimistic. Sea Front Traders were providing mixed reports with some businesses doing well and others not so well. John reported that there were pockets of really</p>  |

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|                 | <p>good spots of trading but generally not as good as it was three years ago.</p> <p>The group felt that in general the economy was picking up but slowly. The Hospitality Association again reported that some members were doing well whilst other had reported that they were not getting the level of bookings expected.</p> <p>Nick reported that the town centre footfall figures were up by 11% on least year and again that some retailers were doing well whilst others were finding trading very difficult.</p> <p>Confotel had reported that trade had been positive and continues to look positive for the months ahead.</p>  |
| <p><b>6</b></p> | <p><b>Advisory Board Terms of Reference</b></p> <p>The board discussed the current constitution and make up of the board in relation to sector representation. It was agreed that board should endeavour to seek representation from Filey and in particular from the Caravan Park sector.</p> <p>It was suggested that the Board look to organise a day out to visit key places around the Borough after the season and that meetings should be held in other destinations. This would also give the opportunity for key speakers to come along and discuss specific items.</p> <p>The board agreed that the action plan should be what drives the agenda once it had been approved and that delivery partners be invited to meetings to discuss where they were with specific projects.</p> <p>The board also suggested that there should be representation from the business industry from Bridlington and they be co-opted onto the board</p> <p>The board was also in agreement that Mike Wilkinson be asked to be a co-opted.</p> <p><b>Action:-3 Janet to speak with counterparts in Bridlington and seek ask Gary for potential board co-optee from Caravan Park Industry</b></p> <p><b>4 Clive to invite Mike onto the board as co-optee</b></p> |
| <p><b>7</b></p> | <p><b>Partnership with East Riding Council</b></p> <p>Janet provided the board with an update in terms of where we were with delivering the joint marketing plan with East Riding.</p> <p>Both Councils will be putting report to Cabinet on the proposed joint marketing plan for 2014/15</p> <p>Janet confirmed that a meeting had recently been held between both associations and local authorities to pull together the rate card for the new Yorkshire Coast Holiday Guide. These would be distributed in the next two weeks. Members of the board were asked to encourage as many businesses</p>   |

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|           | <p>as possible to advertise in the new look quality guide.</p> <p><b>Action:- 5 - Board members to encourage participation in the new Yorkshire Coast Holiday Guide</b></p>   |
| <b>8</b>  | <p><b>Any other business</b></p> <p>John raised his concerns in relation to the Futurist development and the fact that the development may not necessarily link seafront to town as was originally anticipated.</p> <p><b>Action: 6 - Clive to send email to Jim Dillon to seek clarification</b></p> |
| <b>11</b> | <p><b>Date of Meetings</b></p> <p><b>24 July 2014 – 2pm Venue TBC</b></p> <p><b>25 September 2014 – 2pm Venue TBC</b></p> <p><b>20 November 2014 – 2pm Venue TBC</b></p>  |
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