

## Welcome to Yorkshire Coast Tourism Advisory Board

**Venue:** Town Hall – Committee Room 2

**Date:** Thursday 5 February 2015

**Time:** 2pm

**Chair:** Clive Rowe-Evans

**Taking Minutes:** Janet Deacon

<b>1.</b>	<p><b>Apologies for absence</b></p> <p>Leah Goodwin Ed Asquith Diane Uhalde Richard Frank David Frank</p> <p>Cllr David Chance – Unable to attend due to item on agenda in relation to Potash and the fact that he sits on the Planning Committee.</p> <p>Chris Sigsworth Wendy Clews Richard Dilly Mathew Brown Richard Askew</p>
<b>2.</b>	<p><b>Minutes from Last meeting</b></p> <p>Agreed as a true record</p>
<b>3.</b>	<p><b>Actions from minutes</b></p> <p><b>Action 1:</b> Meeting re OAT – Sub group met to discuss how venues can work together. Action list included sharing distribution, attending key events and exhibitions together, cross promotion through databases, sharing poster space.</p> <p><b>Action 2:</b> Janet has not yet received info from Nick re draft Inward Investment Brochure. Janet to chase.</p> <p><b>Action 3:</b> Richard on annual leave. Expected to meet with Stuart sometime late May</p> <p><b>Action 4:</b> Board to look at providing a list of suggested experiences to Janet, still outstanding. Janet to send last call out list to Board members.</p> <p><b>Action 5:</b> Jo and Janet to look at conference discounts. Worked on specific</p>

	<p>discounts for specific conferences. Suggestion that a call out to attractions, restaurants and shops be done to identify a list of discounts that could be used. Janet to action</p> <p><b>Action 6:</b> - Charles advised that Matthew had spoken to Cllr Chance and had received a satisfactory answer in relation to the location of the new build on Endeavour Wharf. In the main this is first and foremost a working harbour area and there were always plans/ proposals to provide a building that could accommodate the industries using the harbour.</p> <p><b>Action 7:-</b> Clive, Janet, Mike and John had met to discuss the TBID process and had invited Mo Aswat back up to discuss the development of a brief for a feasibility study.</p>
3.	<p><b>Houses of Multiple Occupancy</b></p> <p>Steve Wilson from SBC Forward Planning attended the meeting to advise the board of the consultation which is being held in relation to establishing a policy for applications for Houses of Multiple Occupancy. The Consultation document is available for businesses to comment on <a href="http://www.scarborough.gov.uk/forwardplan">www.scarborough.gov.uk/forwardplan</a></p> <p>Can only control HMO's of 7 people or more. The focus is mainly around managing policy for younger people living in shared accommodation. A number of issues were raised from South Cliff businesses in relation to the siting and management of HMO's especially in an area where tourism businesses are situated.</p> <p><b>Action 6:-</b> Board to go onto the consultation page and complete the questionnaire.</p>
4.	<p>WTY Update</p> <p>Janet had previously circulated the WTY activity update prior to the meeting. Board members thanked Janet and asked her to keep up the good work.</p> <p>Graham North asked how the spend for the OAT had been calculated.</p> <p><b>Action 7:</b> Janet to send information out with minutes.</p>
5	<p>TBIDS</p> <p>Clive advised the Board that he, Mike, John and Janet had met and agreed that they would invite Mo Aswat back up to discuss the development of a brief for a TBID feasibility study.</p> <p>Mo came up to Scarborough for a meeting and has now prepared a brief. The cost of carrying out the feasibility study would be around £10k.</p> <p>The Board agreed that they would all look to raise funds to make this happen.</p>

	<p>So far verbal contributions have come from</p> <p>South Bay Traders - £500  NYMNP - £1,000  Merlin Entertainment - £2,000  Forum for Tourism - £500  SBC - £1000</p> <p>This therefore leaves £5k yet to find.</p> <p>The feasibility study will determine the area which should be included in the TBID process.</p> <p><b>Action8:</b> - Janet to circulate TBID brief to board members. Board members to look at raising funds for the TBID brief to be actioned as a matter of urgency. Looking at all funds to be in place by end February.</p> <p><b>Action 9:</b> - Janet to arrange a meeting for her and Mike to meet with John Freeman who is now Whitby and District Tourism Association Chair and John Smith from Filey Tourism Association</p> <p><b>Action 10:</b> - Graham to obtain dates from Richard Flinton and to send to Janet so that she can co-ordinate diaries to meet. Clive, Janet and Graham to meet with Richard.</p> <p><b>Action 11:</b> - Janet to speak with Andy Gray to see if they would be interested in joining in and providing some funding</p>
6	<p><b>Ambassador Programme</b></p> <p>John updated the board in relation to the Ambassador programme development. A diner had been hosted at Tricolos for a number of key businesses from different sectors, Industry, Medical, and Education. There were two key speakers, one from Visit Aberdeen and one from Visit Manchester who both spoke about how they interact with key Ambassadors and the value this has brought to their cities.</p> <p>The aim of the diner was to highlight the importance of tourism to all business sectors and to try and begin to work across sectors to drive business into the area. The diner was extremely successful and received some positive feedback.</p> <p>TBIDS were also touched upon at the diner, mainly to highlight the funding issues for tourism and the need to establish a more sustainable model moving forward.</p> <p><b>Action12:</b> Janet to look at establishing a tool kit and to highlight half a dozen people who could work with the team to drive new conference business</p>

7	<p><b>Tour De Yorkshire</b></p> <p>Janet updated the board on the stages of the Tour De Yorkshire which had been launched at Bridlington Spa on 21 January. A series of roadshows are being planned. The dates will be available on <a href="http://letour.yorkshire.com/roadshows">http://letour.yorkshire.com/roadshows</a> website. The roadshows are free and will provide businesses with valuable information on how to maximise opportunities of the event. A toolkit will also be provided for businesses to use.</p> <p>Full details on the Tour including detailed routes, frequently asked questions, branding do's and don'ts are all available on <a href="http://letour.yorkshire.com">http://letour.yorkshire.com</a> web-site.</p> <p>Janet reported that within one hour of the race being announced that she was aware that businesses had been receiving calls for accommodation.</p>
8.	<p><b>Whitby Park and Ride</b></p> <p>Charles had previously circulated a paper in relation to the improvements being made to the bus service and the operating times of the Whitby Park and Ride for 2015. He advised the board that the capacity issues to deal with the queues were now being addressed and that the times are being extending in order to support the night time economy.</p> <p>The board congratulated Charles and Council members in their hard work and efforts to encourage these improvements to be made.</p>
9	<p><b>Potash</b></p> <p>The following people abstained from discussions in relation to the Potash project</p> <p>Catriona McLees – NYMNP  Janet Deacon – SBC  Cllr Janet Jefferson – SBC/NYCC  Graham North - NYCC</p> <p>Charles had previously circulated documentation in relation to Potash to the Board and highlighted key concerns in relation to traffic impact on tourism to Whtiby.</p> <p>The Board members agreed that they did not want to take sides in relation to Potash project however they must raise their concerns in relation to the impact that the traffic might have on tourism during the construction stage.</p> <p>The Whitby traffic system is at capacity during main summer season and at key times throughout the year. This however has been addressed in part with the development of the Park and Ride site.</p>

If the Potash project goes forward in its present form it will increase traffic on the road and cause further problems during busy periods and there would be a large increase in relation to heavy goods traffic. The heaviest density of traffic is likely to be at the Guisborough end. Tourists therefore arriving on A171 before Guisborough roundabout will be contested and be met with heavy mine traffic. It is estimated that there will be 1 HGV every 2.6 minutes on A171. This may well impact on the day visitor market.

The Ipsos Mori visitor research only looks at the impact on the National Park and not on Whitby tourism.

Charles also advised the board that YPL estimate there to be only 31 jobs expected to come out of the project in its operational phase for Whitby and the Esk Valley, the majority of the rest are to come from Teesside and East Cleveland.

The Board was advised that there would be further information from consultants shortly including transport issues

Following discussions it was proposed and agreed that the Board would

**Action 13:** Write to the North York Moors Planning Authority, North Yorkshire County Council (Highways), Redcar and Cleveland Council (Highways), and Scarborough Borough Council requesting:

1. A joint appraisal is carried out of the likely traffic impact of the York Potash proposals on tourism to Whitby particularly during the construction phase.
2. An appraisal of the best way to organize construction traffic, should the mine receive planning approval, to minimize its effect on Whitby tourism (See unresolved questions below)
3. A mechanism for coping efficiently with unforeseen eventualities and managing construction traffic

Clive and Charles to pen a letter and send out as soon as possible

A request also is made that the Board be included as a consultative body in future.

Graham North suggested that the Board could only provide feedback through the on line consultation page on the Redcar and Cleveland or NYMNP websites and should follow the correct protocol.

Charles advised that he had received a letter from the Park and therefore would be responding via letter, Catriona confirmed that this would be scanned and fed into the process in any case so it was not compulsory to do it on line.

<p><b>10</b></p>	<p>Any other business</p> <p>Janet highlighted dates for the diary</p> <p>Y15 conference was coming to Scarborough so please could all Board members register and communicate to their members. We want to ensure that we get a full house and give a really good Yorkshire Coast welcome.</p> <p><b>Action14</b> : All Board members to register on to the Y15 conference on 18 March at Scarborough Spa  <a href="http://industry.yorkshire.com/industry-events/y15">http://industry.yorkshire.com/industry-events/y15</a></p> <p>Literature Exchange Days  4 March – Thirsk  10 March – Eden Camp</p> <p>Janet also advised the board at the Brunswick Tourist Information Centre had now closed and that the Stephen Joseph Theatre had opened an information point working in partnership with SBC to continue to deliver a first class service. The new point would open second week in February.</p> <p>Graham asked if papers for the board could come well in advance as he had received the papers from Charles the night before, whilst this was unavoidable due to Charles only having sight of the papers last minute it is difficult for the board to digest in such short notice.</p> <p>Clive said that this was a one off and that normally the board received papers at least one week before the meeting.</p>
<p><b>10</b></p>	<p><b>Date of Meetings</b>  <b>26 March 2015 – 2pm – Spa Music Room</b>  <b>21 May 2015 – 2pm Venue to be confirmed – Strategy Action Plan update</b>  <b>23 July 2015 – 2pm Venue to be confirmed</b>  <b>24 September 2015 – 2pm Venue to be confirmed</b>  <b>26 November 2015 – 2pm Venue to be confirmed – Strategy Action Plan update</b></p>