

Welcome to Yorkshire Coastal Tourism Advisory Board

Venue: The Spa – Scarborough

Date: 14 February 2013

Time: 2pm

Chair: Clive Rowe-Evans

Taking Minutes: Janet Deacon

1. Apologies for absence

Cllr David Jeffels

Ed Asquith

Diane Uhalde

John Senior

Alison Barnes

Chris Smith

Wendy Clews

Cllr Janet Jefferson

Chris Sigsworth

Also in attendance – Andrew Clay

2. Minutes of Last Meeting and Actions

Board agreed the minutes as a true record

Matters Arising

Action 1 - Monthly KPI's

Still awaiting parking stats for the Borough for the last two years, Janet confirmed she had spoke to Stuart Clark and he said he would pull this together as soon as possible in a format suitable for the group, however all the staff have been extremely busy on other priorities. Janet to keep chasing

Richard Confirmed that he and David would look at providing weather stats

using their meteorological monitor.

Janet confirmed that she had raised the order for Cambridge stats and that once these were available would circulate to the group.

Janet also said that the sample of attractions and accommodation currently feeding into the regional framework was low so she was intending to send an email to try and encourage more people to feed data in.

Catriona also said she would send in the NYMNP stats for information

Richard to circulate or report findings from data to group prior to each meeting

The group also discussed the benefit of having school term time data, Janet to look into the possibility of getting this for other areas.

Action 1– Janet to circulate as much data as possible and continue to chase parking services and also to send email to providers to seek further data

Janet to source term time data if available for areas

David to look at providing weather data for last two years and to keep updated.

Catriona to send in NYMNP to Richard

Action 2 - Sub-Groups

Sub groups had met and discussed and agreed the 2013/14 Activity plan (previously circulated) the delivery of this specific plan is subject to SBC/WTY funding.

Still awaiting funding however Andy Skelton SBC Director responsible for Tourism has met with Gary Verity and SBC now awaiting a decision on how much funding will be made available for local activity.

Action 9 – Janet to update group once confirmation has been received.

Action 5 - Tourism Training Charter

Clive handed out a draft copy of the Training charger and asked the group to feed back any comments. Pilot projects are currently being run.

Action: 5: All to feed back any comments to Clive

Action 6 - Ticketing System

No further update as yet other than the fact that SIV will be launching their new ticketing system in January. Further discussions still to be had with other venues and Janet moving forward.

	<p>Action 6 Janet continue to work with SIV on exploring ticketing option.</p> <p><u>Action 7 – Rising Tides Report</u> Janet had circulated a copy of the report and there is an item on the Agenda for an update from Andrew Clay.</p>
<p>3.</p>	<p><u>Rising Tides Report</u> Andrew updated the group on the activity that had been undertaken since the writing of the report. He had met with Janet to discuss moving forward some of the short term options which included</p> <ul style="list-style-type: none"> ✓ Translation on web-site. Discoveryyorkshirecoast.com is available in foreign languages. Details on how businesses can benefit from this to be included in future newsletter ✓ Mobile web-site – Met with Janet and a new mobile web-site is currently being procured with an around me feature using google mapping. Digital group to look at the development of the mobile site. ✓ Improving information – Andrew to write an article for the newsletters sent out by tourism on the rich art and culture and also highlight key cultural events. Andrew to liaise with Janet on this. Andrew also to encourage art and culture providers to ensure that Janet and the bureau have information regarding events to send out on the new SBC community communication tool once available. ✓ Improving content on DYC – Andrew and Creative Driver Partnership to look at current content and provide editorial and images and suggestions on improvements. <p>The group confirmed that there were some excellent ideas within the document but it is essential that these are aligned in with the existing tourism activity and therefore any progress on the actions must be in line with the Tourism Advisory Board activity so that we can avoid duplication and increasing costs and resource</p> <p>Steven highlighted the fact that signage was a problem and as previously raised at the last meeting the signage at the station informing people of the new information point. Graham and Janet to move this forward and speak to Transpennine.</p> <p>Action 8: Andrew and Janet to come back to the group each time with an update on what has been developed/moved forward Graham/Janet to speak to Transpennine to get sign to highlight new information point.</p>
<p>4</p>	<p><u>Tour De France – Cycling Update</u> Whilst it is disappointing that the route will not be taking in the Borough the tourism team are working with Welcome to Yorkshire and the private sector on looking to encourage event visitors to stay on the coast. Further</p>

	<p>discussions are being held surrounding bringing National/International Cycling events to the coast</p> <p>A number of TDF workshops are going to be held and all members are encouraged to attend to ensure that they can maximise on the opportunities open to them to attract cyclists and visitors coming to the event.</p> <p>Action 10 : All to promote workshops to members once dates have been circulated.</p>
5.	<p><u>WTY and SBC Tourism Marketing Activity Update</u> <u>Tourism Services</u></p> <p>Campaigns/Marketing Promotion</p> <p>Arts and Heritage Trail has now been printed, 20,000 copies of this are being distributed to tourism businesses, tourist information centres, sent out in the post and taken to key events. An electronic PDF version of the trail is being produced for businesses to download and showcase on their own web-sites. There will be a PR campaign to support this with the launch taking shortly.</p> <p>A number of articles have been written for inclusion in key publications including This is Y (Welcome to Yorkshire publication), British Destinations, Visit Britain's latest Group Organisers brochure and content for DiscoverEnglands latest mobile application.</p> <p>The team together with partners from East Riding and Scarborough Hospitality Association attended The Destinations Show in Manchester, a 4 day show which was extremely busy and useful for attracting the discerning travel connoisseur hungry for information and inspiration on where to go on holiday. The main holiday guides, event and attractions guides, delicious and arts and heritage guide along with Open Air Theatre event details were distributed at the event.</p> <p><u>Discoveryorkshirecoast</u></p> <p>The Tourism service has been busy creating and managing the flow of adverts to maximise income opportunities and showcase tourism products. The site has also been updated to coincide with the production of the various visitor publications to ensure they can be found and accessed more efficiently</p> <p>The web-site has also been constantly updated through the month to promote the act announcements. The team also now has access to the official scarboroughopenairtheatre.com web-site and are updating the site to highlight the key acts and also linking in to destination information and accommodation to encourage as many overnight stays as possible</p> <p>Open Air Theatre</p> <p>A headline sponsor has been secured for the Open Air Theatre. National Holidays will be the venue partners and will pro-actively promote the shows nationally as part of their holiday packages, taking a minimum of 300 seats per show thus providing a boost to the local economy and meeting strategy</p>

objectives of increasing visitor volume and value. Two other individual event sponsors have also been secured and sponsorship for the replacement of the stage scrims has also been secured.

The tourism team have started the promotional activity for each of the shows , booking radio promotions, newspaper promotions, running competitions and ensuring as many web-sites as possible showcase the venue and events. The venue is also promoted on the home page of Yorkshire.com which attracts over 4million visits. In addition to this e-blasts have been undertaken to databases, tourism businesses, coach operators and public and private sector organisations.

Development and marketing of the Scarboroughopenairtheatre.com web-site is being undertaken by the tourism team and access to facebook pages has been secured to ensure all social media activity is maximised.

Once all the 2013 shows have been confirmed –promotional marketing will include the replacement of signage, banners, composite posters etc will be produced and intense distribution will commence.

Events confirmed so far at the venue include

Olly Murs – 6 June

The Wanted – 14 June

Happy Mondays – 22 June

Leona Lewis – 12 July

Status Quo – 27 July

McFly – 30 August

Two further concerts to be announced in next two weeks.

Please can all board members ensure that they maximise the promotion of the events through sending e-shots, display of posters, linking to OAT venue pages or taking RSS event feeds from DYC.

Action: All members to proactively promote the events at the venue

Events

Co-ordination with third party event organisers for the forthcoming season now stands at 27 being confirmed plus the 70 major events confirmed and available for reference on www.discoveryorkshirecoast.com/whats-on-events/whats-on-major-events.aspx

Armed Forces Day – Work has begun on planning this years armed forces day. The tourism team have pulled together a sponsor pack in order to secure funding to make the event even bigger and better

Filming

Nine filming enquiries were received in January 2013 with two so far to be

	<p>know to be going to film.</p> <p>Press/PR The destinations have been covered in a number of media which have included, The Independent (10 best coastal walks), Asda Magazine (North York Moors and Whitby), Cambridge News (Whitby and Whitby Abbey), National Geographic Traveller, Vogue China (Whitby).</p>
6.	<p><u>Transport Update</u></p> <p>Philip Benham (North Yorkshire Moors Railway) has secured 800k from the Coastal Communities fund to install a second platform in Whitby. Should be in place for 2014 and should allow for more NYMR trains to go to Whitby.</p> <p>NYCC working with operators and in particular Transpennine to look at 2014 timetable with the possibility of running trains back from York to Scarborough later. The group agreed that whilst this was beneficial there was also a need for later trains going back to York for theatre goers and such like. Graham explained that the current last train could not go any later as it would then sever a connection at York for onward travel to Leeds, Huddersfield, Manchester and Manchester Airport.</p> <p>Graham confirmed that there would be trains now running on Sundays from Easter to 1st November into Whitby. Further information and marketing of the route would be through Angie Thirkill http://www.eskvalleyrailway.co.uk/ and Simon Godfrey at Northern Rail.</p> <p>The importance of tourism economic data as evidence for improvements to the railway could not be emphasised enough. The data is required to help with any future investment in the railways lines in SBC and North Yorkshire.</p>
7	<p><u>Regional Growth Fund</u> Defer to next meeting</p>
8	<p><u>Kissing Sleeping Beauty</u></p> <p>Nick Taylor advised the group that the Kissing Sleeping Beauty document was written from the findings of a huge public consultation by specialist facilitators comprising architects, urbanists, city planners, economists and specialist facilitators.</p> <p>To write such a document again and for it to have realistic resonance and community support, the consultation exercise would need to be carried out. With our current austere economic environment it is unlikely, but an aspiration to revisit the idea of a new Strategic Development Framework still exists. Sadly the cash and the capacity simply is not there</p>
9	<p><u>2013 Events List</u> A full list of events confirmed so far can be found on DYC however these</p>

include

Event	Venue	Date
Coastival	Scarborough	16 th – 17th February
Al Murray Live: The Only Way is Epic	Scarborough Spa Complex	21st March
National Student Drama Festival	Scarborough	23rd - 29th March
From What Has Been	Inspired by.....gallery, Danby	29th March - 22nd April
Easter Bowls Tournament	Scarborough	30th - 31st March
Festival of Speed Hill Climb	Oliver's Mount, Scarborough	4th - 6th April
Scarborough Literature Festival	Various locations including Scarborough Library	11th - 14th April
Whitby Sea Angling Festival	Whitby	14th - 28th April
Spring National Road Races	Oliver's Mount, Scarborough	21st April
An Evening of Words & Music with Patti Smith	Scarborough Spa Complex	21st April
Whitby Spring Goth Weekend	Various locations in Whitby including Whitby Spa Pavilion	26th - 28th April
A Country View	Inspired by.....gallery, Danby	27th April - 13th May
NYMRs 40th Anniversary	North Yorkshire Moors Railway	1 May
Festival of Bowls	Bowls Centre, North Bay, Scarborough	5th - 10th May
Filey Folk Festival	Filey, Various locations	3rd, 4th & 5th May
Spring Steam Gala	North Yorkshire Moors Railway	3rd - 6th May & 10th - 12th May
Gospel Music Convention	Whitby	17th - 19th May
Celebrities on Ice	Scarborough Spa Complex	31st May - 2nd June

Filey Food & Drink Festival	Filey Evron Centre	1st - 2nd June
Olly Murs Live	Scarborough Open Air Theatre	6th June
Robin Hood's Bay Folk Weekend	Robin Hood's Bay	7th - 9th June
Whitby 60's Music Festival	Whitby Pavilion Complex	7th - 9th June
The Wanted Live	Scarborough Open Air Theatre	14th June
Great Yorkshire Bike Ride	Wetherby to Filey	15th June
Filey Regatta	Filey Bay	15th - 16th June
Swinging Sixties	North Yorkshire Moors Railway	15th - 16th June
Barry Sheene International Race Festival	Oliver's Mount, Scarborough	15th - 16th June
Scalby Fair	Scalby	16th - 23rd June
International Youth Music Festival	Scarborough	20th June - 5th July
Happy Mondays Live	Scarborough Open Air Theatre	22nd June
Whitby Sea Angling Festival	Whitby	22nd June - 14th July
Filey Town Festival	Various locations including Filey Evron Centre	29th June - 7th July
Armed Forces Day	Scarborough	29th June
Staxtonbury Music Festival	Staxton, Scarborough	5th - 7th July
Northern Soul Music Weekend	Whitby Spa Pavilion	5th - 7th July
Leona Lewis Live	Scarborough Open Air Theatre	12th July
Classic Cars and Vehicles	North Yorkshire Moors Railway	13th - 14th July
Yorkshire Wolds Cycle Challenge	Starts Norton, Malton through the Yorkshire Wolds	13th - 14th July

Race for Life Cancer Research UK	Scarborough	17th July
Seafest Martime Festival	Scarborough	19th - 21st July
Cock of the North Bike Road Races	Olivers Mount, Scarborough	20th - 21st July
Status Quo Live	Scarborough Open Air Theatre	27th July
Muston Scarecrow Festival	Muston	27th July - 4th August
The Launch Event, National Parks Week	The Moors National Park Centre, Danby	28th July
National Parks Week 2013, Actively Yours	The Moors National Park Centre, Danby	29th July - 4th August
Katherine Jenkins Live	Scarborough Open Air Theatre	3rd August
Whitby Lifeboat Station Flag Weekend	Whitby	3rd - 4th August
Whitby Regatta	Whitby	10th - 12th August
Home International Golf Championships	Ganton Golf Club, Ganton	12th - 16th August
National Hill Climb Championship	Olivers Mount, Scarborough	18th August
Whitby Folk Week	Whitby	17th - 23rd August
The Saturdays Live	Scarborough Open Air Theatre	23rd August
Scarborough Cricket Festival	Scarborough Cricket Club	28th - 31st August
McFly Live	Scarborough Open Air Theatre	30th August
Filey Fishing Festival	Filey	31st August - 8th September
Open Golf Week	Scarborough	1st - 9th September
National Goldwings Light Parade	South Bay, Scarborough	7th September
Acoustic Gathering	Peasholm Park, Scarborough	7th - 8th September
NYMRs 40th Anniversary Heritage Diesel Gala	North Yorkshire Moors Railway	13th - 15th September
Staithes Festival of Arts & Heritage 2013	Staithes	13th - 15th September

International Gold Cup Road Races	Oliver's Mount, Scarborough	14th - 15th September
Whitby Sea Angling Festival	Whitby	14th - 29th September
Whitby 60s Music Festival	Whitby Pavilion Complex	27th - 29th September
NYMRs 40th Anniversary Autumn Steam Gala	North Yorkshire Moors Railway	27th - 29th September
British Rally Championships - Yorkshire Stage	West Pier, Scarborough - Dalby Forest Stages	27th - 28th September TBC
Scarborough Jazz Festival	Scarborough Spa	27th - 29th September
Whitby 60's Spectacular	Whitby Spa Pavilion	27th - 29th September
UK Pro Surf	North Bay, Scarborough	5th - 6th October TBC
Railway in Wartime	North Yorkshire Moors Railway	11th - 13th October
Filey Food & Drink Festival	Filey Evron Centre	12th - 13th October
Bram Stoker International Film Festival	Whitby Spa Pavilion	24th - 27th October
Hallowscream Spooky Express	North Bay Railway, Scarborough	26th - 27th October
Whitby Autumn Goth Weekend	Various locations in Whitby including Whitby Spa Pavilion	1st - 3rd November
McCain 10K Road Race	Scarborough	3rd November
Scarborough Dance Festival		5th - 10th November
Scarborough Soul Weekender		15th - 17th November
Christmas Craft Fair	The Moors National Park Centre, Danby	16th - 17th November
Santa Specials	North Yorkshire Moors Railway	30th November - 1st December, 7th - 8th December, 14th - 15th December, 21st - 22nd December
Robin Hood's Bay Victorian Weekend	Robin Hood's Bay	6th - 8th December
Santa Specials on NBMR	North Bay Miniature Railway, Scarborough	TBC - December

10	Any Other Business/ Date of Next Meeting It was agreed that it would be useful for the group to have contact and structure information for SIV and also the Tourist Information Centres. Action: 11 – Janet to source if possible Date of next meeting 18 April 2013