

## Welcome to Yorkshire Coast Tourism Advisory Board

**Venue: Stephen Joseph Theatre Boden Room**

**Date: 10 February 2016**

**Time: 2pm**

**Chair: Clive Rowe-Evans**

**Taking Minutes: Janet Deacon**

<b>1.</b>	<b>Apologies for absence – Mainly due to holidays and change of date</b>  Val Hotchin Ed Asquith Richard Dilly Richard Frank Nick Taylor Cllr Janet Jefferson
<b>2.</b>	<b>Minutes from Last meeting</b> Agreed as a true record
<b>3.</b>	<b>Actions Arising</b>  Clive advised the Board that he had received requests from a number of members to move the meeting back to Thursdays.  The Board agreed to consider this, however due to presenters and other appointments the next date of 13 April would remain in the diary.  Clive also advised the Board that he had received Val Hotchin's resignation as she is involved in other projects and also that she felt that she was not able to give the Board the support it required.  The following board vacancies are therefore now available  Retail – Replacement for Tim Collier Accommodation – Replacement for Val Hotchin Restaurant/Food – Replacement for James Corrigan Theatre – Replacement for Tony Peers who is unable to attend Digital – Replacement for David Frank  Clive asked the board to communicate these vacancies far and wide and to encourage members to apply, particularly in the case of Whitby and Filey.  <b>Action 1:- All members to look at encouraging members to join the</b>

	<p><b>board.</b>  <b>Janet to circulate via email to WTY Coastal members</b></p>
	<p><b>Action 2:</b> Inward investment brochure on hold, not priority for Nick and therefore it has been pushed back until after the Market project. However Nick agreed once resurrected that he would discuss content with Janet.</p> <p><b>Action 3:</b> Clive has emailed Cllr Backhouse to ask him how Richards extensive work can be fed into the Council. Clive is awaiting a response.</p> <p><b>Action 5:</b> Graham has emailed attractions but had little response, he has not had time to pull together a template to send out. He will do this a.s.a.p and send to Janet to circulate to her attractions list and to Board Members</p> <p><b>Action 19</b> – Graham was unable to invite Community Rail Partnership to February however will ensure that this is arranged for April meeting</p> <p><b>Action 26</b> – Clive had contacted the new Chair of VHEY Paul Vincen and he has agreed that he is happy to have a representative from our Board to go along to his and also it would be good if the same could be reciprocated.</p> <p>Board agreed that Mike would be the representative for YCAB</p> <p><b>Action 27</b> - LEP have appointed a research consultant to look at customer data. Heather Niven Head of Science City, York has been appointed to undertake this work. Heather will be liaising with Janet regarding members. She would then be coming to assess the type of data that each partner holds.</p> <p>Both Andrew and Debbie advised the Board that there had been a great deal of research undertaken recently by the Museums Trust and further research was also being undertaken by Crescent Arts, both pieces of data will be valuable in this process.</p> <p>Following the data crunching a series of workshops to establish a roadmap will be undertaken probably held in the Autumn.</p> <p>Andrew and Debbie also advised the board that they are working much closer together to ensure better collaboration. The Creative group are looking to resurrect the Cultural Quarter and the string of pearls initiative</p> <p><b>Action 27</b> Debbie agreed to share the data with the Board, Debbie to send to Janet for her to circulate with the minutes.</p> <p><b>Action 28</b> In Nicks absence Graham updated the Board on where the CCT group were with the development of a plan to link Market to Seafront. Graham advised the board that they had undertaken a series of workshop events with a facilitator. Ideas that came out from the workshops included</p> <ul style="list-style-type: none"> <li>• Improved signage from market to seafront</li> </ul>

	<ul style="list-style-type: none"> <li>• Resurfacing and widening pavements</li> <li>• The need to brighten up some of the shops that looked very tired</li> <li>• Installation of bunting or artwork to encourage people down that end of town.</li> <li>• Development of Market Square</li> </ul> <p>The CCT will pull together a plan of costed improvements, this can then be utilised to attract CCF and other grant moneys to deliver the activity.</p> <p><b>Action28</b> : Graham to send Janet a copy of the report which has been submitted so that this can be circulated to the board.</p> <p><b>Action 30:</b> Mike advised the board that he and Janet had met with Andy Gray and it had been agreed that they would look to develop a new Strategic Marketing and Action Plan to support the Yorkshire Coast Brand. This again could then be utilised to attract funding to support the activity.</p>
<p><b>4.</b></p>	<p><b>Hull City of Culture</b></p> <p>Mathew updated the Board on the event to be held in 2017.. Events to be held every day over 365 days. Mathew had met with Martin Green Festival Director to discuss what opportunities there were for Creative/Cultural businesses to get involved.</p> <p>Mathew advised the board that there would be some Fringe events taking place in East Riding – ERYC have put £1m into the event.</p> <p>Martin had said that organisations locally can get involved either by</p> <ol style="list-style-type: none"> <li>1. Working with Hull City of Culture on events in Hull</li> <li>2. Taking part in Hull City of Culture Events</li> <li>3. Linking stories from the local area to events taking place in Hull</li> </ol> <p>The event has four key themes</p> <ol style="list-style-type: none"> <li>a. Digital</li> <li>b. Musical</li> <li>c. Green Energy</li> <li>d. Gaming (Computer games)</li> </ol> <p>Martin has offered to come over to meet with local organisations to discuss the City of Culture Opportunities.</p> <p>The board discussed how the area could get involved, accommodation may be an issue as Hull does not have a great deal of stock so there may be opportunities for overspill.</p> <p>John advised the Board that Cllr Fox had recently met with the CE of Hull Trains to look at how commuter trains could be improved.</p> <p>Graham advised the board that both Northern and Arriva are looking at the</p>

	<p>route and are looking at how it can be improved however it is unlikely that any changes would be undertaken in time for City of Culture event. Board asked Graham to find out more and feed back to next meeting</p> <p>The Board discussed potential opportunities and links to Hull. Charles advised the board that Crispin Bean, Naval Captain of Whitby wrote about “when the lads come home”. There may be a link to the lads coming home from Hull. Further research on this should be undertaken</p> <p>It was also suggested that Steve Dickeinson be contacted to see if there are any musical links with Hull perhaps Indi bands etc.</p> <p><b>Action 1a):</b> Mathew to arrange meeting with Martin from City of Culture to meet with various parties.</p> <p><b>Action 1b):</b> Graham to follow up on what is being done to improve the link from Scarborough to Hull and feed back to board.</p> <p><b>Action 1c):</b> Charles, Debbie and Andrew to undertake some research to see how the destinations could be linked and feed back to next board.</p> <p><b>Action 1d):</b> Janet to speak to Steve Dickinson to see if he is aware of any musical connections</p>
5.	<p><b>MOSAIC – DBID/TBID</b></p> <p>Clive advised the Board that meetings had now been set up with Scarborough Borough Council, North York Moors National Park, East Riding of Yorkshire Council and North Yorkshire County Council to discuss the findings of the DBID and also the next step and the funding required to move forward.</p> <p>Clive advised the board that he had been approached by some businesses in relation to obtaining a copy of the report. The Board agreed that it is in draft and must be discussed with the funding partners first before it is released to businesses.</p> <p>The board advised that if and when it is circulated wider that it is also communicated that it is very much a draft document and that the area represented, levy charge and exemptions are still to be discussed and determined.</p> <p>Richard Dilly from the Sealife Centre had offered for Terri Harris from Merlin Great Yarmouth to come up and talk to the board about their experience.</p> <p>Mike also advised the board that he had also spoken to Great Yarmouth and they had also offered to talk to the board about their experience.</p>

	<p>Clive advised the board that so far he had the following people who had volunteered to be part of the TBID Task Group</p> <ul style="list-style-type: none"> <li>• Clive Rowe Evans</li> <li>• Mike Wilkinson</li> <li>• John Senior</li> <li>• Janet Deacon</li> <li>• Sarah Ward</li> <li>• Sarah Bedlington – English Heritage</li> <li>• Dave Hatfield – Station Manager Transpennine Scarborough</li> </ul> <p>It was also suggested that three or four people be identified within each destination that could then work with the Task Group to assist in the communication and engagement process with one rep feeding back to the Task Group/Board.</p> <p>It was also suggested that Yorkshire Coast Radio and the Scarborough News be involved to support any communications plan.</p> <p><b>Action 2::</b> Clive to write out to the parties who have requested a copy and advise them of this.</p> <p><b>Action 2b:</b> Mike and Richard to see if they can arrange for both parties to visit Scarborough for the next meeting in April.</p>
6	<p><b>TIC Review</b></p> <p>Janet updated the Board on where the Council was with the TIC review. The TIC review report has now been completed and is being taken to Cabinet for decisions on 16<sup>th</sup> February.</p> <p>Janet had previously circulated the report which is now a public document. Proposals to Cabinet include</p> <ol style="list-style-type: none"> <li>1. Replacing Filey TIC with unstaffed Tourist Information Point within the Evron Centre to include courtesy phone access to Tourism Bureau operating 7 days per week</li> <li>2. To explore the utilisation of the existing Leisure Services Staff in Filey and Scarborough to become welcome ambassadors as part of their work</li> <li>3. Providing two day Customer First service with courtesy phone facilities within the Filey Library</li> <li>4. Market Testing the Whitby TIC site as a clean site and also a site which could incorporate a TIC facility.</li> <li>5. If the market testing results in clean site re-locating the TIC facility to the Harbour office.</li> <li>6. Providing a 5 day Customer First Service combined with benefits and</li> </ol>

	<p>housing from the existing service operated at the Job Centre</p> <p>7. Replacing the TIC facility on Harbourside with unstaffed TIP within the new Lifeboat house</p> <p>Janet also advised the Board that the review was recommending to safeguard the Tourism marketing and event team for the efficiencies made and also provide to a base budget for the continuation of the annual contribution for Welcome to Yorkshire which is currently coming funded on an ad hoc basis.</p> <p>Charles asked why the Council was on going out with a lease of up to 25 years. Charles advised the board that this had been picked up by Whitby Development Trust as issue because the building had been listed as an Asset of Community Transfer under the Localism Act, which means that the Council as landowner is unable to sell the freehold of the property or grant a lease of 25 years or more.</p> <p>Janet advised the Board that this is to ensure that the Council retains reasonable control of the future use of the buildings by the Council and ensures that the flexibility of the future regeneration potential of the harbour area can be maximised.</p> <p>Charles advised the Board of a project being developed by Colin Pyra “The Story of Whitby”. A scheme which included an audio visual presentation/fil, Sutcliff Art works and a Tourist Information Point.</p> <p>Janet informed Clive that the proposal would like any other need to be submitted as part of an expression of interest in the premises if and when the premises goes out for market testing.</p>
7	<p><b>WTY Update</b></p> <p>Janet had previously circulated the update report to Board members. Highlights included</p> <p>Launch of new look Yorkshire.com, the site has a brand new look and feel, it is image led and provided rich editorial content with mebers featuring throughout.</p> <p>The Northern Futures Project – Press trip made in December and also a press reception in Munich where WTY presented the North of England to 20 German Journalists.</p> <p>Launch of This is Y – magazine went to print in December and has some excellent coastal features.</p> <p>Tour de Yorkshire – Launch of full route, Scarborough secured final day 1 May and also will host the sportive with 6000 cyclists. Roadshows have commenced and a Parish Council and land owners meeting was held at the NYMNP offices.</p>

	<p>Janet has organised a meeting of the creative partners to look at potential projects and to look at how the Borough can maximise publicity. English Heritage are currently looking at producing some form of land art at their sites.</p> <p>Janet also advised the board that a special group was being set up in Whitby with the Town Council to look at opportunities.</p> <p>Charles advised the Board that he would be looking to place two biks on the wall of the Captain Cook Museum, one with Captain Cook on a bike holding a telescope and the other a bike with a Kangaroo on it.</p> <p>Charles also asked what WTY were looking to do to maximise the Captain Cook link with Stage 3. Janet said she would investigate further. Catriona &amp; Janet both advised the board that they were providing information for the Yellow Book (the book that is given to ASO) which highlights key facts about various destinations and buildings on the route.</p> <p><b>Action 3 :</b> Janet to establish how WTY are using Cook link</p>
8	<p><b>Corporate Plan/Budget</b></p> <p>Janet had previously sent a link out to board members for comments on the Council's Corporate Plan and the Budget. Clive asked members to ensure that they read the document fully and provide comments back in relation to the corporate aim and activity linked to Tourism.</p> <p><b>Action 4</b> All to look at Corporate Plan and feed back comments</p>
8	<p><b>AOB.</b></p> <p>Clive raised his concerns regarding some members not attending the meetings but also the contribution that was being made in terms of getting out the positive messages to the various sectors and also raising any concerns from the sectors.</p> <p>He has asked members to ensure that they fully represent their sectors by ensuring that they work effectively with the Board, WTYC Local Area Tourism Office, the Council and Welcome to Yorkshire to drive forward the Visitor Economy agenda.</p> <p>Shirley confirmed that she fed back various points from the board to her executive and members both verbally and through newsletters.</p> <p>Charles confirmed that his vehicle for communicating with the attractions sector was through the Attractions group, unfortunately however the group has not met for some time now. Charles to speak to Nick to try and resurrect the group.</p> <p>Catriona advised the Board that the NYMNP Leader programme has now been launched. Applications for funding are being sought from local businesses, individuals, communities and organisations. £2.336 million of EU</p>

	<p>funding to support businesses and projects in the area until 2020. The funding is all geared around job creation. Janet to circulate the information to Board members.</p> <p><b>Action 5:</b> Charles to speak to Nick to resurrect attractions group meetings</p> <p><b>Action 6:</b> Janet to circulate Leader Programme funding info to Board.</p> <p>Andrew advised the board that he now sits on the Chamber Leadership Group for North Yorkshire with business representatives from across the area, it is mainly York centric however he was invited to give a presentation to the group to update them on the development work which is happening in Scarborough. They were amazed at the amount of activity and the huge boost that this will have to the coast and wider economy. Andrew will keep the Board updated following his meetings with the group.</p> <p>Andrew also mentioned that he was meeting the Chief Executive of Make It York Steve Brown, as they are interested in creating a “Woodend” type facility within York. He is going to discuss this and also explore the opportunities for further links with York. Both Janet and Clive expressed an interest in attending a future meeting with him.</p> <p>Action:</p>
<p><b>10</b></p>	<p><b>Dates of Future Meetings</b></p> <p>13 April 2016 – Woodend Creative Industries, The Crescent, Scarborough  9 June 2016  22 September 2016  24 November 2016</p>