

## Welcome to Yorkshire Coast Tourism Advisory Board

**Venue:** Scarborough Spa Music Room

**Date:** 9 June 2016

**Time:** 2pm

**Chair:** Clive Rowe Evans

**Taking Minutes:** Janet Deacon

<b>1.</b>	<b>Apologies for absence</b>  John Senior Mathew SJT Richard Askew
<b>2.</b>	<b>Introduction of new members</b>  Clive welcomed the new Board members  Cllr Andrew Jenkinson – Portfolio Holder for Tourism  Paul Johnston – Representing Artisan ( a new sector, agreed by board) Ed Blakeley – Serviced Accommodation Adrian Fusco – Restaurant/Food Richard Marcroft – Restaurant/Food Victoria Mitchell – Retail Tom Hendry – Business Tourism Sarah Ward – Digital Marketing  Unfortunately Richard Frank will be standing down as he is semi-retired and will not be able to commit the required time to support the Board. He has however said that he would be happy to work on key projects if he is available i.e. review of Parking.  Current Vacancies Holiday Parks – Janet is discussing this with the new BHHPA Chair. Festivals and Events (Sub) Artisan (sub)
<b>2.</b>	<b>Minutes from Last meeting</b> Agreed as a true record. Charles asked if it was possible to put the draft minutes on the web-site before they are fully approved at the next board meeting as he has had some members stating that information from the

	<p>Board is slow in being published.</p> <p>The Board agreed that Janet would circulate the minutes to the board and from this date provide board members with one week to make any amends/additions, following this the minutes could then be placed on the web-site.</p>
<p><b>3.</b></p>	<p><b>Actions Arising</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 was still awaiting a response however he met with the Leader of the Council who agreed that this would be addressed. Cllr Andrew Jenkinson is now the new Portfolio Holder for Tourism and he agreed that he would pick this matter up and arrange a meeting between Richard, Stuart, Jane, himself and Janet to discuss. He also advised that they would be setting up a new Parking Review/Task Group established which the board and stakeholders could have an input into.</p> <p><b>Action 4 –</b> Mike had been in touch with Alan Carr in Great Yarmouth and he has confirmed that he is happy for board members to go down and discuss the DBID as we move forward. Clive advised that both he and Janet had met with Steve Brown from Make It York to discuss the process and their experiences.</p> <p><b>Action 5 –</b> Graham to pull together a template and send to attractions. Graham also to send Janet a copy to circulate. Graham apologised for not having done this but that he would do it in readiness for the next meeting.</p> <p><b>Action 7 –</b> Andrew to arrange a future meeting with CE of Make it York with Clive and Janet. This had now happened and Clive and Janet met with Steve Brown CE of Make it York.</p> <p><b>Action 8 –</b> Mathew still to invite Chair of City of Culture to meeting to discuss opportunities. Mike advised that Steven Freeman was the new CE for Stephen Joseph Theatre and he would be in post from 1 July. Mike to discuss making contact with City of Culture Chief Exec when he is in place</p> <p><b>Action 19 –</b> Graham to organise community rail partnership officer talk as part of Bempton Cliff Visit, Also ask Community Rail Partnership Officer to attend future meeting. – Graham has arranged for Gill to attend next meeting in September.</p> <p><b>Action 20 –</b> Janet to speak to Nick Hill to establish if he is still wanting to co-ordinate Attractions Group. Janet had spoken to Nick and due to his work commitments he has not been able to continue to lead on this. He is happy</p>

	<p>for Janet and Charles to take this forward. Janet/Charles to arrange an attractions meeting for September. It can then be agreed how the group will be taken forward in the future.</p>
<b>4</b>	<p><b>National Coastal Tourism Academy</b></p> <p>John Carmichael from the National Coastal Tourism Academy gave the Board a presentation on who they were and what their role was. The academy was established through CCF and was established to understand the nature of coastal tourism and identify opportunities for growth. Key objectives being to</p> <ul style="list-style-type: none"><li>• Improve the visitor experience</li><li>• Support the industry</li><li>• Bridge the gaps in coastal tourism research</li><li>• Share lessons learnt and best practice</li></ul> <p>John then provided an overview of where we were in relation to Coastal Tourism in the uk. The opportunities for growth in key markets such as Under 35's, Empty Nesters and Health and Wellness.</p> <p>A new online toolkit has been established to look at how destinations can improve visitor experience, increase spend, length of stay and likelihood to recommend and repeat visit.</p> <p>At the moment there are 20 individual projects taking place including Ambassador, welcome handbook, resort induction and staff passport.</p> <p>Destinations must embrace all technology to attract 18-25 age range and use holistic images through all media to influence perception.</p> <p>There is also an online resource hub for the industry that looks at sharing best practice, market intelligence, product development guides, toolkits, courses and case studies and lessons learnt. At the moment there are 12,500 businesses and destinations accessing this.</p> <p>The ambassador scheme on line toolkit provides lots of courses and opportunities to develop skills and market research. The cost is estimated at £10k for three year scheme however this is dependent on the number of tourism workers accessing this.</p> <p>John thanked the Board for listening and provided his contact details for further information should the board wish to progress further with any of their opportunities.</p>

**5. DBID**

Clive advised the board that he was still waiting to hear from East Riding Council on what element of contribution of any would be put forward. Clive also arranging meeting with Redcar and Cleveland to discuss any potential contribution.

Clive and Janet had also met with Steve Brown who provided additional information in relation to the York BID. He also provided information on the British Bids Government initiative where there were opportunities for bid funding to take the process forward. Max £50k available which would be paid back with interest if successful, if not successful it is understood that no payment would have to be made .Mike will be progressing this.

Clive had heard back from Merlin and whilst they are happy to support the DBID initiative they have not put funding into the BID development process nationally and therefore cannot in this instance. Their contribution however would kick in when paying the levy fee.

Clive still awaiting information from SBC in relation to contribution both cash and in kind.

The Scarborough Hospitality Association have confirmed that they will provide the office space required mornings only.

Clive highlighted that the cash element was to employ an executive project manager plus secretarial support. It was suggested however having discussed the salary costs with Steve from Make it York that the costs we had identified for salaries was well under the amount paid by York for their project manager.

All of the Local Authorities have stressed the need to obtain private sector support for the DBID to enable them to provide support in cash/kind.

Board members asked what the Private Sector support was for the York scheme and what type of businesses supported it. Sarah suggested that we look to approach banks on the basis of providing sponsorship.

Graham and other board members suggested holding an event to create awareness of where we are and what the benefits of a DBID would be to the area. Janet and Clive to find out more about other DBID areas and who funded the second phase in other destinations by contacting MOSAIC.

**Action 21: - Clive and Janet to contact other DBID areas to establish who paid for phase 2 of DBID process.**

A group also be established to move this forward. Clive, Mike, Victoria, Graham, Shirley, Sarah and Janet to be involved in this. Board members to consider providing a suitable room and get back to Janet with suggestions.

	<p><b>Action 21a:- Clive and Mike to approach banks re sponsorship etc.</b></p>
<p><b>6</b></p>	<p><b>TIC Review</b></p> <p>Janet updated the Board on the TIC review. Harbourside TIC has now closed Staffed Tourist Information points at the Stephen Joseph Theatre and Open Air Theatre Box Office at Peasholm. Unmanned TIP's with courtesy phones will be established in Rotunda, Spa and new RNLi Office in Scarborough.</p> <p>Filey TIC has closed and has now been replaced with an unmanned Tourist Information Point with courtesy phone.</p> <p>Whitby TIC in its current format will close end of September and will be replaced by a scaled down staffed service either within the existing facility or the Harbour Office.</p> <p>All sites are out for lease with a closing date of 13 June.</p> <p>Victoria asked that all reference to TIC's be removed a.s.a.p from signage and also on each of the buildings to avoid complaints. Clive was concerned to see that TIC signage still on kiosk in addition to the 'For Sale' sign</p> <p><b>Action 23:</b> - Janet to ensure all signage is addressed a.s.a.p. That all web-site reference wherever possible now points to Manned and unmanned tourist information points.</p>
<p><b>7</b></p>	<p><b>WTY/TDY Update</b></p> <p>Janet had previously circulated a report on the last years activity. A report highlighting proposed activity for 2016/17 had been sent in to WTY and Janet was awaiting funding confirmation.</p> <p>The Board were concerned that this was quite late, however Janet explained that WTY were waiting for confirmation of funding from the LA's. Janet to update the board within the next two weeks as to where we are with funding.</p> <p>The Board congratulated WTY's regional and local office on all their hard work over the last year. The Board also highlighted their delight at the recent PR on the visitor stats issued by Visit England highlighting that the Borough has come out as second (just below London) for most visited destination for UK overnight stays.</p> <p>Janet advised the Board that there would be a report issued on the Economic Benefit of the race to the Borough and region at a later date.</p>

	<p><b>Action 24:</b> - Janet to keep Board informed if there is a problem with future funding.</p>
<b>8</b>	<p><b>SWAFTA – Awards Scheme</b></p> <p>Shirley and Graham updated the board on the proposed SWAFTAS – Discover Yorkshire Coast - Scarborough, Whitby Filey Tourism Awards. It is proposed that a new awards ceremony be held on 30 March. Shirley is meeting up with Susie Brindley from WTY to see if there is any opportunity for linkage into the White Rose Awards Scheme. Further details to be reported back to the board once established.</p> <p><b>Action 25</b> – Shirley and Graham to feedback full details to future Board meeting on the proposed scheme.</p>
<b>9</b>	<p><b>Fracking</b></p> <p>To be deferred to the next agenda. Clive had been asked by the CE of NYCC as to the Board’s view on how Fracking may effect Tourism along the Coast. A full discussion at next meeting. Both Catriona and Graham highlighted that they would not be able to be involved in any discussions on this issue</p>
<b>10</b>	<p><b>Scarborough Spa/Whitby Pavilion Season Update</b></p> <p>Stephen and Rachel from SIV gave the Board an update on the summer season across both the Pavilion and the Spa.</p> <p>The Board congratulated SIV on the full entertainment programme for this season. Rachel and Stephen said that they would provide discount opportunities for accommodation providers who partnered with them. All businesses to contact Rachel at the Spa for information on 01723 376774.</p>
<b>11</b>	<p><b>AOB</b></p> <p>Clive asked Board Members to update everyone on views of season so far and to raise any issues.</p> <p>Serviced/Self Catering Hospitality – Feedback was that bookings were up and that length of stay is increasing for this year.</p> <p>Business Tourism – Good positive feedback from Confotel. Businesses were getting the rates required and long term bookings are up. All in all positive news from Confotel Group.</p> <p>Media – From a radio point of view when business is buoyant people tend to book advertising. Confidence for the season ahead is very high.</p> <p>Attractions – Charles advised that whilst the attractions group had not met for some time that income and numbers from the Captain Cook Museum</p>

	<p>remained similar to last year.</p> <p>Food/Drink – Adrian, from Filey, highlighted that the figures were down mainly due to the day tripper market as a result of poor weather. When this happens usually the season is pulled back when the good weather arrives later. He highlighted that there was certainly more confidence in spending over previous years.</p> <p>Victoria highlighted that since Primark opened on 7<sup>th</sup> May at Monks Cross, York it has had a negative impact on footfall and fashion sales. Monks Cross have run an extensive radio campaign on Yorkshire Coast radio, which our recent customer research has shown to be the most effective media for Brunswick customers. The weather has also been a factor in fashion sales as we have not experienced any prolonged periods of good weather.</p> <p>Richard highlighted that the restaurant in Scarborough was doing ok. Footfall into the town centre was not good but on the whole this reflects the decline into town centres generally. He suggested that more needs to be done in the Town Centre and also there is a need to link the Seafront with the Town Centres across all destinations.</p> <p>Sarah highlighted that Ingrid Flute have nearly 500 cottages, business is buoyant this year, also they have noticed that short breaks are increasing. The agency has also introduced a rewards scheme for all of its customers.</p> <p>NYMNP figures up over half term and spend is up. Steam figures recently reveal show a 4% increase in visitors to the Park over the previous year.</p> <p><b>Action 26:</b> - Janet to look at potential linkage of events and activity with Nick Taylor as part of the CCT work.</p> <p>Janet stated that with the new investment coming in i.e. Waterpark, UTC, Coventry University, Leisure Park etc etc and increased investment from Private Sector operators that the future looks great for the Borough. Janet highlighted the fact that the Borough whilst being extremely strapped for cash have had the foresight and drive to push forward and ensure these initiatives take place, making the Borough the destination of the future. The Borough Council due to ongoing reduced funding from central government are having to look at alternative ways/systems and processes to deliver its statutory and non statutory services moving forward.</p>
12	<p><b>Dates of Future Meetings</b></p> <p>22 September 2016 - Whitby 24 November 2016</p>