

COASTAL TOURISM ADVISORY BOARD  
TOURISM ACTIVITY UPDATE

**Marketing Campaigns**

**General Marketing/Events**

**Spectator Guide TDF**

Working with Tour De France Hub on the production of a spectator guide which will highlight key information and contacts and a map of the region.

500,000 copies being produced and distributed through national Tourist Information Centre Network and inserted with National newspapers.

**Business Toolkit**

A new toolkit has been provided to assist businesses in getting ready for the Tour De France and also to maximise the benefit of the event. 50,000 copies have been produced and have been distributed to businesses and Councils for circulation.

**Tea Trail**

A new Tea Trail guide has been produced and will be printed late June for circulation at the Great Yorkshire Show. 40,000 copies to be produced and distributed.

**Ale Trail**

A new Ale Trail has also been produced and will be printed and launched at the Great Yorkshire Show. The Competition to find the best pub has run again and the ten finalists have been selected. The winner will be announced at the Yorkshire Show.

**New Cycling Map**

A new cycling map showcasing routes across Yorkshire. Pickering, Scarborough and Ravenscar and the Wolds Way including Hunmanby and Transpennine Trail covering Hornsea and the Way of the Roses out to Bridlington.

35,000 copies are being produced and distributed to cycling clubs nationally and at key events.

**Yorkshire Post Summer Supplement**

50,000 Yorkshire Post Summer Supplements are being produced and will be distributed with the Yorkshire Post on 27<sup>th</sup> June. There will be a large feature on the Yorkshire Coast highlighting what to do and where to go.

**Yorkshire Festival**

Promotion of the Yorkshire Festival events is also ongoing with “The Last Train to Scarborough” at the Stephen Joseph Theatre and “The Really Big Sing” at the Open Air Theatre. All tickets for the really big sing have now been allocated.

### **Chelsea Flower Show**

The team went to the Chelsea Flower Show again with a Yorkshire Garden "Tour De Yorkshire", the show was extremely busy with lots of interest. The Garden won the Peoples Choice award again for the 5<sup>th</sup> year running which gained the region a lot of free PR.

### **Great Yorkshire Show – 8 to 10 July**

The Coast will once again be a huge feature on the Welcome to Yorkshire Stand. The Yorkshire Coast will also be represented on the Stand by the Attractions Group, The Scarborough Spa/Whitby Pavilion and the Stephen Joseph Theatre. 20 Tones of Scarborough Sand will be transported along with Scarborough Donkeys, large images of Scarborough and other seaside features yet to be confirmed.

### **Press and PR (incl Local)**

Darlington and Stockton Times, Scarborough News, Yorkshire Post, Yorkshire Evening Post, The Telegraph, Yorkshire Life, Beautiful North Yorkshire, Driffield Today, York Press, Beverley Guardian, National Trail, Cycle Travel City, Woman Magazine, Pick me Up and Chat Magazines. Darlington & Stockton Times, Minster.com, Northern Echo featured articles on new Attractions Guide.

### **Local Activity**

#### **Staithes Pocket Guide**

The new Staithes Pocket Guide will be printed later this month and distributed through Info Display and within the Tourist Information Centre network.

#### **Business/Membership Development**

Two new groups have recently formed/developed and are working with the Local Area Office in supporting the promotion of both Whitby and Staithes.

The Staithes Group is being spearheaded by several local businesses. The group is looking at a number of areas including signage and interpretation, visitor information and also looking at how they can maximise the promotional opportunity that the current CBB's programme Old Jacks Boat can bring to the resort.

We are also working with key accommodation businesses in Whitby and the Totally Locally Whitby group to explore opportunities for future promotional campaigns and event development.

#### **Open Air Theatre**

The full and final programme has now been confirmed, ticket sales are looking extremely positive for most of the shows. The new additions are Family Fun Day 24<sup>th</sup> Augusts and Milkshake Live on 13 August. Posters, leaflets radio advertising and magazine and newspaper advertising is ongoing. Interviews with artists on local and regional radio has also taken place.

## **Business Tourism**

We have recently secured three new conferences, The Energy Action Conference, The Steampunk Convention, The North East Coastal Group AGM. Three further familiarisation visits are also taking place over the next our weeks.

## **Events/Filming**

35 event applications have been received including Whitby Armed Forces Day (28 June) and Whitby Regatta ( 9-11 August) and Eat Yorkshire Food Festival in Filey (14 June) and Filey Safety Day (17 July).

## **Filming**

12 film enquiries have been received and dealt with, 5 of which are going on to film, BBC Countryfile was one of these and was screened on TV a few weeks ago.

## **Seafest – 25-27 July**

Scarborough Borough Council has been successful in securing an Arts Council Grant towards Seafest 2014. The grant of £11,150 will be used to improve the quality of the festival overall, and to introduce extra street theatre, activities, music and food events. These arts activities will add to the festival atmosphere and will improve the festival product on offer to the Scarborough Seafest audiences.

Highlights of the 2014 event will be street theatre from Circo Rum Ba Ba, the Institute of Crazy Dancing, Whitby-based Jean and Morag, and Scarborough-based Animated Objects; music from the Paradise Steel Band, the Men of Staithes Choir, and Scarborough's Fun Key Choir; and food demos in the Seafood Kitchen from top chefs including *MasterChef* finalist Tom Reynolds, as well as numerous free workshops for children.

## **EVENTS**

### **Armed Forces Day**

Event planning now in its final stages for Scarborough Armed Forces Day (28 June 2014)

This year we are proud to be hosting 1Bn Yorkshire Regiment who will march through the town to exercise their Freedom of the Borough of Scarborough. This unique opportunity gives the public the chance to see all four Honorary Colours of the Yorkshire Regiment on display. The Freedom Parade will set off from William St Coach Park at approximately 1130hrs led by the Band of the Royal Corps of Signals to arrive on Southbay at approximately 1200 to start the event. Formalities throughout the day include:

- ✓ A formal opening & welcoming address by the Mayor of the Borough of Scarborough
- ✓ Standards and Veterans Parade led by the Band of the Yorkshire Volunteers
- ✓ Presentation of AFD flag to local WW2 veteran with citation

- ✓ Service of Thanksgiving led by the Vicar of Scarborough

Highlights include

- ✓ a display by the much loved and admired Vulcan Bomber XH558 ([www.vulcantothesky.org](http://www.vulcantothesky.org)) the last of its type still flying.
- ✓ One of the last displays of an air to sea rescue exercise by a RAF Sea King and the Scarborough RNLi.
- ✓ Other aerial highlights include a display by the RAF Tucano, sporting a special commemorative poppy design on its fuselage and a flypast by the historic Spitfire, Lancaster and Hurricane aircraft that make up the Battle of Britain Memorial Flight.
- ✓ In support of the Yorkshire Regiment Freedom Parade there will be a large military representation from over nine army regiments who will be displaying military vehicles, weaponry and explaining to the public their roles in the UK Armed Forces commitment abroad and at home.

The event site this year is the entire South Bay\*, (Foreshore, West Pier and Sandside) which has cafes, shops and amusements so there is something for the whole family. (\*NB Road closures in place from 0700 – 1900 to facilitate the event). To round off the day, some of the biggest names in British classical music will perform a special tribute to the UK's Armed Forces against the stunning backdrop of Scarborough Open Air Theatre.

Singer and media broadcaster Aled Jones will host and perform in a spectacular Last Night of the Proms concert, featuring the beautiful and harmonious voices of the Military Wives Choirs York, Britain's most exciting young mezzo soprano Laura Wright and Welsh male choral group Only Men Aloud with musical accompaniment by the National Symphony Orchestra. There will be a grand firework finale to complete the evening's entertainment

### **Press/PR**

The Yorkshire Coast has received destination PR coverage over the last two months in Woman and Home, Essentials, Yorkshire Life, Northern Life, The Telegraph, Telegraph and Argus, Northern Soul Yorkshire, Yorkshire Evening Post, Scarborough News, York Press, Radio Interviews have taken place on Yorkshire Coast Radio (Seafest), Radio Humberside (Pub of the Year).