

Welcome to Yorkshire Coast Tourism Advisory Board

Venue: Raven Hall Hotel

Date: 28th September 2016

Time: 2pm

Chair: Clive Rowe Evans

Taking Minutes: Chair

1.	Apologies for absence John Senior Catriona McLees Ed Asquith Chris Sigsworth Charles Forgan Trevor Watson Janet Deacon Cllr. Janet Jefferson Wendy Holroyd Sarah Ward
1 a	Introduction of new member Clive welcomed Steven Freeman , Chief Executive of Stephen Joseph Theatre, representing Culture and Entertainment. Current Vacancies Holiday Parks Festivals and Events (Sub) Artisan (sub)
2.	Minutes from Last meeting Agreed as a true record
2a.	Actions Arising
	Action 2: Inward investment brochure on hold, not priority for Nick and therefore it has been pushed back until after the Market project. There was a

level of concern expressed that this document is taking such a long time to produce.

Action 3: Cllr.Jenkinson has arranged a meeting of a Car Park review/task group in early October and it was agreed that Ed Blakely would represent the board at this and/or further meetings.

Action 5 – Graham agreed that he would definitely pull together a template and send to attractions. Graham again apologised for not having done this but was encouraged by Victoria's information that at least three of the Brunswick tenants wished to offer delegates specific deals.

Action 8 – Mike and Steven Freeman agreed that they would have further discussions re the benefits for the Borough from Hull's City of Culture status and Steven had already arranged a meeting with their Chief Executive within the next few weeks.

Action 20 –The attractions meeting has been arranged for the 29th September.

Action 21/22 – See minutes below.

Action 23 – The Board was still concerned to hear from Victoria that many directional signs indicate that there is still a TIC at Brunswick . Concerns were also raised that Google maps and other sites show the former Brunswick TIC. Victoria is sending details to Cllr Jenkinson(copy to Janet and Clive) so that he can take action.

Shirley agreed to chase the yellow stickers(Gary verity's proposal) which were to be used on properties that offered information about local activities/attractions.

Action 26-A meeting has been arranged to discuss the establishment of an action group to see how the Town Centre and Seafronts can be linked better as part of the CCF. A discussion then took place during which Richard M emphasised the need for urgent action to concentrate on easy quick win opportunities, such as information/advertising boards at the exit to the WaterPark informing users of events/activities in the centre of the town, and boards to be displayed at the seafront advertising activities at Sea Life/Waterpark/Castle etc. The production of a walk round map showing the town's hidden gems was also suggested. Both Richard M and Ed B agreed that they would meet up and create a plan to present to the Board for onward transmission to Graham so that it can be included in the CCF proposal, as well as for more immediate action if funds allow.

Action 27- Richard M and Ed B to consider quick win methods to integrate the promotion of activities/attractions/events etc thereby helping to unify all of the town's tourist areas. Cllr Jenkinson agreed to source the audit of all the

	town's brow information signs, to help in this work.
3	<p>DBID update</p> <p>Clive informed the Board that a sub group (Sarah, Victoria, Janet, Shirley, Mike ,Clive) had met on three occasions since the last meeting and had agreed that we should be certain that we could raise the full £105k , before we held various high profile DBID information meetings. The group agreed to issue a press release explaining the thinking behind the proposed DBID and both Yorkshire Coast Radio and the local papers covered the release. Our thanks go to Chris and Ed A.</p> <p>Approximately twenty five local businesses were approached for financial support or support in kind;the following offers have been made Bookers £500, Senior Group £1k,Moore Stephens £1k, Marks and Spencer Office space and support approx £12.5k. We are hopeful of further support from Yorkshire Bank, Alpamare, Haven, Handlesbanken.</p> <p>Mike and Janet are presenting the DBID proposal to a Handelsbanken business breakfast club session held at the rugby club on October 19, at which approximately 70 business people are expected to attend.</p> <p>It was suggested by Diane that we should make an approach to SIV and this will be done. HSBC were unable to offer cash but are happy to help in any other way. Mike is still awaiting a response from Compass Insurance, Castle Employment, and Pinkney Grunwell Lawyers.</p> <p>Clive and Mike had an encouraging meeting with directors of Redcar and Cleveland District Council and we are awaiting their formal response. Clive, along with Cllr Jenkinson and Trevor Watson, met with the East Riding District Council's Portfolio holder for Tourism, and the Head of Economic Development on the 27th September as a follow up to the presentation made by Mike and Clive to ERDC in February this year. We now await their formal response which we expect to hear in the next three weeks.</p> <p>Scarborough Borough Council will not be making a decision on their contribution until ERDC have made their decision.</p> <p>In order to explore the market for a future executive who could oversee this next phase of the DBID, should the full funding be forthcoming, Clive explained that he and Janet and Mike were holding an initial meeting with a lady who has indicated interest in the project. Clearly this role would be advertised for all applicants at the right time and it was hoped that SBC and Mosaic would help in the logistics of the advertising/assessment process.</p>

4.	<p>Visitor Economy Strategy 3 year action plan 2014-2016 update</p> <p>This item is being placed on the November meeting agenda when Janet and her SBC colleagues will be giving an update on the strategy and also discussing the preparation of the next 3 year strategy for 2017-2019. Mike also mentioned that he was preparing an Executive Summary of the VES that will be available soon.</p>
5	<p>Discover Yorkshire Coast SWAFTAS</p> <p>Graham gave details of the plans for the SWAFTAS event which will take place on Wednesday 29th March 2017. He will email the information to all board members separately to these minutes.</p>
6	<p>Fracking</p> <p>Clive had been asked by the CE of NYCC as to the Board's view on how fracking may effect Tourism along the Coast. Graham highlighted that he would not be able to be involved in any discussions on this issue as he was an employee of NYCC.</p> <p>Clive noted that there were two prominent signs against fracking on the road from Scarborough to Cloughton. There were many more in the Malton/Pickering areas specifically due to the plans to frack at Kirby Misperton. These signs will draw the attention to our arriving guests of the possible commencement of fracking in our coastal area. Would this put them off returning? A number of differing views were expressed.</p> <p>Ed B was concerned that without detailed information some visitors may indeed be put off, and suggested that a more informative leaflet should be made available for visitors explaining the facts. There was also concern as to how we inform potential visitors about the facts.</p> <p>The subject had been discussed at Confotel and Diane reported that there was a general feeling that it would not effect the business trade. Tom had also spoken with about fifty of his guests during the Summer and they all said that it would not effect their decision making about returning to the Coast.</p> <p>It was suggested that should planning permission be given for a local fracking site to be developed there was a potential for funding for tourism to be obtained in a similar way to that agreed with the Potash development. It was noted that although individual Members of SBC had their views the Council as a body did not have a view at present.</p> <p>It was agreed that Clive should write to NYCC stating that there are currently mixed views but the Board will keep a watching brief and will report further as the fracking issue develops.</p> <p>Action 28-Clive to write to CE of NYCC re Fracking</p> <p>.</p>

7	<p>AOB</p> <p>Members of the Board were asked to give an assessment of how trade had been during the summer months.</p> <p>Richard M stated that although this had been his first summer trading August results were good despite town centre footfall being 6% down on last year.</p> <p>Paul stated that sales from June onwards had been good.</p> <p>Adrian stated that they had had a good mid June to end of August.</p> <p>Stephen reported that levels of audience attendance at SJT had been mixed during the summer in common with many other Northern theatres. This was not helped by good weather (going into an auditorium on nice sunny days) and post Brexit feelings.</p> <p>Andrew stated that cultural attendance at Woodend had been a bit depressed, perhaps not helped by poor visibility of the area for new visitors to the town.</p> <p>Shirley stated that that most members of the Hospitality Association had had a very good summer season, and that her many holiday flats good have been sold twice over.</p> <p>Tom stated that he had had a great Summer perhaps due in part to the completion of his extensive refurbishment.</p> <p>Ed B stated that he had a very good summer with an increase in the length of stay. This however had meant that there was less accommodation available for one night bookings (eg Saturdays for Open Air Theatre).Advanced bookings were also high.</p> <p>Diane stated that Confotel members reported a good summer season with higher average spends.</p> <p>Graham stated that the train companies had reported a great year with high passenger numbers on trains to Scarborough.</p> <p>Victoria stated that although the footfall was down in the Brunswick the individual spends were up. She did however a number of concerns with regards to the Town Centre and they are reproduced below;</p> <ul style="list-style-type: none"> • Peddlars • Chuggers – in your face aggressive charity sellers • Vacant units – tatty, unkempt

	<ul style="list-style-type: none"> • Temporary lets – smashed window • Commercialisation – total lack of consideration for the centre or its tenants – vans, gazebo’s, coffee stall, plant stall, food market all block sight lines to my main entrance and/or tenant windows • General lack of any events/activities to create interest/activity/theatre on the street and particularly around Christmas. The last 2 years activities have been disappointing. • I have been at the Brunswick for 3 years now and one of my first meetings was with Nick Taylor who talked a good talk and promised me everything – here I am 3 years down the line still saying the same things. <p>The Board all agreed that these points are unacceptable and all of them deter visitors to the town. Cllr Jenkinson also agreed that these concerns must be addressed and suggested that Nick Taylor should come to the next meeting. However both Richard M and Victoria recognised that there was a lack of resources and that Nick seemed to have been completely involved for many months in the Market development and for that reason the Board requests that Nick’s line manager, Dave Kelly, should be asked to attend. Cllr Jenkinson will ensure that the Leader, and Cllrs Bill Chatt and Jo Plant are made aware of these concerns.</p> <p>Action 29- Cllr Jenkinson to advise the Leader, Cllrs Chatt and Plant of the Boards concerns as outlined above, and to ask that Dave Kelly attends the next meeting.</p>
12	<p>Date of Future Meeting</p> <p>24 November 2016 venue to be agreed.</p>