

Welcome to Yorkshire Coast

Advisory Board

26 March 2015 Update

- Yorkshire Post Easter Supplement – Delivered 20th March 2015 – Distributed at WTY's Y15 annual conference as well as being distributed within the Yorkshire Post.
- Tour de France Spectator Guide – 200,000 printed for distribution in the lead up to the event
- Branding support for Tour de Yorkshire activities – producing Parish Council, Town and business banners to support promotion of the event
- Tour de Yorkshire Roadshows – held various roadshows across the county, two in Whitby, two in Scarborough and a Parish Council meeting held in Ravenscar. Also attended various individual meetings at East Ayton Parish Council and Whitby Town Council
- Literature Exchange – 4th March at Thirsk Auction Mart
- Y15 – Welcome to Yorkshire's annual conference happened on 18th March at Scarborough Spa and was attended by around 850 tourism businesses. Media coverage across many regional papers and covered by BBC Radio York as well as Look North and Calendar.
- The New Cycling Map – this came out in March and was handed out at Y15. 38k copies polybagged with Cycling Active – on sale April. Distribution has commenced across Yorkshire, via hotels / attractions and TIC's.
- Bike Libraries – ongoing activity around the setting up of the hubs and submissions for libraries themselves
- Tour de Yorkshire Road book – start and finish point collation of information
- Spring Guide – came out at the start of March (75000 copies produced) and distribution commenced to hotels / attractions and Tourist Information Centres. 50k copies were inserted in the Telegraph within the North West on Sunday 15th March.
- Discover Days Out leaflet (75,000 copies produced) and distribution commenced in March to hotels / attractions / Tourist Information Centres.
- currently working on the Summer Guide for May 2015 and the Gardens Guide for April 2015

Local Activity

Tour De Yorkshire

Tour De Yorkshire – Stage 1 – Developed web-pages on DYC to support promotion of Stage 1 with a special features section on front page.

TDY competition – Placed Bicycles around the route and sent out press coverage which encourages people to take a picture at with the bikes and use social media to enter competition. Prize package available to winner after the event.

TDY event entertainment – Planning and booking entertainment for 1 May to complement the bike race. Entertainment hubs will be in Town Centre, South Bay and North Bay. There will also be a fan zone at the Open Air Theatre.

Open Air Theatre

Continued marketing to support the events at the Open Air Theatre has been undertaken. 12 Shows have been booked and launched for the 2015 season. Dates and acts booked

- 22 May – James
- 13 June – Boyzone
- 20 June – The Vamps
- 27 June – Alfie Boe
- 10 July – Jessie J
- 11 July – Elaine Paige
- 18 July – McBusted
- 29 July – Tom Jones
- 1 Aug – Legends of Pop
- 14 Aug – UB40 Reunited
- 29 Aug – Blue and Atomic Kitten
- 30 Aug – Scouting for Girls, Only the Young, The Hoosiers

Business Tourism

Over the last two months we have successfully won 6 new events for Scarborough and Whitby and have had 4 FAM visits confirm. We have also contacted a further 104 companies and associations to promote the area as a business tourism destination.

Campaigns

A new outdoors booklet has been produced which showcases the areas outdoor activity including surfing, sailing, walking, cycling, horse riding. 30,000 have been produced and are being distributed through Tourist Information Centres, at overseas and domestic exhibitions, key events such as Great Yorkshire Show and through the info display distribution network.

Whitby Park and Ride

New poster boards have been put up at the Whitby Park and Ride promoting the villages along the Coast and also the Whitby attractions. There will be a map of Whitby showing the Park and Ride route which will highlight key landmarks as well.

Journalist Familiarisation Visits

Boundary Event Signs

Two new boundary event signs have been ordered for the A171 approach roads into Whitby. One on just past the Park and Ride and the other just opposite Sainsburys. These should be in place early April. This will give festival and event organisers the opportunity to promote their events throughout the year.

Dale Power Solutions P1 Grand Prix of the Sea

The team are currently booking entertainment to support the P1 Powerboat event. This will include Music and stalls on the West Pier adjacent to the race village as well as street entertainment and music along Foreshore Road.

We will be attending the P1 2015 Season launch event on 8th May down in London to promote the Scarborough event and the destination as a whole.

A Powerboat was in attendance at the recent Y15 Conference and formed part of the conference content. There were media Interviews with the event organiser during Y15 which gave the event profile on regional and local media.

Armed Forces Day

In our seventh year we are paying tribute to veterans of World War Two and in particular, the 75th anniversary of the Battle of Britain with a BBMF Spitfire Display.

We are creating a nostalgic walk down memory lane (Sandside) with the inclusion of a specific area dedicated to WW2/1940's Scarborough – including a vintage market and musical entertainment by North Yorkshire Fire & Rescue Pipes & drums band, the Band of the Yorkshire Volunteers and a 1940's singer to create a nostalgic atmosphere.

As usual there will be civic formalities on Foreshore and a Standards & Veterans parade which will be led by a WMIK military vehicle.

Seafest

The team in conjunction with Create have been successful for the second year running in securing Arts Council funding to further develop Seafest. This year's event will see a programme of cultural activity which will include Music, Street entertainment, storytelling, poetry, community Choirs and Visual art drop in Workshops.

Filming and event enquiries

In February and March there were 15 filming enquiries with 10 going onto film in the borough with 26 event applications processed for events on Scarborough Borough land (mainly sporting and smaller community events)

Business Support

Workshops to support businesses in transferring to the new Destination Management System and affiliate booking partners have begun. To date over 100 accommodation businesses are using the new system and polling rates and availability through affiliate partners such as late rooms, booking.com, fretobook, new vision and