

# JANUARY 2020 MEETING MINUTES

The White Lodge Hotel  
The Crescent  
Filey

Wednesday 8th January  
12:30pm-3:30pm

1. Welcome / Introductions / Minutes
2. Quorum
3. Financial Update
4. BID Communications
5. Projects
6. AOB

## ATTENDEES

Clive Rowe-Evans (CRE)  
Kerry Carruthers (KC)  
Ben Gilligan (BG)  
Mark Kibblewhite (MK)  
Michael Graham (MG)  
Mo Driffield (MD)  
Jo Dooley (JD) - Attending for SH  
Mark Kibblewhite (MK) - Attending for DB  
Tony Snow (TS)  
Janet Deacon (J-D) - Attending for RB  
Rudi Barman (R-B)  
Dean Bullen (D-B)

## PROXY

## APOLOGIES

David Bowes (DB)  
Pete Gibson (PG)  
Jayne Nendick (JN)  
Mark Miller (MM)  
James Hodgson (JH)  
Cllr Horton (SH)  
Richard Bradley (RB)

## 1. Welcome / Introductions / Minutes

November 15th Actions completed and minutes accepted

**CRE:** Future minutes will be sent by email, if no comments are received within a two-week period, minutes are then considered approved

All in agreement

BID Membership to remain open to encourage new applicants to join the board.

Guy Sparks resignation was accepted

## 2. Quorum

### Meeting with quorate: 71% in attendance

Quorum clarified for voting purposes (including proxies):

19% Voting share between public bodies: - 4 present, % share is 4.75% each

81% Voting share between private sector directors: 5 present, 0 authorised via proxy, % share is 16.2%

NB: Abstentions which affect voting % and calculations are shown below.

## 3. Financial Update

CRE: Collection Rates Month Ending Nov 2019:

SBC 76.5%,

ERYC 82.5%

ERYC est summons 15.1.2020

Est Court Date: 26.2.2020

SBC est summons 20.1.2020

Est Court Date: 18.2.2020 or 20.3.2020 TBC

Collection rates and process discussed in full, with confirmation from MA that collection rates mirror other BIDs. Financial statements provided to Directors with explanation from CRE.

**CRE:** Stressed to the board that he requires help to bring in additional income and invited suggestions from MA.

Open discussions around operating costs with the national average of 20% provided to give structure to the discussions.

#### **4.BID Communications**

Information provided to the Board on how all company information and project information can be reviewed.

**ACTION:** KC to email director logins after testing has concluded

**ACTION:** KC Requested Board to give thought to additional ways the BID can communicate beyond current plans

**CRE** opened discussion ref BID event

Board questioned format, dates and content

**JD:** Provided information relating to successful business event formats; including film footage

**CRE** moved the following options to a vote in principle to identify the will of the board.

**VOTE:** "To produce video/film footage of events/online"

In Favour: 86.5%

Against: 13.5%

**VOTE:** "To hold 1 central event only"

In Favour: 27%

Against: 73%

**VOTE:** "To hold multiple events"

In Favour: 73%

Against: 23%

**ACTION:** KC to produce costs of film/video footage

**OUTSTANDING:** Decision still to be made on format and locations of events

#### Media

**KC:** Requested that no comments should be provided to the Media unless requested by KC to ensure information is factually correct.

Directors to advise if they want media training in advance of project launches.



## Data disclosure

**JD:** Freedom for information (FOI) requests are being received and passed to KC

Action: J-D to confirm that SBC will forward details and responses of FOI requests to KC

PR schedule for January and February provided

**D-B:** Raised issue of SBC now extending the length of investigation which will affect all comms schedules.

ACTION: J-D to update KC on investigation timeline to ensure that the Board is kept informed

## **5. Projects**

**CRE** opened discussion around project development in specific towns

### Whitby

**J-D:** Pier Road improvements, including artwork and banners  
Support for Krampus in 2020

### Scarborough

**RB:** Festival of the Seaside pre summer season as discussed in Dec meeting with TS/PG/KC

**TS:** Confirmed dates should be May/June 2021 and include the whole town

ACTION: KC produce an outline by end of Jan 2020 for group to review

**RB:** Toilet facilities and parking improvements a high priority

**J-D:** The new SBC strategy will address parking, access and toilets – draft has been produced to be reviewed by SBC

ACTION: CRE requested TS/RB to keep feeding back ongoing issues relating to the above

**TS:** Suggested “Buy Local” market repurposing empty retail units

**KC:** Confirmed this would achieve a key business plan objective

**TS/RB:** Raised the decline of Seafest and lack of local seafood suppliers

**J-D:** Advised Seafest seafood demonstrations are delivered by local chefs of local seafood restaurants and they appealed for seafood vendors but none came forward. Agreed that the event needs to find its identity again.



**CRE:** Advised that funding cannot be provided to replace existing funding streams.

**KC:** Added, if the BID is invited onto strategy groups, opportunities could be identified where the BID could add value, as opposed to just being a listed sponsor – i.e. Bridlington Bay Lobster Festival.

**J-D:** Confirmed they are looking at creating an events steering group.

**KC:** Full review of Christmas activity will be available at the end of January.

**MD:** Strongly considering reducing the amount of late night shopping due to this year's performance.

**BG:** New service was not successful, but always open to supporting future opportunities to expand services.

### Filey

**J-D:** Feedback has been received to improve Christmas lights schemes

**KC:** Updated Board re Filey Land Train feasibility report and JH is involved in overseeing the future application and providing direct feedback on future Filey projects.

### Bridlington

**D-B:** Outlined the current projects and provided additional information regarding the Lobster development and the BIDs advice on expanding and rebranding the Bridlington Seafood festival

### Hornsea/Withernsea

**KC:** No current applications for funding to review and explained how the nature tourism project presented in July presents a big opportunity to showcase outdoor activities in the southern end of the coastline.

Provided additional information regarding JN involvement in securing funding and overseeing the development of the new interactive play park and how the Board should expect to see an application for funding support relating to summer Olympic activity. Requested the Board to table a decision date to review the nature tourism project



**JD:** Advised High street funding could be used in those areas to support light switch ons etc and can be accessed by individual businesses or collaboration of businesses.

Applications are received online and approved within weeks.

### Villages

**KC:** Provided an overview of applications received from Robin Hoods Bay and Hunmanby including details around how action plans are being created to assist small groups identify how the BID can support them.

**MG:** Will provide contacts with CCT

**ACTION:** KC to share a village action plan as an example

### Coastal Marketing

**KC:** Event organiser is currently reviewing revised contract and terms – Launch to take place in August.

**ACTION:** As a major project, KC invited a director to assist in overseeing the delivery.

**KC:** Yorkshire Coastal Route has been commissioned and draft proposal expected Feb 2020 – anticipated date for Board vote on its validity March 2020

**ACTION:** Reward/loyalty card scheme and Nature Tourism project to be tabled for review in March.

### Coastal Support

**KC:** 1st month available to view with savings identified and testimonials being collated. Workshop in process of being arranged end of January in Filey – all Directors are encouraged to attend to see how the process works.

### Coastal Protect

**KC:** Proposed the development of a coastal forum to discuss and develop ideas to assist in reducing the number of duplicate applications being received.



**KC:** Brid Bus concept supports greener modes of travel within the business plan; suggested that the board should look at ways to expand and develop further if the Coastal Route progresses

**MK:** Advised a low carbon group could help and will send their details to KC. Also, match funding opportunities may be available for projects developing low carbon transport infrastructure ideas.

**ACTION:** CRE requested MK to facilitate contact with the LEP

## 6.AOB

**TS:** Requested a list of steering committees so Directors can be proactive in identifying funding opportunities for the BID

**MK:** Agreed that the Board should be proactively seeking projects to support rather than waiting for applications

**CRE:** Requested J-D and JD to share info on the various groups

**J-D:** Confirmed this could be achieved once the new events team were in place for SBC

**JD:** ERYC do not have a specific group but will continue to include the relevant director in future opportunities

**BG:** Scarborough Evening Economy needs to feature on the BIDs agenda and to work in partnership with similar organisations.

### Actions:

MK: To introduce CRE to NYLEP contact ✓

CRE: Table reward/loyalty card scheme and Nature Tourism project for review in March.

BOARD: 1 director invited to assist KC in overseeing Odyssey.


KC: Share a village action plan with the board ✓

TS/RB: Provide feedback re parking/facilities in Scarborough

J-D: To update KC on SBC investigation timeline ✓

KC: Email director logins post testing ✓

BOARD: Provide additional areas/ways to improve frequency of communication



Minutes accepted on February 28th 2020