

BOARD MEETING AGENDA

MAY 18TH 2021 BOARD MEETING

- 1. Welcome**
- 2. Minutes and matters arising with vote**
- 3. Member Register**
- 4. Yorkshire Coastal Route Update**
- 5. AOB**

Attendees

CRE: Clive Rowe-Evans
KC: Kerry Carruthers
MG: Michael Graham
WH: Will Hall (ERYC Alternate)
JD: Janet Deacon (SBC Alternate)
KB: Karl Battersby
BG: Ben Gilligan
JN: Jayne Nendick
JH: John Harding
MC: Martyn Coltman
MD: Mo Driffield (Proxy)

Guests

NC500 Consultancy

Apologies

Mo Driffield (Proxy given)
Pete Gibson
Richard Bradley

Welcome:

Meeting quorate

CRE reviewed:

- Directors responsibilities
- Member rules and responsibilities
- Articles of Associations

“ board members should only act in the interest of the BID company without allowing themselves to be influenced by personal interests or relationships. That director should avoid any situation which may give rise to a conflict of interests. They must respect the obligation of confidentiality regarding information received in the course of their roles, and specifically anything that they hear at board meetings. So members of the board should not allow direct or indirect professional relationships to in any way affect the conduct of their activities. All directors must work in the best interests of their company and its objective, as we've said, including but not limited to the standards set out in the articles and are required to treat the board's decisions. Made duly convened board meetings as final and binding. And finally, but as important as all in performing the duties as directors Alternate directors or non-voting experts, members of the board of directors are only responsible to the BID company. So, both alternates and directors are only responsible in this board and these meetings to the BID company to nobody else.”

Contract Updates:

80% of agreements completed
2 outstanding village contracts dependent upon lease agreements are ongoing
1 Scarborough contract dependent upon reopening and is ongoing

Minutes:

Accepted by all

Member Register:

No current changes, but ERYC will be changing their appointed director in the coming weeks.

Levy

Two legal options were identified by the board:

- 1) Use additional revenue received in 2020 and value of event activity postponed due to COVID-19 to reduce the year three liability. In addition, request local authorities to offer flexible payment plans as opposed to payment within 14 days.
- 2) Do not request local authorities to reduce year three liability, but do ask that local authorities offer flexible payment plans instead of payment within 14 days.

Reminder to all:

- 1) Any action the board takes must be applied to all businesses regardless of financial/open/closed status
- 2) Additional revenue can be used to offset levy reduction
- 3) Total value of additional revenue and postponed activities equals 20% of the annual levy
- 4) There has been no government intervention or other claimable grants to reduce the levy any further
- 5) Any requests that the board make must be put in writing to the local authorities to accept/decline
- 6) ERYC started court proceedings in 2020, and action cannot be cancelled – dates have been revised to occur in the coming months, but businesses will have had two years to pay, and the terms of payment are 14 days.

CRE called the board to discuss, and the final vote counted at 12:30

The majority reached 61.26% for option one.

ACTION: KC to liaise with local authorities to identify how the reduction should be shown as it is not a levy % reduction but a 20% write off reduction to the year three liabilities.

Yorkshire Coastal Route Development Update

Introduction to consultants

Yorkshire Coastal Route development and branding presented to the BID board together with the ongoing financial commitment ask of the BID Company for years 3-5

Opened to the board for discussion and points summarised.

Promotion of the route

Actively including walking and cycling as alternatives to vehicle travel

Merchandise being discussed with full fulfilment partner to avoid stock wastage and unnecessary administration.

Actively promote outside of key season to minimise pressure on smaller rural areas parking availability – routes have also been designed to avoid congestion.

Competition with existing DMOs

The route is a commercial product that can be broken down to add value to any existing marketing plans DMOs have in place.

- The route is not a brochure but an activity for people to complete
- The route is a stackable experience that provides six tangible reasons to return
- The routes ability to operate commercially and not rely on public funding is paramount to its ongoing success, and this will be achieved through brand creation and marketing.
- All DMO's have the opportunity to support the route and the businesses that it will promote. Still, arguably, there is no product within the area that has achieved close to NC500 who have a global 5bn reach and been cited as the reason for extended bed nights and new seasons.

UN environmental impact analysis and mitigation plans

Confirmed a reinvestment fund would be used as the basis for mitigating the effects of increased visitor numbers by vehicle.

CRE moved to vote

100% in favour of continuing the development and funding for the Yorkshire Coastal Route

AOB

PA Equipment purchase

To enable better use of the equipment for groups, an alternative version whereby the equipment is contained within a towable trailer is currently being costed. Together with this, a separate proposal will come to the board to financially commit to providing presenters/entertainment at 10 locations over the next 12 months is being quoted on.

All is under the proviso that BID Co-insurance will cover the storage, and a suitable agreement can be drafted while it is on loan. As soon as it is completed, KC requested the board to vote to be actioned asap.

CRE: Confirmed the vote can take place online after insurance has been checked



MINUTES ACCEPTED ON JUNE 15TH 2021