

NOVEMBER 2019 MEETING MINUTES

Moore Accountants
12-13 Alma Square
Scarborough
YO11 1JU

Friday 15th November
12pm-3pm

1. Welcome / Introductions / Minutes
2. Quorum
3. YCLPA
4. SBC Internal Ballot Investigation
5. Presentation from tourism advisor
6. Coastal Event
7. Accounts
8. BID Comms

ATTENDEES

Clive Rowe-Evans (CRE) Dean Bullen (D-B)
Kerry Carruthers (KC)
James Hodgson (JH)
Ben Gilligan (BG)
Mark Miller (MM)
Mark Kibblewhite (MK)
Michael Graham (MG)
Cllr Horton (SH)
Richard Bradley (RB)
Mo Driffield (MD)
Jo Dooley (JD) - Observer
Mark Kibblewhite (MK)
Tony Snow (TS)

PROXY

Pete Gibson (PG)
Guy Sparks (GS)
Rudi Barman (R-B)
Jayne Nendick (JN)

APOLOGIES

David Bowes (MK in attendance)
Janet Deacon (RB in attendance)

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1. Welcome / Introductions / Minutes

CRE: Stressed the importance of Directors keeping all company documents secure until the Board collectively decides to publish and should not be provided to media unless instructed otherwise. Information, including non-disclosure, was included within the directors rules when applying to be on the board and within the directors handbook. Should directors feel that additional information should be published, it should be raised at a full board meeting.

September 11th Actions completed and minutes accepted

Board of Directors Update

Villages: Member vote weighted Candidate 1: Guy Sparks in favour (44%) / Candidate 2 (31%) / Candidate 3 (25%)

No objections by the board

Scarborough: 1 applicant received

No objections by the board

Bridlington: 1 applicant passed vetting, but withdrew: Position to remain open

Whitby: Villages candidate wishes to be considered for Whitby position: CR-E to review

No objections raised by the board

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

2. Quorum

Meeting with quorate: 69% 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: 6 present, 4 authorised via proxy, % share is 8.1%

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

3.YCLPA

CRE: Introduced YCLPA letter and feedback from Mosaic and the solicitors.

Full and frank discussion on the response to send on behalf of all Directors.

ACTION: KC to issue a response from the Chair, on behalf of the Directors in the manner as directed by the directors.

An article attacking the credibility of CRE has been published by an online publication. Directors made aware that the article has wrongly focused on the owners of the company CRE is connected to, but not a director.

Outcome: CRE to look at ways to resolve, before further damages can be incurred to the mentioned business.

CRE: reiterated welcome and introduction points above for MM who arrived late.

4.SBC Internal Ballot investigation

SBC Ballot investigation overview was discussed.

RB: Provided clarity that the investigation is specifically looking at whether SBC have correctly followed the legislation and confirmed that SBC have followed legislation correctly.

ACTION: KC to confirm with independent consultant that the BID Company will assist with the investigation if they require evidence or detail surrounding the systems/development pre-ballot.

5.Tourism Advisor

An introduction and explanation of involvement within the tourism sector UK and worldwide was presented, with particular emphasis drawn on involvement in route based experiences.

Information including economic reports was shown and offered to the Board that explores the impact that tourism has on infrastructure. Information specifically linked to how route based promotion of an area has been proven to increase bed nights from 2 -5 / 7 day and how areas such as Scotland have seen the "holiday" season increase from 4 -10 months.

Points discussed with the board:

- Circular routes and their greater impact than linear routes
- How to expand a route beyond the Coast in the interest of providing the best visitor experience
- Key markets
- Experiences and itineraries
- How to involve businesses so that they directly benefit

Point for discussion with the board only:

To progress the route concept, a full proposal can be commissioned by said advisor, or alternatives.

Each individual director contributed their views and opinions on the Yorkshire Coastal Route proposal and how they feel a commissioned proposal could assist with the development.

CRE: Highlighted existing DMOs product, geographical coverage and what the BID is required to achieve as part of the Business Plan. Additional information shared with the Board with reference to letter from Task Group Chair to SBC regarding the BID not duplicating a DMO.

Subsequent to the mentioned letter, CRE provided further detail to the Board to demonstrate how the BID has been working with ERYC and SBC to see if Discover Yorkshire Coast, could be expanded to provide coverage of the entire Yorkshire Coast.

JD: Confirmed that ERYC and SBC run two different DMO models and ERYC are now working on their own website and branding as opposed to joint with SBC.

CRE: Asked if discussions have ceased on a joint partnership.

JD: Confirmed they are moving forward separately.

RB: Confirmed they are moving forward separately.

Question posed to public sector directors by CRE: If BIDs cannot duplicate or replace existing services, do you see the Route as duplication of DYC or VHEY?

RB: Yes

JD: No

Question posed to the private sector re duplication by CRE: No issues of duplication raised.

KC: The route concept was offered by a bridlington business when the BID consultation originally took place, as a way to further promote the entire Yorkshire Coast. At no point was the intention of the route, to replace or duplicate any existing DMO. The route is a "product"/"specific experience" to attract people to the entire Yorkshire Coast and extend bed nights out of season. It also fits well with the enthusiasm throughout the area for events which see a significant pull in numbers: i.e. scooter rallies/classic car shows

Question to the board by KC: If the route is not developed further and a joint plan between SBC and ERYC cannot be achieved, how does the board intend to best fulfil the Coastal objectives within the Business Plan?

Board discussions took place around further consultation/feasibility reports.

CRE asked the Board how they wished to proceed.

VOTE: 100% in favour of commission a project plan and provide KC with authorisation to lead within a financial parameter.

Additional discussions were held around the content of the project plan.

CRE: The competitive element of the Route and issues of duplication can be incorporated into the project plan research. However, SBC and ERYC have confirmed that neither covers the entire Yorkshire Coast and they are not planning to combine brands, whereas the route is planning to cover the entire area as required by the Business Plan.

RB: Advised he would need to see the report before he could confirm if there is a conflict.

CRE: Clarified that the principal is over additionality, as the board have established clearly that the concept does not duplicate.

6.Coastal Event

CRE: Summarised the project

Further information regarding the event plan provided by KC, with reference to the extensive documentation provided by the event organiser.

Organised presentation with event organised: Attended by two directors.

KC confirmed that the project is to be funded by Coastal, not area funds.

VOTE: In favour: 10 (100%) (inclusive of four proxy votes)

Against: 0

Abstain: 4

ACTION: KC to arrange meeting with event organiser to discuss contract, including terms and circulate to the Board.

7.Company Accounts

Q1 Accounts provided

8. BID Comms

Moved due to meeting over running

Action from 11.9.2019: Public meeting venues and content moved due to meeting over running.

AOB

Hardcopy of directors handbook provided reiterating the importance of fulfilling directors responsibilities,

ACTION: KC to set and distribute the next 6 Board meeting dates.

Actions

KC: To issue a response from the Chair, on behalf of the Directors in the manner as directed by the directors.

KC: To confirm with independent consultant that the BID Company will assist with the investigation if they require evidence or detail surrounding the systems/development pre-ballot.

KC: To arrange meeting with event organiser to discuss contract, including terms and circulate to the Board.

KC: To set and distribute the next 6 Board meeting dates.

Action from 11.9.2019: Public meeting venues and content discussion moved due to next meeting

