

Yorkshire Coast Business Improvement District (YCBID) Minutes

May 13th 2022

1. Welcome
2. Minutes
3. Member Register
4. Local Authority Collections
5. Financial Overview
6. External Applications for funding
 - SBC: Scarborough Application for Christmas lights and event
 - GRUE 2022
7. Internal applications for review timescale discussions
 - YCB 100
 - AI Data Benchmarking
8. AOB
 - Odyssey
 - Route YC
 - June change of board meeting date: Wednesday 15th

Attendees

In attendance

CRE: Clive Rowe-Evans
KC: Kerry Carruthers
JH: John Harding
JN: Jayne Nendick
BG: Ben Gilligan
MC: Martyn Coltman
PG: Pete Gibson
RB: Richard Bradley
MK: Mark Kibblewhite (KB Alternate)
JD: Jo Dooley (JE Alternate)

Apologies

MD: Mo Driffield
KB: Karl Battersby
JE: Cllr J Evison
JD: Janet Deacon (RB Alternate)
MG: Michael Graham



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1. Welcome

Quorate: Yes
Private Sector Vote 5 x 16.2%:
Public Sector Vote 3 x 6.33%:

2. Minutes

Actions completed
Accepted as complete: 100%

3. Member Register

No Change

4. Local Authority Collections

SBC: Recovery has resumed and moving towards court date of 9th June 2022.
ERYC: Recovery still ongoing, liabilities granted and cases outstanding to be heard back in court in July.

5. Financial Overview

Financial statements reviewed in full.

Board discussions taken place to review, projections, committed project spend and opened up for further discussion about assessing new applications for funding.

MC: Queried whether all committed projects can still proceed based on current project projections.

CRE: Confirmed that all were accounted for within the current funding received and that new projects should be considered with conditions attached based on current projections and SBC continuing the recovery process.

Funding for Route YC reviewed within projections and advised activity dates cannot be moved as campaigns are aimed at September onwards.

Prioritising project funding

Board discussed which projects should be prioritised to receive funding so that the impact of SBC not following the collection process did not impact delivery. The amount of funding SBC had applied for and received was discussed, inclusive of how the delays have affected the overall approval process.

6. External Applicants for funding

Revised Scarborough Borough Council application for funding: Christmas 2022

- Enhanced lighting scheme
- Ice Rink



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- Weekend event activity in December
- Winter marketing for Scarborough Christmas Activity

Additional 2021 footfall information shared with a projection of a 20% increase in 2022 with the proposed activity.

Project total cost: £252,500
BID Contribution requested: £130,000

Questions raised around funding:

KC: Advised funding can only be drawn from the Scarborough fund and that the amount requested is 65% of the total that is allocated to the fund. KC asked the board to consider the implications of what else can and cannot be funded based on BID previous investments. In addition, KC highlighted that the Battle of the Bands/Coastal Carnival is still on hold due to waiting on funding to be collected and the board should consider which project it prioritises for delivery in 2022.

Additional questions raised:

1. What are the implications of not funding, or providing to the level requested
2. Whether the BID should be financially covering SBC's risk with the icerink when it is a revenue generating opportunity, including why SBC is the one that retains profits from activity and it is not returned back to the BID to reinvest
3. What caveats can be put in place to ensure that funding is released post September/on the basis that SBC fulfils its collection duties.
4. Where are the marketing and financial breakdown reports
5. What profit was retained from 2021
6. What branding opportunities are there for YCBID so businesses can recognise their investment and questioned whether this is included within the proposal
7. What data will be made available to YCBID

CRE moved the matter to a vote, based on whether the principle of what has been submitted should be supported. However, conditions apply in that a full and final decision will only be made by the board when questions have been fully responded to.

COI: Richard Bradley

All other directors vote: 100% in favour subject to questions raised being answered in full before a full and final decision and any contracts are drafted.

Action from CRE: KC to liaise with SBC to review points raised before any agreement is entered into. KC requested in advance of this, a full and final set of questions and requirements to be provided by the Board before this takes place.

GRUE 2022

Funding requested: £3,000

KC provided overview of 2021 and details of 2022



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CRE moved the matter to a vote:
All directors vote in favour 100%

YCB100

Funding requested: £47,000 + Contingency allowance

Funding out of Coastal Green fund

KC: Provided overview of proposed activity that was presented in the New Year and requested a move for approval with timescale for implementation

JN: Provided details of a supporting fund for KC to review that could increase the activities within the proposal.

MK: Queried community involvement and what other KPIs could be looked at as the impact will be more difficult to gauge than events.

CRE moved the matter to a vote:
All directors vote in favour 100%

Timescale: To proceed when funds clear in coastal green account

AI Data Benchmarking

KC: Provided overview of analysis software which was researched when board was looking at additional measures for monitoring the effectiveness of events and marketing. Platform explained again, inclusive of alternatives which were also looked at.

CRE opened up to the board to discuss in more detail and questions included:

- What standard measurements are already in place – i.e. static footfall counters
- What are the local authorities doing to create a true measure
- Is there funding available to cover the cost as opposed to BID funding
- Can it provide historic data

JD: Offered to look into how ERYC collate data

PG: Opposed to BID funding the platform as funds could be used for activity rather than whether a KPI was met.

CRE: Moved decision to next board meeting to provide time for local authorities to feed back with additional information on what they are putting in place to create accurate measures of footfall.

AOB

- Odyssey
- Route YC
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- June change of board meeting date: Wednesday 15th