

Yorkshire Coast Business Improvement District (YCBID) Minutes

October 16th 2023 14:30 – 16:30

In Attendance

- **CRE** **Clive Rowe-Evans**
- **KC** **Kerry Carruthers**
- **ES** **Elaine Stephenson (1500-1600)**
- **PL** **Professor Lennon (1500-1600)**
- **BG** **Ben Gilligan**
- **JN** **Jayne Nendick**
- **JH** **John Harding**
- **JD** **Jo Dooley**

Apologies

- **NH** **Nic Harne**
- **MD** **Mo Driffield: Proxy votes provided to CRE**
- **CH** **Cllr Handley**

1. 14:30 **Welcome**

CRE: Advised the board of the new appointment to represent ERYC, Cllr Handley, and appointed alternative, JD.

2. 14:40 **Minutes**

All accepted

3. 14:50 **Member Register**

Revisions accepted

4. 15:00 **Guest: Professor Lennon: Route YC Socio-Economic Review**



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External review of Route YC was conducted to evaluate the product, marketplace and tourism for the Yorkshire Coast. A report was presented to the board for comments.

Areas discussed in detail:

- Visibility – i.e. Signage
- Cycling development
- Key catchment areas for tourism growth
- Business tracking of why a customer has visited

6. 15:45 Financial Update

Documents reviewed and reviewed against operating agreement terms. CRE requested the board to vote in favour of continuing to pursue unclaimed levies via OA methods.

All in agreement

7. 16:00 Projects KC Update

Lighting up the Coast: Expansion Plan

CRE Moved the project to a vote: All in agreement

Signage: KC advised the board that requests have been placed to both local authorities to open discussions around signage across the Yorkshire Coast.

Whitby Town Council: Christmas Events

CRE Moved the project to a vote: All in agreement

Filey Town Council: Christmas Lights

CRE Moved the project to a vote: All in agreement

KC advised the board that Scarborough funding is still on hold until council reports are received so no Scarborough projects can progress.

8. Correspondence

N/A



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9. AOB

JN: Advised the board that she will be retiring from the board due to ill health and thanked the team for the work undertaken to support the Withernsea area and wished the directors well.

Action: KC to implement relevant paperwork, when all documents are received.



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