

COUNCIL – 7 JANUARY 2019

STATEMENT BY CLLR MARTIN SMITH CABINET MEMBER FOR LEISURE

SPORTS DEVELOPMENT

Coach Education

A number of courses have been delivered in the past month to develop club volunteers and coaches; these include a FA Referees Course and an Emergency Sport First Aid course, which will enable volunteer coaches to respond to any first aid situations within their club environment.

Active Coast & Country

This multi – sport community outreach project continues to deliver a programme across the Borough, in particular encouraging those not currently participating in physical activity. In the past quarter there has been a particular focus on working in care homes with people affected by dementia and also developing activities for ex – service veterans in partnership with First Light Trust.

Essential Skills Programme

This programme will be delivered in the New Year in partnership with the County Sport Partnership; North Yorkshire Sport. The programme will target disengaged young people and help them with life skills and confidence building activities to raise self-esteem and also to achieve relevant qualifications. The scheme will be delivered by North Yorkshire Youth and Athlete Mentor, James Kirton, who swam the 200m breaststroke for Great Britain at the 2008 Beijing Olympic Games. The first two schemes will be delivered at George Pindar School and Eskdale School, Whitby.

Scarborough Rugby Club

Participation in sport at Scarborough Rugby Club shows an increasing trend, with over 2500 additional visits in the second quarter, as compared with the previous quarter. This includes increases in female participation, under 16's, over 50's and disabled users.

MAYORALTY

Plans are now well underway for the Mayor's Ball, which is to be held on Friday 29 March 2019. Tickets are available to buy now. There are plans for a raffle with some amazing prizes which have been donated to the Borough of Scarborough Community Fund. The Civic team are already making plans for a new Mayor to be elected, updating procedures/process, and standard Mayoral documentation. The procurement process is soon to commence for the re-tender of an external civic chauffeur and attendant service, as supported by the Overview and Scrutiny Board, based on the detailed analysis of the value of the existing contract.

The festive period is always busy for the Mayoralty, with the Mayor or Deputy Mayor attending the following by the time Full Council meets on 7 January:

- Blessing of the Ponies Service at Speeton
- Saint Catherine's Hospice Light up a Life Service and Santa Dash
- The Street Angels Christmas Celebration

- The Festive Spectacular Carol Concert
- Rotary Club of Scarborough and Salvation Army Toy and Carol Service
- Cayton Village - Decorated Properties Judging
- An early morning visit to the Visit to Royal Mail Delivery Office
- Service of Nine Lessons and Carols at St Mary's Church
- Visit to the Salvation Army Citadel on Christmas Day
- Boxing Day - Annual Fishermen and Firemen Football Match
- New Years Day Dip
- Various carol services and fayres
- Charity Gala Concert with the Dalesmen Singers, Stakesby Primary School and Simply Brass
- RNLI Lifeboat Memorial Service

TOURISM AND CORPORATE MARKETING

Tour de Yorkshire

Scarborough has been announced as the finish destination for stage 3 of the Tour de Yorkshire 2019. The route entitled the Yorkshire Coast will start in Bridlington and come along the A165 then turn off on Stonegate in Hunmanby, through Folkton, Cayton Low Road, Crossgates, into East Ayton, Hackness, Silpho, Fylingdales, Fylingthorpe, Robin Hoods Bay, High Hawsker, Whitby, Sandsend, Lythe, Egton, Grosmont, Eskdaleside, Ugglebarnby, Fylingdales, Cloughton, Burniston, Coastal Road down to Peasholm then North Marine Road, St Thomas Street, Vernon Road, Foreshore with North Bay Finish on Marine Drive.

The women's race will also be held in Scarborough on the Saturday and will follow the same route as the men's. The Charity chosen for the 2019 event is Help for Heroes. Officers will be engaging with local parishes and community groups to look at how they can support them in decorating the villages and towns along the route.

Christmas on Coast Campaign

A new campaign focusing on Christmas on the Coast has been delivered promoting recent festive activities. The campaign included blogs, 12 days of Christmas competitions, targeted paid for campaign within two hour drive time by social media, promotion of the Countdown to Christmas event in Scarborough, the Scarborough Sparkle as well as the pantomimes and the Whitby Christmas Market and Filey Fishtive Tree.

Fish and Ships Festival 2019

Officers are working on a new event for 2019 which is to be held in Whitby in May 2019. Working with a number of community groups, businesses, schools and colleges the event will focus on the amazing seafood on offer and served by local restaurants and cafes. The event will also focus on Whitby's fishing heritage. Two working groups have been established to focus on promoting the food and the cultural aspects of the event. Further details of the event will be launched in January.

Whitby as a Cruise destination

The Marketing team along with the Harbours team have created a new cruise guide to promote Whitby as a cruise stop destination. Digital copies of the guide together with the tourism films have been taken by a cruise agent to an international cruise

exhibition in the Bahamas. New website pages are being developed and itineraries to showcase the area's attractiveness and diversity. The Marketing team will then be targeting medium size cruise operators to encourage them to use Whitby as an international cruise destination for 2019 and beyond.

Cuisine Guide

A new cuisine guide has been produced showcasing the area's rich food and drink offer. 50,000 copies of the guide will be produced and distributed across the Borough as well as at events, exhibitions and through info display stands in key locations within a two hour drive time. A digital version of the guide will also be produced and distributed across various websites.

Discover England's Coast – Visit England

We have been involved in Visit Britain's England's Coast campaign "Turning the tide for England's Coast". This is an exciting tourism initiative offering a wealth of memorable experiences to engage and inspire international visitors to the coast. The campaign aims to attract visitors from Holland, Germany and France through the creation of personalised itineraries and bookable holidays. The coastline has been featured on interactive videos which have been distributed through a variety of trade and consumer channels. Brochures on England's coast have been produced and printed in French, German, Dutch and French.

England Seafood Coast Campaign

The Marketing team have partnered with other coastal resorts and the National Coastal Tourism Academy to promote England's seafood coast. Films, a seafood booklet and a website are being developed to showcase the best of the coast's restaurants and seafood attractions. A number of businesses across the coast have been filmed and photographed to showcase our area's product. We will have a presence at key exhibitions in Holland, France and Germany through Visit England and the National Coastal Tourism Academy. We will also be promoting the Whitby Fish and Ship Festival along with Seafest and other key food festivals as part of this campaign.

2019 Holiday Guide

75,000 copies of the Holiday Guide have now been printed and will be distributed through direct mail, individual requests, taken to events and exhibitions and distributed through Tourist Information and Hospitality networks. The new guide focuses on the four themes of coast, culture, cuisine and countryside and has editorial sections and features on Curious, Maritime Heritage, Family Fun and Festivals and Events.

Filming

We have had ten filming enquiries over the last two months which have included two feature films: one called 'The Feed' for Amazon Studios filmed on Pier Road and at the Fish Market in Whitby and the other 'Saint Maud' for Zen Productions which is being filmed on Foreshore Road, Sandside, Eastborough and the Harbour in Scarborough. Both these productions stayed in the respective areas for the full duration of the shoot which has given a welcome boost to the local economy during the winter months.