

Present: Clare Morrow (Chair)  
Cllr Arthur Barker  
Colin Brown  
Gary Verity  
Mike Firth  
Dirk Mischendahl  
Gazala Akbar  
Cllr Andrew Waller (Part)  
Jan Anderson  
Linda Pollard

Also Present: Simon Charters  
Adele Jackson  
Don Stewart

Apologies: Neil Pakey  
David Lascelles

Actions

**1. Welcome**

Clare welcomed everyone to the meeting and acknowledged the apologies received.

**2.1 Minutes of the Board meeting held 25 January 2010**

**Resolved:** The minutes are approved as a true record.

**2.2 Minutes of the Audit Committee held 17 March 2010**

It was confirmed that Business Plan reports identifying variations should be provided to each Board meeting.

There was a discussion about whether income over and above business plan expectations required board approval, and whether doing so would hamper the ability and motivation to bring in additional funding.

It was proposed that section 4b of the Audit Committee notes be amended to relate only to expenditure already outlined in the agreed Business Plan, It will now read.....

Further to a request by WTY Board to amend and make understandable the recommendations on departures from the Business plan, the following was agreed:

1. Any changes to the Headline Investment figures will be reported to the Board.
2. Expenditure, over £100k cumulative, requires Board approval (this may be received electronically)
3. To be reviewed on a 6 monthly basis.

An additional point will be added to convey the following:

- *Additional income and the use of it over and above the Business Plan is to be reported to the Board.*

**Resolved:** It was resolved that the policy put in place regarding amendments to the Business Plan be reviewed in six month's time to see whether any issues had arisen.

**Action:**

Amendment to section 4b of the Audit Committee notes as above

AJ

### 2.3 Minutes of the Remuneration Committee held 11<sup>th</sup> March 2010

**Resolved:** It was resolved that the recommendations of the Remuneration Committee be approved. In summary these were.....

**Proposal - a**

It was noted that the Public Sector would see minimal or zero increase in the coming year and the Committee felt that it was appropriate to mirror the status quo.

Cost of Living Freeze – approved and recommended.

**Proposal - b**

Historically some bonuses have been paid on individual contribution rather than Company performance.

The Committee noted that the new work culture is such that all members of the team are valued and should be awarded bonuses against overall Company performance. Key outputs are 5% uplift in visitor spend and one to one matched funding. The proposal is to move to a Companywide bonus based on Company performance and this will be defined quite soon after the year-end.

### 2.5 Declarations of Interest

There were no declarations of interest noted

### 3.1 Activity Report

LP said that it was unacceptable that neither herself nor JA were aware that WTY were supporting the England v Scotland Six Nations match at Murrayfield, especially as this was passed via YF. GV confirmed that he had checked with Andy Tordoff to ensure that there were no political sensitivities.

JA enquired whether WTY operates to any set of criteria in making decisions to support events. It was confirmed that given each event differs from the next, commercial judgement is taken when deciding which to support. The measurement is generally against pounds, people or profile, and will be a balance of benefit versus cost, with value for money always a priority.

An amendment was noted on page 7 under Business Tourism Strategy to clarify that the Business Tourism Strategy for 2010/11 was approved, **by the executives**.

**Action:** Amendment to page 7 of the Activity Report to add 'by the executives' to second line of paragraph 2.

AJ

### 3.2 Exceptions Report

It was noted that the exceptions report should identify where PIDs were not applicable

**Action:** Identify where PIDs were not applicable SC

### 3.3 Board Network Review

It was noted that an earlier discussion of the Board had asked the management team to look at how the ATPs work, discuss with local authorities and suggest better ways of working where applicable.

**Action:** WTY Management to look at how the ATPs work and suggest specific changes where necessary. WTY Exec

### 3.4 Local Authority Engagement

It was noted that there was nothing to report to the Board over and above the engagement noted in the Activity Report (3.1)

### 3.5 Risk Register

The Board requested that a 'traffic light' system be adopted when reporting the risk register.

**Resolved:** Approved and Noted.

### 3.6 Financial Update, Management Accounts & Debtors Report as at 31 Oct '09

**Resolved:** Approved

## 4 Standing Items

### 4.1 Governance Issues

It was noted that there were no governance issues to report.

### 4.2 Forward Work Programme

It was noted that the Diversity strategy will be discussed at the May Board meeting. It was requested that the Board be given the opportunity to have a tour of the venue hosting the Board meeting so they can familiarise themselves with the range of products and services on offer across the region.

## 5. Discussion Items

### 5.1 Annual Business Plan and Budget 2010-11

At the last meeting of the Board it was requested that more detailed KPIs be worked up and brought back for final sign off. These were presented to the Board for approval.

AB asked why some of the baseline figures were not noted. SC confirmed that he would ensure they were noted. AB suggested that the KPIs did not appear to be very high and suggested they should be more challenging.

It was confirmed that the 5% KPIs noted are above that of any other organisation nationally, which are around 3% – 4%. It was confirmed that the KPIs would be reviewed at each Board meeting against current performance to establish whether they need to be raised to be more challenging.

An amendment was noted on page 4 of the Business Plan of ECC to be changed to CCE and a note at the bottom of the page has been added to read:

*NB. Expenditure by project above constitutes "Headlines" for the purpose of any subsequent change to this business plan.*

**Resolved:** Approved, subject to the insertion of the baseline the KPIs were approved and will be integrated with the Business Plan

**Action:**

Baseline figures to be inserted

SC

Full and complete Business Plan to be circulated Board members

AJ

## 5.2 Major Events

A paper was provided for the Board detailing the current position of major events and the potential for unallocated funds. JA asked what the decision process was for allocating funds and SC confirmed this as people v profile v £££. Events would not necessarily fulfil all three criteria, and there might be a balance of events which brought short term financial reward and those which are part of a wider profile raising or perception changing project, e.g, developing the cultural offer. It was noted that this is a WTY process as criteria was requested to measure events against from YF but none was available.

JA requested confirmation that all legal requirements regarding employment will be adhered to.

**Resolved:** Approved

## 5.3 Product Development

A paper was provided for the Board seeking approval to implement the Product Development policy as part of the Business Plan.

The two parts of the product development policy, 'macro level' and 'dragons den' were detailed for the Board to agree the criteria and approach.

It was confirmed that WTY would be looking for some sort of return on their investment. It was noted that smaller project (£10k to £50k) would need to be match funded 50/50. It was confirmed that the proposal will be enhanced with a monitoring system put in place with Board approval.

JA noted that EU state aid may be repayable by the beneficiary if it is deemed to be anti-competitive. GV asked if JA would explain this to him at a later time.

It was confirmed that YF run funding on differing scales and JA will speak with the business directorate to ensure there is no duplication. LP cautioned that there may be 'clawback'. JA confirmed she would ask Simon Young of YF to contact GV to discuss the details.

CM suggested that WTY should perhaps focus on a few larger projects which may be easier to monitor. It was suggested that the project may be enhanced by funding from such as Business Link, and JA will investigate.

It was confirmed that advertising is on WTY B:B and events sites.

**Actions**

JA to speak with GV re: EU State aid anti-competitive rules. The Board approved the general direction of travel for product development. Further investigation is needed about possibilities for investment. The executive will report back to the Board on progress and arrangements for approving projects.

JA/GV

**5.4 Y10 Presentation**

GV Confirmed that there are over 1500 registered attendees to Y10. He confirmed that WTY will launch the Yorkshire pass, which has 74 partners providing offers. WTY have managed to attain one of the gardens at Chelsea Flower Show. The garden from the Chelsea Flower Show will then be taken to The Great Yorkshire Show. LP confirmed that she was attending the Chelsea Flower Show on press day and would be happy to fly the flag for WTY.

GV confirmed that 10 wrapped trains will be heading round the region, and that Welcome to Yorkshire would be sponsoring The Railway Children at the Welcome to Yorkshire theatre at Waterloo Station.

**AOB**

ENC – (England’s North Country) is made up from 3 RDAs, hosted by WTY. GV proposed that WTY walk away from this arrangement, but noted that there is a 12 month notice requirement on the contract. It was confirmed that the arrangement is written into the YF contract and WTY employ ENC staff. It was confirmed that if we serve notice, the first allocation of funds for 2010/11 will go to staff costs. It was confirmed that a sub-contract was put in place to protect WTY. SC was asked to seek potential liabilities.

JA/SC

SC noted that the next meeting will be at the end of month 1 and proposed the final management accounts be reviewed at this time.

SC

**Date and Time of Next Meeting**

11am 24<sup>th</sup> May 2010 – Best Western Hotel, Doncaster

Minutes Approved on .....

Signed Chair.....