



# Ryedale District Council

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**REPORT TO:** Community Services & Licensing Committee

**DATE:** 31<sup>st</sup> January 2008

**REPORTING OFFICER:** Tourism Officer  
Sarah Ward

**SUBJECT:** **Ryedale District Council's Commitment to the Yorkshire Moors and Coast Tourism Partnership 2008-13**

**WARDS AFFECTED:** All

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## 1.0 PURPOSE OF REPORT

To seek Members' authorisation to transfer an agreed amount the tourism budget to the Yorkshire Moors and Coast Tourism Partnership (YMCTP) and extend the secondment of the tourism officers to the Partnership

## 2.0 RECOMMENDATIONS

- a. **To authorise the transfer of £129,298 from the tourism budget and approve the secondment of the tourism officers to the YMCTP for the period 2008-13 subject to review. .**

## 3.0 REASONS SUPPORTING DECISION

To provide a tourism service that complies with the Council's tourism policy and the Council's corporate aims.

## 4.0 BACKGROUND

- 4.1 Ryedale District Council has participated in the establishment and activities of the Yorkshire Moors & Coast Tourism Partnership (YMCTP) since it was established in April 2006,
- 4.2 On 21 June 2007 the Community Services & Licensing Committee authorised the transfer of part of the tourism budget (£49,580) to the YMCTP up to and including 2009-10
- 4.3 The MCTP receives funding from Yorkshire Forward: £166,000 each year for three years and a potential £168,666 in year 2009-10, subject to the MCTP achieving its objectives.

## 5.0 INTRODUCTION

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This report provides details of the progress made by the YMCTP in 2007-8, and the reasons for continued support over a longer time period.

## **6.0 POLICY CONTEXT**

Tourism Policy. Work with the tourism industry and local community within suitable partnerships and brands, to promote the area effectively as a visitor destination.

## **7.0 REPORT**

7.1 The YMCTP delivers a more comprehensive tourism service than those previously provided by Ryedale District Council.

- The marketing service has increased significantly, for example 150,000 Holiday Guides have been produced compared to 60,000 Ryedale Guides.
- A business development service is provided with a dedicated business development officer providing businesses with support, a signposting service, business development workshops, grants for the quality assurance scheme and ICT, and by March grants for the Green Tourism Business Scheme.
- Visitor information is improving with a £46,000 website, maximising the benefits of the new regional Destination Management System which contains far greater information on tourism products, improved e-marketing opportunities and a high focus on online bookings.
- Improved communications to the tourism sector include quarterly newsletters and more engagement and consultation events such as the Tourism Summit in February.

7.2 Additional services, which the YMCTP intends to introduce over the next year, include a business tourism marketing service and an enhanced product development service.

7.3 Ryedale District Council also benefits in the following ways:

- Increased resources (through pooling of Local Authority resources) for tourism services
- Enables Ryedale to benefit from Yorkshire Forward funding
- Demonstrates on-going commitment to tourism businesses and support for services to benefit the local economy
- Provides increased value for money
- Demonstrates the advantages of Partnership working and an enhanced two-tier structure
- Be more target focussed and effectively manage risk through a Service Level Agreement
- A stronger commitment to sustainable tourism development

7.4 The YMCTP has released a draft 5 year business plan for consultation, outlining the services it expects to deliver over the next 5 years. The Plan also shows that two lead officers (Ryedale's and Hambleton's Tourism Officers) will be responsible for the delivery of the services. The draft Business Plan is available online: [www.moorsandcoast.com](http://www.moorsandcoast.com) following the link for current activities, and from the members room.

7.5 The YMCTP has recognised that whilst it has made good progress in moving from an establishment phase to a service delivery organisation, it needs to improve efficiency. To achieve this, the YMCTP seeks the secondment of tourism staff from

its Local Authority partners to improve working practices and reporting procedures. A series of meetings with the Chief Executives has taken place, resulting in contributions from each Local Authority being identified and agreement that these are similar in value. Scarborough BC will continue to be the YMCTP's host authority.

#### 7.6 Human Resource Implications

The tourism section has a tourism officer, a tourism assistant and 50% of a FTE technical support officer. It is proposed that these officers are seconded to the YMCTP for the 5 year period, with a review point in year 3. The establishment of a separate YMCTP office will be investigated over the next year. The tourism officer will continue to undertake management responsibility for the Tourist Information Centres over the next financial year, during which time the Council and the YMCTP will explore the possibility of transferring the operation of this service to the YMCTP.

7.7 Of the other Local Authority partners, Hambleton DC will second its tourism team who will work from offices above Thirsk TIC. Scarborough BC has allocated dedicated officer time from a number of officers, and although these won't be seconded, these officers are responsible for delivery of various parts of the draft Business Plan. The North York Moors NPA also has identified specific officer time to deliver various aspects of the draft Business Plan.

#### 7.8 Financial Implications

Ryedale DC has agreed to the transfer of its tourism budget up to, and including, 2009-10. It is proposed that this transfer of budget is extended up to, and including, 2012-13 subject to review. This will enable the YMCTP to plan more strategically over a longer time and commit to longer term projects.

The financial commitments from the other Local Authorities are comparable in that they are committing to transferring their tourism budgets. Whilst these vary in amounts, the overall value of their commitments is increased by the provision of in kind services, for example, Scarborough BC is providing the YMCTP's legal, financial, HR, and procurement services.

7.9 Yorkshire Forward has conducted a year long review of the new tourism structures and has recognised many strengths within the YMCTP. It has also welcomed the YMCTP's drive towards increasing efficiency.

7.10 Yorkshire Forward has announced significantly higher funding for tourism from 2009-10 for 3 years, subject to improved co-ordination between the various organisations and the usual approval processes. In order to enhance its ability to attract additional funding and maximise the opportunities this additional funding can provide, the YMCTP is keen to demonstrate longer term support from its Local Authority partners.

7.11 North Yorkshire County Council continues to support the YMCTP, having a seat on the management board and attending operational meetings. A meeting with NYCC's Chief Executive is to take place on 1<sup>st</sup> February to investigate financial support.

## **8.0 OPTIONS**

- 8.1 To approve the secondment of the tourism team to the YMCTP and authorise an extension of the term that the tourism budget is to be transferred.

## **9.0 RESULT OF OPTION APPRAISAL**

- 9.1 The recommended action – approval of secondment of staff and authorisation to extend the term of the transfer of budget to 2012-13 – complies with Council policies and legislation, provides an improved service to tourism businesses in the district, and allows the district to benefit from the Yorkshire Forward funding.

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## **10.0 FINANCIAL IMPLICATIONS**

- 10.1 The total contribution from Ryedale comprises:

Salary costs for seconded staff:	£72,750
Expenses budget for seconded staff:	£4,468
Set up contribution:	£2,500
Marketing budget:	£49,580
Total value of contribution:	£129,298

Note: The above figures relate to 2007-08 budgets and will need updating with inflationary increases. A £5,000 contingency will be retained from the marketing budget and transferred if unspent at the end of the financial years.

- 10.2 The transfer of budget is subject to an annual efficiency saving of 3%.
- 10.3 Whilst the proposal is to transfer the budget to 2012-13, there will be a financial review in 3 years, which will be in line with the Council's financial planning process and Government grant settlement. The amount transferred to the YMCTP for 2011-2012 and 2012-2013 will be subject to this review.
- 10.4 Ryedale District Council's investment in the YMCTP will be protected through a Service Level Agreement, and the performance of the YMCTP will be reviewed annually to ensure delivery of the services specified in the draft Business Plan and annual Action Plans.
- 10.5 The other Local Authority partners have committed to contributions to the YMCTP to the following values:
- |                      |          |
|----------------------|----------|
| Hambleton DC         | £133,780 |
| Scarborough BC       | £147,000 |
| North York Moors NPA | £51,500  |
- (Hambleton DC is also discussing with the YMCTP the possibility of transferring Thirsk TIC to the YMCTP for management)

## **11.0 LEGAL IMPLICATIONS**

Provision of Services: A Service Level Agreement (SLA) will be drawn up to show the human and financial resources provided by Ryedale DC in return for the services as shown in the draft Business Plan 2008-13 and the annually produced actions plans.

Secondment of staff: Section 113 of the Local Government Act 1972 as amended provides that a local authority may enter an agreement with another local authority for the placing at the disposal of the other local authority the services of an officer on such terms as may be agreed. It is essential that the Partnership formally write to accept the terms of the secondment offered by Ryedale District Council.

## **12.0 SUSTAINABILITY IMPLICATIONS**

The YMCTP has a high commitment to sustainable development of tourism, evidenced through the appointment of a sustainability 'champion' at both management board and operational levels, the adoption of the Green Tourism Business Scheme, and targets relating to sustainable tourism.

## **13.0 RISK ASSESSMENT**

Information – neutral

Strategic – complies with Imagine Ryedale and Corporate Plan

Operational – a more comprehensive tourism service to benefit businesses in the district and the local economy

People – Opportunity for staff development

Reputation – Positive for RDC as it takes advantage of new opportunities and new working practices

Regulatory – neutral

Financial – transfer of funds to YMCTP, but protected by SLA's limits budget flexibility. Benefits of additional Yorkshire Forward funding

## **14.0 CONCLUSION**

Approval to transfer tourism staff and authorisation to extend the period of transfer of the tourism budget will:

- Enable the YMCTP to continue to provide a more comprehensive service
- Enable the YMCTP to strategically plan for a longer term and introduce / participate in longer term projects
- Increase resources for tourism services
- Maximise its ability to attract further funding from Yorkshire Forward

Risk is managed through Service Level Agreements.

**Background Papers:** Community Services & Licensing Committee Report, '**Area Tourism Partnership**', 1<sup>st</sup> December 2005.

Policy & Resources Committee Report,  
'**Area Tourism Partnership**', 2<sup>nd</sup> February 2006.

Policy & Resources Committee Report,  
'**Secondment to Area Tourism Partnership**', 17 August 2006.

Community Services & Licensing Committee Report, '**Moors and Coast Tourism Partnership Business Plan 2007/8**', 21<sup>st</sup> June 2007.

Annex A: Corporate Policy Appraisal Form

The Yorkshire Moors and Coast Tourism Partnership draft Business Plan 2008-13 has been released for consultation and is available online: [www.moorsandcoast.com](http://www.moorsandcoast.com) following the link for current activities, and from the members room.

**OFFICER CONTACT:** Please contact Sarah Ward, Tourism Officer if you require any further information on the contents of this report. The officer can be contacted at Ryedale House, 01653 600666, Extension 275 and email [sarah.ward@ryedale.gov.uk](mailto:sarah.ward@ryedale.gov.uk)

**CORPORATE POLICY APPRAISAL FORM** *(One for each Option)* **Annex A**

<b>Policy Context</b>	<b>Impact Assessment</b>	<b>Impact +ve -ve Neutral</b>
Community Plan	Developing Opportunities	<b>+ve</b>

Themes <i>(Identify any/all that apply)</i>	Vibrant Communities	
Corporate Objectives/Priorities <i>(Identify any/all that apply)</i>	To have opportunity and choice of housing and employment for all; Vibrant Communities; and efficient and effective high quality services accessible to everyone.	<b>+ve</b>
Service Priorities	Tourism Policy: Work with the tourism industry and local community within suitable partnerships and brands, to promote the area effectively as a visitor destination.	<b>+ve</b>
Financial	Transfer of budgets but protected through Service Level Agreements	<b>Neutral</b>
Legal Implications	Complies with Section 113 of the Local Government Act 1972. Service Level Agreements to be drawn up.	<b>+ve</b> <b>+ve</b>
Procurement Policies	No impact.	
Asset Management Policies	No impact.	
LA21 & Environment Charter	Increased sustainability measures	<b>+ve</b>
Community Safety	No impact.	
Equalities	No impact.	
E-Government	No impact.	
Risk Assessment	Improved tourism service	<b>+ve</b>
Estimated Timescale for achievement	On-going	