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<b>PART A:</b>	<b>MATTERS DEALT WITH UNDER DELEGATED POWERS</b>
<b>REPORT TO:</b>	<b>POLICY AND RESOURCES COMMITTEE</b>
<b>DATE:</b>	<b>19 MARCH 2020</b>
<b>REPORT OF THE:</b>	<b>PROGRAMME DIRECTOR FOR ECONOMIC DEVELOPMENT, BUSINESS AND PARTNERSHIPS PHILLIP SPURR</b>
<b>TITLE OF REPORT:</b>	<b>RYEDALE DESTINATION DEVELOPMENT PLAN</b>
<b>WARDS AFFECTED:</b>	<b>ALL</b>

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## **EXECUTIVE SUMMARY**

### **1.0 PURPOSE OF REPORT**

- 1.1 To present the Ryedale Destination Development Plan to Policy and Resources Committee.

### **2.0 RECOMMENDATION(S)**

- 2.1 It is recommended that Policy and Resources Committee endorse the Ryedale Destination Development Plan, which outlines a partnership framework for visitor economy growth over the next three years.

### **3.0 REASON FOR RECOMMENDATION(S)**

- 3.1 To endorse the Ryedale Destination Development Plan to promote growth in tourism and increase the value of the visitor economy by 5% over the next three years and support local businesses and attractions via a partnership approach.

### **4.0 SIGNIFICANT RISKS**

- 4.1 The Destination Development Plan provides a strategic framework for growing the visitor economy in Ryedale. If the plan and its objectives are not fulfilled, the visitor economy may suffer. Many local businesses and attractions are dependent on tourism and so it is essential that we work in partnership to strengthen this vital sector of Ryedale's economy.

### **5.0 POLICY CONTEXT AND CONSULTATION**

- 5.1 The visitor economy is a critical sector within Ryedale's economy. Other areas of North Yorkshire and bodies like the LEP invest in, support growth initiatives and promote

tourism. It is essential that Ryedale also does so – we must continue to attract visitors, and particularly those who with enhanced spending power, through promoting our offer, ensuring visitors experiences are high quality and supporting local businesses and attractions. A variety of regional initiatives may support us to achieve this over the next three years to complement any specific actions being delivered through this Destination Development Plan.

- 5.2 An extensive period of consultation has been conducted with industry stakeholders to form a comprehensive strategy of future activity. The Destination Development Plan is an overarching plan for Ryedale’s visitor economy, which will be delivered by RDC working alongside a range of public and private sector partners.

## **REPORT**

### **6.0 REPORT DETAILS AND CONSULTATION AMENDMENTS**

- 6.1 The Tourism Network was commissioned to produce a plan to support Ryedale’s visitor economy.

- 6.2 The Plan is intended as a strategic blueprint for tourism over the next three years, aiming to enhance collaboration and attract higher spending, longer staying visitors to generate greater economic benefits. The Plan takes into consideration the individual needs of businesses in Ryedale’s market towns, the villages and the Wolds. It will dovetail activity with that of the North York Moors National Park, Howardian Hills Area of Outstanding Natural Beauty, Visit York, Scarborough Borough Council, Visit Hull and East Yorkshire, Welcome to Yorkshire and other organisations so we can create a strong foundation for the future, collaborating across the area. Industry workshops have been held across three market towns and the plan has attracted support via the wider consultation process from Town Councils, local business groups and individual tourism businesses. The plan is now ready for implementation via a scheduled action plan.

#### **6.2 Action plan activity**

Further to industry consultation an action plan of activity has been developed to support the key areas identified as requiring development. It is important to highlight that objectives throughout the plan will be delivered in partnership. This will involve the Council, private sector tourism businesses, town councils and town centre business groups. It is also important to highlight that business support will take place throughout the duration of the plan to ensure that product development and collaboration takes place in response to current trends and new opportunities. Monitoring and evaluation will also be a feature of the Plan, which includes regular benchmarking via research and evaluation of the Ryedale and wider tourism sector.

A summary of activity is as follows:

#### **a) Promotional themes**

*Food and Drink, Walking, Cycling and Mountain Biking, Outdoor Activities, Arts and Crafts, History & Heritage, Nature & Outdoors, Screen Tourism*

Marketing and product development activities will take place in a collaborative manner utilising shared resources to increase the value of the visitor economy.

## **b) Markets and market intelligence**

Annual assessments will take place to identify trends and communicate to businesses. All accommodation and attraction providers will be encouraged to participate in occupancy and visitor number surveys.

## **c) Group visits**

Work will take place to identify attractions and accommodation, and parking facilities suitable for group visits, and to develop new products, promotional material and opportunities for collaboration where appropriate.

## **d) Events and seasonality**

Work will take place to identify any gaps in the promotional calendar, either by theme or time of year, and new events will be planned. The calendar of themed activity will aim to identify strong year-round reasons to visit Ryedale, and ensure businesses have sufficient information for them to use these in their own marketing

## **e) Market Towns**

The key selling points and themes to be used to promote Market Towns will be identified and delivered through collaboration and partnerships.

## **f) Accommodation**

Any barriers to more staying visitors will be identified and a fuller accommodation listing presented. This may be an area of increased focus over the three year duration of the plan as our understanding of visitor requirements grows.

## **h) Product development**

Product development needs and activities will be identified throughout the duration of the plan.

## **i) Marketing**

Partners will agree information and curated content across websites, which will be enhanced by social media activity and use of professional PR services to target media messages. In addition support will be provided to visiting journalists, influencers and location scouts to help them feature Ryedale products.

## **7.0 IMPLICATIONS**

7.1 The following implications have been identified:

### **a) Financial**

The Council has an established tourism budget which will be used to support the delivery of this partnership plan. Other partners will also contribute towards its delivery.

### **b) Legal**

There are no legal considerations with respect to this item.

- c) Other (Equalities, Staffing, Planning, Health & Safety, Environmental, Crime & Disorder)

### **Equalities**

The plan seeks to improve levels of engagement across the sector providing advice and support to all businesses. Accessibility audits for each of the market towns are proposed and will provide a means to ensuring we get accessibility right for the visitor and the benefits are spread into the local community.

### **Environmental**

Whilst the visitor economy is one of the most important sectors for the economy of Ryedale, the plan will help to address how we'll manage the industry sustainably. A key priority for this plan is to increase the value of tourism in Ryedale. This will be achieved by increasing the proportion of staying visitors, improving year-round occupancy levels in existing Ryedale accommodation. We will be mindful of the need to encourage more sustainable travel, and to take care of the very environment that attracts visitors. We will develop activities that focus on visitor spend and which stimulate particular visitor behaviour, particularly around cycling, walking and working with public transport providers to facilitate sustainable travel. There is an opportunity to showcase local distinctiveness and use it to attract visitors who are more likely to care for the places they visit.

## **Programme Director for Economic Development, Business and Partnerships Phillip Spurr**

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**Background Papers:**  
Ryedale Destination Development Plan

**Background Papers are available for inspection at:**  
N/A