

**CALL IN – ORIGINAL REPORT AS PRESENTED TO COMMISSIONING BOARD**

**RYEDALE  
DISTRICT  
COUNCIL**



---

**PART A: MATTERS DEALT WITH UNDER DELEGATED POWERS**

**REPORT TO: COMMISSIONING BOARD**

**DATE: 26 JANUARY 2012**

**REPORT OF THE: HEAD OF ECONOMY AND HOUSING  
JULIAN RUDD**

**TITLE OF REPORT: RYEDALE TOURISM ADVISORY BOARD  
RECOMMENDATIONS**

**WARDS AFFECTED: ALL**

---

**EXECUTIVE SUMMARY**

**1.0 PURPOSE OF REPORT**

1.1 To seek endorsement of the Ryedale Tourism Advisory Board recommendations concerning use of the Quality Assurance mark, the [discovernorthyorkshire.co.uk](http://discovernorthyorkshire.co.uk) website and involvement in the Visit Hull and East Yorkshire (VHEY) bid for European Regional Development Fund (ERDF) support. The report also outlines arrangements for the forthcoming relocation of Malton Tourist Information Centre (TIC).

**2.0 RECOMMENDATIONS**

2.1 It is recommended that:

- (i) Members' endorse the Ryedale Tourism Advisory Board's recommendations that;
  - a) the 'Y Charter' mark be used for businesses engaged in Council funded activities, in addition to other recognised Quality Assurance marks;
  - b) there should be ongoing investment in the development of the [discovernorthyorkshire.co.uk](http://discovernorthyorkshire.co.uk) website, using existing budgets;
  - c) Ryedale District Council commits to the partnership approach established in the VHEY ERDF bid 'Partners for Growth';
- ii) Members note the timetable for the relocation of Malton TIC.

**3.0 REASON FOR RECOMMENDATIONS**

3.1 To endorse implementation of those recommendations by the Ryedale Tourism Advisory Board that affect this Council's policies and actions.

#### **4.0 SIGNIFICANT RISKS**

- 4.1 There are no significant risks. All risks are identified in Annex A Risk Assessment Matrix.

#### **REPORT**

#### **5.0 BACKGROUND AND INTRODUCTION**

- 5.1 The Tourism Advisory Board, which was established as result of the recent review of tourism activities in Ryedale by the Commissioning Board, has met twice and considered a number of service proposals. The meeting notes are available on the Council website: [http://www.ryedale.gov.uk/business/tourism\\_and\\_travel/tourism\\_-\\_support\\_for\\_business.aspx](http://www.ryedale.gov.uk/business/tourism_and_travel/tourism_-_support_for_business.aspx)
- 5.2 The lease on the Old Town Hall building will terminate on 4 April 2012, necessitating a move for Malton TIC.
- 5.3 Commissioning Board 2011 minutes 54 (vi) and (viii) supported the establishment of the Tourism Advisory Board and the relocation of Malton TIC.

#### **6.0 POLICY CONTEXT**

- 6.1 This report seeks to implement the following Council aims:
- To create the right conditions for economic success in Ryedale:
    - § To have economic structure an supporting infrastructure in place
    - § Opportunity for people; increasing wage and skill levels
  - Transform Ryedale District Council:
    - § Building our capacity to deliver through collaboration and working in Partnership.

#### **7.0 CONSULTATION**

- 7.1 The recommendations take account of the views of the Ryedale Tourism Advisory Board.
- 7.2 Staff at Malton TIC staff have been consulted on the relocation.

#### **8.0 REPORT DETAILS**

- 8.1 Endorsement is now sought regarding three actions (detailed below) that the Ryedale TAB recommends for RDC tourism service delivery.

**Action One - The use of the 'Y Charter' mark for businesses engaged in Council funded activities, in addition to other recognised Quality Assurance marks**

- 8.2 Currently, the TIC network and 'Destination Management System' that are utilised to promote accommodation businesses will only accept businesses with a recognised QA accreditation, such as VisitBritain or AA. However, Welcome to Yorkshire (WTY) has introduced a new package called the 'Y Charter' that is a self certified system. It consists of 10 key points to ensure accommodation providers commit to offering visitors a quality and value for money experience when staying in Yorkshire. The TAB had some concerns that this was a self certification process and not a quality mark but concluded that it did provide a necessary minimum standard. It was also

suggested that WTY could extend the Y Charter remit to attractions. Members are requested to endorse the use of the 'Y Charter' mark in Council funded activities.

**Action Two - Investment in the development of the [discovernorthyorkshire.co.uk](http://discovernorthyorkshire.co.uk) website**

- 8.3 The Discover North Yorkshire website was established as a temporary measure to support the 2011 Tourism Association North Yorkshire guide, and to fill the gap left by the demise of the Moors and Coast Tourism Partnership. This was undertaken in-house at very low cost.
- 8.4 Although this Council works in partnership with the North York Moors National Park Authority to promote the Moors as a branded destination, and with VHEY to promote the Wolds as a branded destination, there are areas of Ryedale that are not covered by any other on line promotional activity. It is therefore recommended that the website be retained into the future and an investment made to develop more active methods of promotion such as a co-ordinated 'Search Engine Optimisation' campaign of content optimisation. This investment and activity would be within existing budgets and co-ordinated with partner organisations websites. Member endorsement for this approach is sought.

**Action Three - That Ryedale District Council is a full partner in the VHEY ERDF bid 'Partners for Growth'.**

- 8.5 Visit Hull and East Yorkshire (VHEY) has lead the development of planned partnership bid for over £5 million of European Regional Development Fund to support tourism businesses in Hull, East Riding, Scarborough and the Wolds area of Ryedale (to include the electoral divisions of Sherburn, Wolds, Rillington, Malton, Norton East, Norton West, Derwent and South West Ryedale). A full business plan is due to be submitted in January 2012.
- 8.6 There are three proposed main areas of support: 'Support Network for Businesses'; 'Digital Solutions' (including the development of phone 'apps'); and 'New Market Development' (including seasonal, evening economy and overseas markets.) This Council's proposed contribution to the partnership is in staff time and other in-kind contributions, plus an element of the existing Tourism Services budget. The Council will be represented on the Board for programme delivery if the bid is successful. Member endorsement for this partnership proposal is sought.

**Relocation of Malton TIC**

- 8.7 Members should note that Malton TIC will close at the 'Old Town Hall' on 25 January 2012 and will re-open at Malton Library on 28 January 2012. There are long term budgetary savings associated with this move but a service reduction/change in hours is not anticipated. The move involves a partnership between NYCC Library Service and TIC services.

**9.0 IMPLICATIONS**

- 9.1 The following implications have been identified:
- a) Financial  
Financial savings associated with the relocation of the TIC has been taken account of in terms of planned efficiencies for 2012/13.
  - b) Legal  
The use of the Quality in Tourism rating has ensured that the TIC is able to refer clients booked into accommodation who may have a poor experience, to the relevant quality assurance organisation. The above recommendation will necessitate a revision of the booking agreement for TIC clients.

- c) Other  
There are no significant other implications.

**Julian Rudd**  
**Head of Economy and Housing**

**Author:** Jos Holmes, Economy and Community Manager  
**Telephone No:** 01653 600666 ext: 240  
**E-Mail Address:** jos.holmes@ryedale.gov.uk

**Background Papers are available for inspection at:**  
[http://www.ryedale.gov.uk/business/tourism\\_and\\_travel/tourism -  
\\_support\\_for\\_business.aspx](http://www.ryedale.gov.uk/business/tourism_and_travel/tourism_-_support_for_business.aspx)