



Cllr Ashworth
Kirkbymoorside Town Council
Crown Square
Kirkbymoorside
YO62 6AY

When telephoning, please ask for:

Economy and Community
Jos Holmes ext 240
jos.holmes@ryedale.gov.uk

Date: 6 December 2016

Dear Cllr Ashworth,

Ryedale Market Towns Promotion: Request for financial contribution over two years.

Following consultation with the Ryedale Market Towns Promotion (RMTP) Group, (of which Kirkbymoorside Town Council has been involved since its inception in 2013) Ryedale District Council prepared an application for grant aid from the Rural Development Programme for England in August 2016, to continue and expand the work of the RMTP group, over a two year period.

A grant offer of £51,148.50 was received on 11th November out of project costs of £78,690. (65% intervention rate.) RDC has now accepted this offer. As part of the application, match funding from public and private sectors was proposed and the purpose of this letter is to request that Kirkbymoorside Town Council support the project with a contribution of £500 p.a for 2 years.

Ryedale District Council is planning to contribute £17,500 over the two year period, in addition to providing line management and project management responsibility for the project. We will also be increasing the general tourism marketing budget dedicated to the 5 market towns.

Project Summary

The project will firstly develop a new formal collaborative public / private visitor economy partnership, building on 2 years of informal partnership working, for five market towns in Ryedale, around the Vale of Pickering. The partnership will be the Ryedale Market Towns Promotion partnership. (RMTP). The project will then deliver 4 priority projects outlined below. These were devised through 'Destination Innovation' workshops held in Spring 2015, which created an action plan to develop and market (to local businesses) new collaborative activity between the towns, with a view to increase visitor spend into the local economy.

The informal partnership between the 5 Town Councils, Ryedale District Council and business representatives from each town has delivered a number of small scale projects and achieved successes such as improving visitor display boards, promoting joint car park tickets and creating a local food and drink database. This project will formalize the RMTP partnership, with a private sector chair, and to take the project delivery to the next step, including promoting long term sustainability and decreasing reliance on the public sector .

The 2 year project, delivered through the RMTP, will deliver the 4 'Destination Innovation' workshop outcomes. A RMTP Delivery Officer (p/t) will be appointed to the project management role.

1. **Walking and Cycling promotion** in and between the towns; a long distance walking and cycling route that takes in each of the towns.



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2. **Business to Business mentoring and collaboration**, particularly focusing on digital marketing, social media, retailer support such as customer services and window displays. These will be held in each of the towns.
 3. **Improved circulation of visitors between the towns** - maximizing the benefit of their close proximity and differing unique selling points, including major events. This includes improving car parking circulation, provision of local visitor information,
 4. **Links with locally produced food and drink supply chains**. This will encourage visitors to buy locally sourced food and drink products when staying or visiting Ryedale. We hope to improve collaboration between accommodation providers and food producers.

The aim of this activity is to

1. Formalize a sustainable private sector lead visitor economy partnership .
2. Deliver a 2 year action plan which is designed to achieve an increase in the value of the visitor economy by:
 - a. Encouraging longer stays and extending season stays by improving the tourism product and increased circulation of visitors between the towns.
 - b. Improving the use of digital technology by visitor economy businesses to capture the changing visitor market preferences.
 - c. Increase 'spend per visitor' by introducing collaborative actions and referrals between different sectors and particularly supply chain local food and drink producers.

In all actions, the priority will be on digital delivery and quality tourism product. Marketing of the new visitor economy product will be through the existing visitor economy commissions and budgets and we anticipate increasing the priority given to the Market Towns activity.

I do hope that you will feel, as I do, that this project will bring tremendous benefits to the local economy and to each individual town and build on our joint work over the last few years. If you would like more information on the project, or would like myself or an RDC Officer to attend the Town Council to answer any questions, please do not hesitate to get in touch.

Yours sincerely,

Cllr William Oxley
Ryedale District Council Tourism Advisory Board Member.

cc: Mrs L Bolland