

The 5 market towns of Ryedale destination management plan





Tourism

within the
economic
market place
of
Ryedale

Tourism is a significant element in the economy of Ryedale, with the visitor economy being worth around £290 million. We have around 4.3 million visitors a year, with tourists and visitors providing 6900 jobs.*

It also helps to sustain a wide range of shops, restaurants, suppliers, transport services and other amenities for residents to enjoy.

The task of the Ryedale Market Towns' Destination Management Plan is to promote and develop the towns and immediate surrounding area of the Vale of Pickering as a place to stay and spend time and money in local businesses. The tourism industry is an important part of our economy and should not be considered as a stand alone industry, but as an integral part of many local businesses which all play their part in making the local area flourish.

Our Destination Management Plan sits within the context of tourism and marketing activity already being carried out by Welcome To Yorkshire, North York Moors, Discover Yorkshire Coast, Visit Hull & East Yorkshire and Visit York.



*2015 Tourism South East Economic Impact Report

Helmsley
Kirkbymoorside
Malton
Norton
Pickering

“The whole is greater than the sum of its parts”

The towns border the ‘Vale of Pickering’ and as such are on the fringe of designated landscapes or key Visit England ‘attack’ brands such as ‘York’ and the ‘Yorkshire Coast’. Despite the wealth of visitor economy assets (accommodation, attractions, services) and easy travelling distance to key day trip destinations such as York, the Coast, Moors and Wolds, they have not been supported collectively to maximise their assets and gain maximum advantage from their geographical position and close proximity to each other.

The towns have the ability to tap into a number of markets. Firstly, older adults wanting to retain access to local services (such as health, shops, digital communications and public transport). Secondly, the family and inter-generation holiday market (due to the proximity of the towns to each other and plethora of activities for all age groups). Thirdly, the short break market (due to short travel times from key north / south road and rail links and continued accessibility even in poor winter weather.).

Local businesses have worked hard to promote their local town. However, by working collaboratively there is the opportunity to further reap the benefits of existing large scale events such as Food Festivals, Railway in Wartime or theatre / event / festival productions around Ryedale to encourage greater spend per visitor.

As a largely agricultural district, Ryedale is blessed with local food and drink producers that could be better engaged in the visitor economy as suppliers or attractions. Walking and cycling opportunities around and between the towns await to be exploited. Links with the Creative Economy could be strengthened. Businesses have a lot to learn from each other and a lot to give. This could take a business to business mentoring and skills development approach (particularly in respect of digital channels).

Future growth potential

A successful visitor economy depends upon the people and the product that visitors will come into contact with on arrival in the area.

It is therefore important that, in order to maximise the benefits of our visitors, all businesses across Ryedale play their own part in ensuring an exceptional experience for all of our visitors. Each of our towns brings a different unique experience to the area and there is great value in working together.

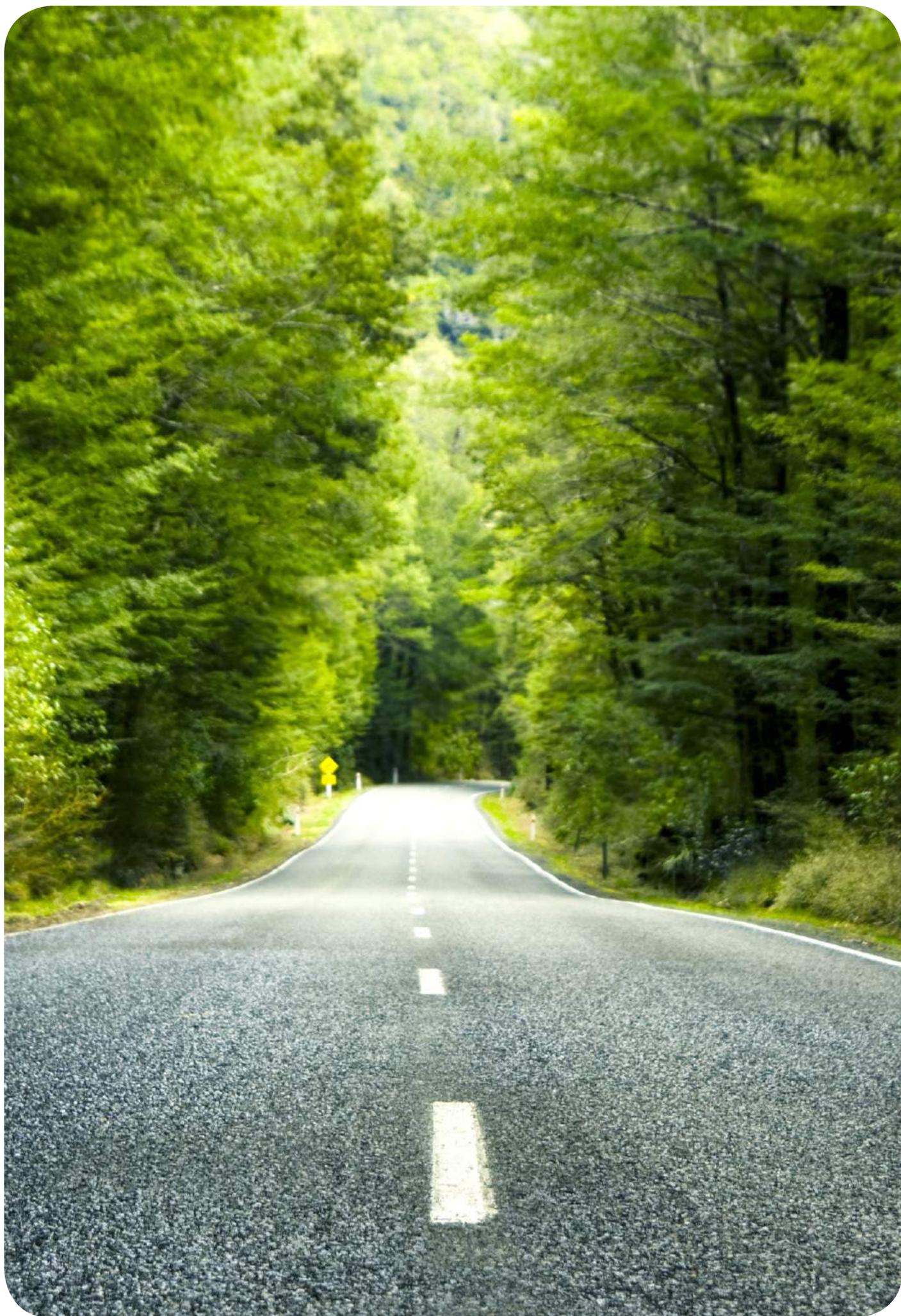
The future growth potential of our visitor economy lies in higher productivity and getting visitors to spend more.

This can be achieved by encouraging longer visits and converting days out to overnight stays, thus enabling more time for visiting the many varied attractions, shops, facilities etc that each of our towns have. Ryedale needs to focus its visitor economy 'Destination First' outlook.

Within the private sector there is naturally a tendency to look inward to our own businesses to encourage growth and development. But we also need to look outward to see how our businesses fit in with our unique offering of 5 individual market towns and how we can better improve the destination's tourism product and our visitors' experience to Ryedale.

The RMTP partnership will ensure the DMP is relevant and meaningful so that it will be embraced by visitor economy stakeholders. By working together in this way we can safeguard an important contributor to the Ryedale's economic and social fabric, embrace new trends and markets and enhance the area's reputation, making Ryedale relevant in its geographical context to its neighbours as a unique first class visitor destination, a place to stay a while, a hub from which to explore, and a gateway to endless experiences.

Destination marketing has long been the preserve of the public sector, but the private sector should be encouraged to promote themselves under the destination brand.



Destination Management

What is Destination Management?

Destination Management is a process of coordinating the management of all aspects of a destination that contribute to a visitor's experience, taking account of the needs of visitors, local residents, businesses and the environment. It is a systematic and holistic approach to making a visitor destination work efficiently and effectively in order that the benefits of tourism can be maximised and any negative impacts minimised.

It embraces the idea of sustainability i.e. tourism which brings economic benefit, is sensitive to the environment, is welcomed by the community and results in satisfied visitors. Delivering an exceptional experience to the visitor is a priority.

Destination management is all about communication, involving all stakeholders in planning and decision-making through partnership working, as well as communicating with visitors to monitor success and consulting residents and businesses to evaluate impacts.

Why a Destination Management Plan?

A Destination Management Plan (DMP) is a shared statement of intent to manage a destination in the interests of the visitor economy, over a stated period of time, articulating the agreed roles of the different stakeholders and identifying clear actions that they will take.

Tourism has to be managed in a sustainable way, to maximise the benefits for long-term prosperity and reduce any negative impacts. The visitor economy is complicated and fragmented. The private sector component comprises many businesses, most of them small. Working alone they cannot manage and sustain tourism across a destination.

For example, they cannot provide or maintain the necessary infrastructure or market the whole area or train and develop a skilled workforce without some assistance.

For tourism to be successful and make a constructive and sustainable contribution to the local area, all parties need to co-ordinate activity and work to common, agreed goals, set down in a reference document such as this DMP.

Mission & Aim



Our mission

To develop the market towns of Ryedale as a quality visitor destination, through implementing a range of strategies directed towards increasing the visitor spend by improving the perception and awareness of our area and promoting the economic and social benefits of tourism and the visitor economy, while continuing to enhance perceptions of Ryedale.

Our aim

To create an exceptional visitor experience and product offer which creates lasting memories and compels visitors to return and recommend to others, thereby helping to sustain and grow our economy by generating

expenditure, creating improved job and business opportunities throughout the Market Towns and surrounding areas.

Key principles

Encourage stakeholders to work together for the overall benefit of the visitor economy;

Increase the quality of employment within the tourist industry;

Develop facilities, services and events for visitors to enjoy.

This destination plan will help us to lead, influence and co-ordinate the management of all aspects of our destination.



Ryedale Market Towns Promotion

The 5 market towns in Ryedale have been working informally together through the Ryedale Market Towns Promotion group for two years and includes Town Councils, Ryedale District Council and local businesses from each town. The group came together initially with an identified need to work more collaboratively to optimise the effectiveness of individual towns' and businesses' activity and to encourage visitors to circulate between the 5 towns, each with different highlights, yet in close proximity to each other.

The group has developed several small scale projects to date, including the promotion of the 4 regular weekly markets and 4 specialist food markets in Ryedale, the creation of town maps (using the same aesthetic for each map), developing cycle links between the 5 towns and developing the Ryedale Market Towns printed guide as part of the Welcome to Yorkshire - Yorkshire Coast and North York Moors suite of visitor guides.

The group led the 'Destination Innovation' workshop in 2015. This identified further developmental ideas to open up new markets, and impressed upon us the need to formalise the partnership and to create a more focussed action plan based around four main agreed objectives.

Strategic Objectives

- Improve the walking and cycling connections between our market towns.
- Facilitate business to business mentoring and development.
- Improve the circulation of visitors between our market towns, looking at each town's individual strengths and unique selling points.
- Improve links between the visitor economy businesses and local food and drink suppliers.

These objectives are by no means exhaustive, but are designed to give initial focus to our work over the next two years. However, a destination plan needs to constantly move forward and re evaluate, to keep up with the ever changing behaviour and trends of visitors, residents, local businesses and our environment.

Ryedale - where the visitor experience starts...



Ryedale Market Towns

The Ryedale Market Towns Promotion project should inform of the products and services we invest in, the images and messages we project and capture the spirit of the place and its people.

The Ryedale Market towns would benefit from being positioned collectively whilst highlighting and embracing their individuality.

A key priority for the destination management plan is to ensure that Ryedale lives up to its potential, both in the way that it is promoted and in the products associated with it. Few destinations can match Ryedale in being able to offer 5 unique market towns, together with rural relaxation and activity experiences. Individually they all work well, but together they can work even better.

Our focus needs to be on raising awareness of the uniqueness that the towns bring, making the whole area the “destination” and the towns within it the “attractions”.

The Ryedale Market Towns are the hub of North Yorkshire’s visitor destination.

It affords the visitor with the perfect location or base from which to visit the rest of the county. It is easily accessible by road, train or bus and is within 30 minutes reach of a vast array of activities of interest to our visitors; York, the Coast, the Moors, the Wolds.



Objectives

Connections

We will improve the walking and cycling connections between the 5 Market towns, promoting our new digitally mapped walking and cycling routes.

This will enable engagement with local accommodation, attractions and food outlets (such as cafes / pubs / tea rooms) situated en route. We will promote the use of 'Walkers are Welcome', across the 5 towns.



- A long distance walk linking the 5 Market Towns around transport hubs has been commissioned from i Footpath.
- Several new walking routes have been commissioned and documented for distribution and use.
- Promote the accessibility of walking in the area.
- Promoting Ryedale as Welcoming Walkers.
- Encourage walkers to engage with the local economy.
- Promote the already established Sustrans network with Ryedale to travel between the market towns.
- Share and promote the Tour De Yorkshire Routes through Ryedale.
- Establish connections with walking and cycling communities making them aware of the relevant business and services (Bike Tech/ Sales and outdoor wear retailers in the market towns. Buy in-store .. post home.
- Share your experience



Objectives

Business 2 Business

We will create a platform and environment for our businesses to engage with each other to see the wider benefits of our tourist economy.

We will help facilitate opportunities to benchmark themselves against other similar businesses both from within our area and further afield.

Pooling our knowledge and resources to collectively use and share individual success and abilities for the creation of an overall better experience. Each business retailer and individual within the offering should refer on and cross promote within our area.

The partnership will be able to support colleagues in areas of business development including adoption of digital interfaces, e-marketing and customer service.

Taking inspiration from Helmsley as the 'Best Market Town' and Bishy Road (York) as the Best British High Street, looking at how those local businesses have worked collectively together to achieve benefits for all.

Also building on Malton Food Festival as Yorkshire's Food Capital and how this was achieved in partnership with local businesses.

- We will encourage business to lead, offer developmental support, mentoring and experience exchange.
- Welcome and support entrepreneurs and those bringing new business to Ryedale.
- Many of our retailers and services supporting the Ryedale economy, in particular tourism driven business, will already successfully operate, Omni Chanel businesses. Develop and support Omni channel retailing and marketing.
- Focus on all our businesses having a base line digital presence and understanding of required minimums in the current digital business market place.
- The partnership will support digital transformation.
- Provide project based sessions.
- Complement and not compete with established and functioning business groups.
- Develop a visitor questionnaire with the aim of giving direct feedback. Possibility of distribution through accommodation providers.
- Develop a business questionnaire to gain views and opinions from the wider business community.
- Each business maximising the potential of festivals, events and the food and drink offer.

Objectives

Circulation

Improving circulation of visitors between the towns. Promoting the proximity of the towns and their 'Unique Selling Points' and developing transferrable car park tickets, public transport links and cross promotion of large scale events and themes; targeting experiences such as the arts & heritage or food and drink interests with syndicated content management to enhance marketing efforts. Investigating the possibility of Ryedale 'scenic drives'. Destination chargers for full electric vehicles.

The emphasis will be on digital delivery and a quality tourism product.

The role of digital technology in enhancing the Ryedale experience is currently underdeveloped.

We will evolve the Visit Ryedale web site as it needs to become a more usable interface; a platform that directs and circulates our visitors through our market towns and the wider hinterland.

It is Ryedale's official own virtual marketplace, depicting our 5 market towns, their uniqueness and their proximity as a collection.

It must be a central one stop information point. The Visit Ryedale website will evolve into that portal to showcases the very best of Ryedale holistically.



Objectives

Locally sourced



Improving links with visitor economy businesses and local food and drink producers in the supply chain. Developing a directory of local food and drink producers for visitor economy businesses, brokering relationships between specific and appropriate businesses and hosting a 'meet the supplier' .
Let's do business together.

- Improve business relationships with our food supply chains and other local business and accommodation providers.
- Set up a specific event focusing on the development of the food supply chain. What's on offer?
- Broker new partnerships in the food to tourism businesses with the aim of promoting local suppliers by use of their products by accommodation providers.
- Ryedale hamper project.
- Food and drink trails.





Call to Action!

The Ryedale Market Towns destination management plan will be accompanied by a yearly action plan detailing the actions that our partners have committed to in order to help to achieve our objectives.

A copy of this action plan together with quarterly updates will be made available on our updated Visit Ryedale website. On the newly developed industry section.

Prioritisation is important and quick wins may be actioned first even if they are not seen as the most important long term actions.

Some actions may not be funded initially, but can be explored and used as evidence for future activity.

We aim to increase the value of our visitor spend by 5% and we will aim to measure this through already established industry reporting measures

We will monitor visitor feedback on a monthly basis from our visitor questionnaires.

We will ask our partners to share their feedback on a quarterly basis which will then be made available on the Visit Ryedale website.



**“Ryedale’s Market
Towns...an all together
better visitor experience”**

