

Rural Development Programme for England Growth Programme: Sub Measure 16.3 Tourism Co-operation.
Ryedale Market Towns Promotion: Acceptance of Grant Aid.

Following consultation with the Member for the Tourism Advisory Board and Leader, the Economy and Community team prepared an application for grant aid in August 2016 for the above project.

A grant offer of £51,148.50 was received on 11th November out of project costs of £78,690. (65% intervention rate) RDC has accepted this offer and is now seeking £500 from each Town Council, for two years, to support implementation.

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, created through 'Destination Innovation' workshops, working alongside and maximising the impact for local businesses of existing visitor economy delivery activity and attack brands.

The informal partnership between the 5 Town Councils, Ryedale District Council and business representatives from each town, has achieved a number of small scale projects and successes. This project will formalise 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, held with partners 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. A RMTP Delivery Officer (P/T scale 6,) will be appointed to the project management role.

1. Walking and Cycling promotion in and between the towns
 - a. Long distance walking route between each town
 - b. Cycle route between each town - on road and off road.
2. Business to Business mentoring and collaboration, particularly focusing on digital marketing.
 - a. Mentoring and network events to encourage cross selling and promotion of local businesses to each other
3. Improved circulation of visitors between the towns - maximising the benefit of their close proximity and differing unique selling points, including major events.
 - a. Car parking
 - b. attractions and events joint ticketing and promotion
 - c. provision of local visitor information.
4. Links with locally produced food and drink supply chains.
 - a. Pilot project to increase link to local food and drink
 - b. Ryedale Hamper feasibility and trial project.

The aim of this activity is to

1. Formalise 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 (RDC currently works with North York Moors National Park Authority, Scarborough Borough Council, Visit Hull and East Riding, Visit York and Welcome to Yorkshire.)

The increase in the value of the visitor economy will translate into new investment by the sector, increased wages in the sector and increase in jobs sustained by the sector. (In the Ryedale economy, the key issue is not unemployment, but low wages.)

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