

Ryedale Market Towns Promotion Project

Steering Group Meeting

13th September 2017



The European Agricultural
Fund for Rural Development:
Europe investing in rural areas



RYEDALE
DISTRICT
COUNCIL



This project is also Supported by:

Malton, Norton, Kirkbymoorside, Pickering & Helmsley Town Councils

The North Yorkshire Moors Association.



The aim of this project is to:

Formalise a sustainable private sector lead visitor economy partnership.

Deliver a 2 year action plan which is designed to achieve an increase in the value of the visitor economy by:

- Encouraging longer stays and extending season stays by improving the tourism product and increased circulation of visitors between the towns.
- Improving the use of digital technology by visitor economy businesses to capture the changing visitor market preferences.
- Increase 'spend per visitor' by introducing collaborative actions and referrals between different sectors and particularly supply chain local food and drink producers.
- Resulting in the production of a destination management plan DMO

General Update on the RMTP Project:

- Distributed a business survey to identify priorities for actions to deliver the project.
- The first of 3 claims were made to Rural Payments Agency to release the first tranche of grant support.
- A new series of six linear walks have been produced by iFootpath that take you on a journey between Ryedale's market towns. The Ryedale Market Towns trail is a 67-mile (108km) long-distance circular trail, created to allow walkers to enjoy the highlights of Ryedale, visiting each of the five market towns along the way. The next step is to package and promote this resource. Downloads of the walks continue to increase.
- The design and content of a new Ryedale Food and Drink supplier list is currently being developed. This will be both digital and paper based to encourage visitors and local accommodation / attractions and events to promote local artisanal food enterprises. We are also working to introduce food and drink suppliers to work with local accommodation.
- Also as part of the project, we have been developing a proposal for consideration, for of a re-design of context, content look and functionality of the Visit Ryedale website and the whole usability of social media channels, including a properly measured PR campaign. This will underpin the communication and promotion of the four objectives.
- Extensive fact finding discussions with several key tourism businesses and stakeholders.

Visitor Economy Business Survey

94% of respondents felt it was either essential or important that Ryedale and its markets towns has its own dedicated digital presence

88% of respondents would be interested in having their business promoted on such a website.

Respondents felt to get the most out of the visitor economy we should:

1. Improve the circulation of visitors
2. List my business on new website
3. Business collaborative working

Surprisingly 62% of respondents considered business mentoring workshops to be unimportant.

94% say that it is important that communication and information, What happens, what's on, where to stay and where to spend in the Ryedale area is more easily accessible and relevant.

Slide 4

SI1

Skyshots Imagery, 09/09/2017

Quotes from our survey

"It is important to compete alongside other areas within Yorkshire, while WTY offers a fantastic national and international platform, something at a more local level will give greater access to local events and business that might otherwise be glossed over."

"..they have to know about it FIRST!!!! We've been a well kept secret for too bloody long! to para phrase Oscar Wilde.... 'the play was a complete success but the audience a complete failure'... learn how to use contemporary marketing techniques and messages... understand your demographic and then market Ryedale to them...new thinking, new marketing strategies and fresh start...for the whole of Ryedale needs to happen... if our collective voices are to be heard in the clamour for attention from the Lakes, Dales, etc etc, do I sound exasperated.... I have stopped taking advertising and despair at the sense duplication and tedium of campaigns to currently market Ryedale."

"CENTRALISED INFORMATION SOURCE THAT FOCUSES ON THE WHOLE OF RYEDALE AND ITS LINKS TO THE MOORS, COAST AND THE WOLDS"

"get the name Ryedale better known and its geographical area better understood"

"Ensure that there is an anchor to the area, news, updates and promotion to keep visitors informed of developments and new / revised attractions."

Opinions from our visitor economy businesses.

What is the key challenge for the visitor economy?

Ryedale, its Market Towns, villages and as a collective, is a destination cast adrift –It needs its own CHAMPION, its own business network and representation - its own tourist board!

What do businesses need from a Ryedale as a Destination Management Organisation?

It needs an identity as a destination – proud, individual, distinctive! Fragmentation, a lack of shared identity and collaboration are damaging business interests – we're much, much stronger together.

Currently very fragmented – tourism businesses have to divide their budget across several partners to get any meaningful return, a wasted resource; they have to re-send the same content and images out several times; it's hard to describe to people where their businesses are, as there is no sense of destination / location; and Ryedale's businesses are bombarded by advertising requests, with very little return on investment.

A voice championing Ryedale – it's an amazing place; a destination that punches well above its weight

Campaigns that bring new visitors into the region

A collaborative approach to promoting the destination, cross-sector to build audiences; sharing insight and networks to build a stronger destination. A unity and a partnership, to face the challenges facing the UK visitor economy

What about specific activity?

Businesses need a better understanding of the visitor market: what are future UK destination trends, and how can Ryedale take competitive advantage? What can it mean for their businesses?

Businesses need to be much better at understanding their own and each others' audiences –Surveys and sharing industry insights, especially cross-sector

Need a much more creative and imaginative approach to promotion: not just visitor guides, but a fresh more modern approach. More engagement through social media channels and video. Curated experiences and start telling with an authentic voice

Businesses are also very happy to take advantage of other partners' tourism infrastructure, but in a strategic and unified way, with tangible benefits for Ryedale's businesses.

The Ryedale Market Towns Promotion Project in context with other tourism activity

1. Welcome to Yorkshire
2. Discover Yorkshire Coast & Moors Partnership + Ryedale
3. Visit Hull & East Yorkshire
4. Visit York

This project requires the production of a Destination Management Plan

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 so 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.

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.

A destination brand is really about all the things that someone feels, thinks or imagines when they hear about a place and should not be confused with a simple logo or tagline.

To launch a new 'era' for Ryedale tourism, led by a community of collaborative businesses – a place of colourful, inventive, passionate people

Ryedale has been gradually removed from existence but because one of its key strengths is its central location within Yorkshire: it's the perfect, central, easy access location to see York, Moors, Coast, and magnet attractions like Castle Howard, NYMR, Flamingo Land... and all the exceptional artisanal businesses, attractions and events.

Why do we need an identity?

To identify Ryedale as a visitor destination; not a geographical boundary, to make it stand out through its distinctive strengths.

To be a flag that brings Ryedale destination businesses together, creates a shared sense of identity; a marque of distinctiveness and quality that they will use proudly within their own campaigns and networks.

This project needs to be visitor economy driven, but we mustn't forget that part of the visiting experience is also 'ephemeral' like beauty of landscape and its wildlife, its proximity and centrality, heritage & tradition, spirit and independence, and a whole lot of cool!

It's a place of gentle escapism, a hidden gem; it's friendly and intimate, but punches well above its weight!

Your views and opinions..

What do we agree should be the immediate future activity for the RMTP project?

- New digital platform to support the delivery of the four objectives.

Your views beyond the end of this project and its sustainability