

## Ryedale Market Towns Promotion (RMTP) Partnership

Meeting held at Ryedale District Council, Ryedale House, Malton.

at 1600hrs Wednesday 13<sup>th</sup> of September 2017

### Attendees

Ray King	Norton Town Council
Paul Andrews	Malton Town Council
Katie Atkinson	Helmsley In Business
Joan Lawrence	Malton Town Council
Catriona McLees	Helmsley in Business NYMNP
David Macdonald	GM Talbot Hotel
Lisa Bolland	Kirkbymoorside Town Council
Angus Ashworth	Ryedale Auctioneers
Denys Townend	Malton Town Council
Amanda Batcheler	Brambling Fields
Anna Lupton	Carr House Farm
Jean Marsden	Helmsley Town Council
Jos Holmes	Ryedale District Council
Marcus Aldrich	Ryedale District Council

Apologies received from: Emma Smailes, Will Oxley, Janet Cochrane.

Documents previously distributed and in circulation at the meeting.

- 1) Ryedale District Council Visitor Economy Business survey results.
- 2) Full written summary distributed.

The aim of the meeting was to update the Steering Group as to the current progression of the RMTP Project and to seek views on the programme of activity:

Jos Holmes (JH) opened and welcomed all to the meeting. JH agreed to act as Chair for the meeting. Future meetings will be held at different locations with rotating chairs.

Marcus Aldrich (MA) Delivered a presentation detailing a full update of the work to date. (Attached and distributed with these minutes).

The results of the survey were discussed at length and individual views and responses were given by the majority of those present at the meeting. The survey results and those expressing a view indicated clear support and immense positivity for placing Ryedale back on the map in terms of tourism marketing. It was also agreed that RYEDALE needed its own identity that could be promoted, within the context of the funding available and wider Yorkshire branding strategies:

It was agreed the development of new website / digital platform to replace the current Visit Ryedale site was needed.

MA explained that preparatory work was already underway to develop a new website / digital platform and create a new visual identity for Ryedale. It was explained the new platform would make much more use of social media, curated content and video. The new platform would promote Ryedale, its Market Towns and the Villages, visitor economy business, activities, events, arts and culture as well as support the delivery of the 4 main objectives of the RMTP project.

The project will commence the recruitment of Ambassadors from across the sector to support and promote the various elements of the project.

It was emphasised by the group that the aspiration- would be for a more sustainably and collaborative approach to promotion of Ryedale and its VE businesses.

The whole RMTP project will continue to focus on the delivery of its objectives, whilst outputs will be considered in the wider context of a potential Tourism Review taking place at RDC.

The Tourism Advisory Board would be meeting again soon to discuss tourism in the wider context.

LB expressed a desire that KMS wants to create a much closer working relationship with its businesses.

KA HIB now has 60 businesses on board are putting Helmsley on the map as an all year-round destination. H.I.B is very effective in using social media.

The RMTP project is specifically focussing at the minute on packaging and promoting the Round Ryedale Walks, Potential new mountain bike routes around the Market Towns and on further developing the local food and drink theme.;

Date of next meeting Wednesday 13th December 4pm, venue to be notified.