

Ryedale Market Towns Project

Note of Meeting on 27 November 2018

In attendance:

- Frances Outram - Croft House B&B
- Amanda Batchelor – Brambling Fields B&B
- Laura Strangeway – North Yorkshire Moors Railway
- Caroline Frank – Federation of Small Business
- Katie Atkinson – Visit Helmsley
- Cllr Chris Parkin – Helmsley Town Council
- Nick Bentley – Bils and Rye
- Cllr Will Oxley – private sector and RDC member
- Cllr Steve Arnold – RDC Member
- Cllr Bob Gardner – RDC Member and Kirkbymoorside Town Council
- Cllr Luke Ives – RDC Councillor
- Marcus Aldrich – Ryedale Market Towns Promotions Officer
- Jill Thompson – RDC Officer
- Gary Housden – RDC Officer

Apologies:

- Chris Price – NYMR
- David Macdonald – Talbot Hotel
- Mark Brayshaw – Malton Fitzwilliam Estate
- Angus Ashworth - Ryedale Auctioneers and Kirkbymoorside Town Council

The meeting had been arranged to enable Councillor Luke Ives to meet the members of the Steering Group and to hear and discuss views on the project.

Context

- The project ends at the end of December
- The web-site/platform has been built, imagery produced and a brand created.
- A CIC has been established and it is the preferred approach of business representatives that this is taken forward and underpinned by financial support from RDC for the next 2-3 years with a view to becoming self-sustaining
- The project is set to end without agreement on a way forward

Councillor Ives began the meeting by making it clear that:

- RDC did recognise the value of tourism to the local economy
- that the local authority does need to ensure that it gets best value for spend
- he wanted to hear what the group felt will work

Councillor Oxley summarised the project/current position as follows:

- The project was aimed at keeping visitors in Ryedale longer and moving them around (as oppose to attracting them to the area)

- The project is due to end before RDC has decided how it will support tourism into the future

Marcus Aldrich provided a brief overview of the project and the work undertaken to date

Points raised/discussed:

Significant concern over how we are in this position (no clear way forward) at this point

A strong brand has been created and that this is what businesses want/feel is necessary and passionate about

Discussion about whether Ryedale is a brand

Welcome to Yorkshire has a role but is not in itself the answer for small local businesses (costs prohibitive and does not address what the project seeks to achieve)

The web-site will enable information to be disseminated to visitors and will help develop connections between businesses

Business representatives support the CIC as a way forward

Representatives expressed concern over the decision to print leaflets using the remaining resources available

Request from business representatives that before RDC Members make any decision about the future resourcing of visitor economy, there is an opportunity for the Steering Group to brief RDC members on the project and the web-site

Outcome

In short term – RDC would look into how the web-site could be progressed using the work done so far and to confirm current position with project money

Longer term – the role of the Council and any contribution to a CIC will need to be considered by Members and within the context of RDC structure/ wider review of economic development in 2019.

Steering Group to be provided with an update before Christmas