



RMTP Steering Group

Councillor Luke Ives
Chair of Policy and Resources Committee

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21 December 2018

Dear Steering Committee Member

RYEDALE MARKET TOWNS PROJECT

I write as promised following the recent meeting of the RMTP group held at Ryedale House on 27 November 2018. You have also been sent a note of the meeting which was also circulated to the group shortly afterwards on 5 December 2018. I attach this for reference purposes.

My response also includes information which I believe the Chief Executive explained to a number of your members during a call with Carolyn Frank and Nick Bentley on 20 December 2019.

I would like to start by stating that the Council is committed to supporting sustainable growth. For this reason, I have discussed the points you made at the meeting with the Chief Executive and lead officer for this area, Gary Housden, and also considered how the wider agenda needs to progress.

There was concern expressed at the meeting by some Members over the decision that had been taken to produce four 'leaflets' in order to utilise outstanding monies left in the RMTP funds which were required to be spent by end December 2018.

I would take this opportunity to confirm in writing to you all that the four publications are both web based and hard copy and also that the material being produced utilises the information and assets gained to date. The printed publications are 'inspirational' and drive the visitor to the visitRyedale.co.uk website which are now pages on the Council's website as the interim measure that has been put in place. These web pages have the 'informational' digital content and business listings. This approach is considered to be a normal way of promoting a destination area and is an approach used by other well established organisations including Welcome to Yorkshire, Visit York and others. I can confirm that the RMTP funds were required to be fully utilised by end December 2018, otherwise any unspent money would have been required to be returned. There are no outstanding amounts remaining to be spent from the project funds.

Details of the spend to date was last formally calculated in April 2018 as part of the annual claim. This is set out in the table below.



Expenditure Sub Headings (as shown in the Grant Funding Agreement)	Measure	Eligible Expenditure (£)	Grant / Intervention	Grant Awarded (£)	Grant Claimed To Date (£)	Remaining Grant Prior To This Claim (£)	This Claim (£)
RMTP Delivery Officer	16.3	30,941.00	65.00%	20,111.65	2,679.02	17,432.63	9,570.60
Walking & Cycling Connections	16.3	12,000.00	65.00%	7,800.00	3,900.00	3,900.00	2,654.60
Mentoring & Visitor Circulation	16.3	27,500.00	65.00%	17,875.00		17,875.00	6,930.95
Food & Drink Supply Chain	16.3	8,249.00	65.00%	5,361.85		5,361.85	3,056.30

The officer with lead responsibility for the project had calculated that an amount of circa £20k remained to be spent by the deadline of 31 December 2018. This has all been allocated and goods and services ordered and /or paid for. The last claim will be prepared in January 2019 and I will ensure that you are sent this information when it is collated.

In terms of the additional information for the new 'leaflets' this has been gathered by direct communication with businesses. The attached letter was sent to all of the outdoor, food and drink (artisan producers) and arts and heritage businesses that the Council has ever had contact with.

The response from businesses has been very positive. Any businesses that have not yet contacted the Council still have time do so as long as they reply by 2 January 2019. We have already received numerous images for inclusion, many of which were sent in the same day.

I understand the Steering Group's desire to lead on the further development and maintenance of the website. Whilst the Council has of course, already set its budgets for the current financial year I have requested that the Council makes available £10k in the form of a grant to the Steering Group if they wish to lead on further work on the website at this time.

You may also wish to consider which of the organisations in the Steering Group would act as the accountable body and advise officers in due course. This would enable officers to transfer the website and other related assets to the accountable body.

In return for the grant the Council will require an evaluation of outcomes in order that the effectiveness of the further work can be assessed. I anticipate that this would then also feed into the wider review that will be taking place in respect of the work that the Council is involved with in relation to economic growth including tourism. This review will be taking place over the next 6 months so that it is available to Elected Members following the District elections in May 2019, and takes into account the changing circumstances of the Local Enterprise Partnership.

I also believe that you asked for further information about the impact of current tourism spending when you spoke to the Chief Executive yesterday. I agree that this will be a useful exercise, enabling the Council to look at its commissioned arrangements. This will be commissioned so that Elected Members can consider the results and communicate these to the industry. The results will



be available at the end of January and I have asked them to feed into the Committee cycle immediately afterwards.

For the time being the Lead Officer is Gary Housden, the Council's Lead Specialist Officer. If there are any matters arising from this letter please contact Gary on gary.housden@ryedale.gov.uk or in his absence Jill Thompson on jill.thompson@ryedale.gov.uk

Yours sincerely

A handwritten signature in black ink, appearing to read 'Luke Ives'.

Councillor Luke Ives
Chair of Policy and Resources Committee