

North York Moors National Park Authority

17 December 2012

Reports from Members on Outside Bodies

<p>1. Purpose of the Report</p>
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| <p>1.1 To consider reports from Members attending meetings on outside bodies as representatives on the Authority.</p> |
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2. **Background**

- 2.1 It was considered appropriate that Members attending meetings of bodies where they are representing the Authority should present a report, either verbal or written, on the issues discussed.

3. **Campaign for National Parks**

- 3.1 Steve Scoffin attended the Annual General Meeting and Council Meeting of Campaign for National Parks on the 4 October 2012. Attached at **Appendix 1** is a briefing note.

4. **Ryedale Tourism Advisory Board**

- 4.1 Alison Fisher attended a meeting of the Ryedale Tourism Advisory Board on the 25 September 2012. Attached at **Appendix 2** is a briefing note.

5. **Financial and Staffing Implications**

- 5.1 There are no financial or staffing implications.

6. **Sustainability Appraisal**

- 6.1 A Sustainability Assessment is not required because the report is an Administrative Issues report.

7. **Legal Implications**

- 7.1 There are no legal implications.

<p>8. Recommendation</p>

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| <p>8.1 That the report be noted.</p> |
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Background papers to this Report

1. None

File ref

CNP's Annual General Meeting and Council Meeting, Thursday 4 October 2012

1. Annual General Meeting

- a. The new auditor, Gavin Williams from Premier FD, presented the Annual Report and Financial Statement. Members were keen to understand the accounts and how CNP's finances stood for the future. Gavin, Helen Jackson (Chief Executive) and Mike Russell (incoming Honorary Treasurer) told the meeting that CNP's Board had set a break even budget with much lower expenditure for 2012-13 and had a fundraising plan for the year which was being implemented. A similar deficit was not expected this year.
- b. The Auditor Gavin Williams, Honorary Solicitor Bill Frankel, Honorary Counsel David Wolfe, the President Ben Fogle and Vice Presidents were all re-appointed. All were thanked for their support during the year especially Bill Frankel Honorary Solicitor, and Vice Presidents Adrian Phillips and Fiona Reynolds. Council members were co-opted as listed with the addition of Malcolm Petyt and the replacement of Denis McAteer by Iolo ap Gwynn.
- c. Irene Evison, David Firth and Chris Naylor were re-elected as trustees. The four trustees who had left/were leaving the Board – Arabella Amory, John Anfield, Richard Carling and Mary Taylor – were thanked for their extremely generous longstanding commitment to CNP. Goronwy Edwards, Nick Holliday, Mike Russell and Bekah Ryder were elected to replace them as trustees.
- d. Campaigning activity continues to succeed at building support for National Parks particularly through its Mosaic engagement programme, and this despite the priority for both Board and staff of ensuring CNP's long term sustainability.
- e. The date of next year's AGM was revised and is now **Thursday 21 November 2013**.

2. Council Meeting

- a. The three guest speakers (Morgan Parry, Chair of the Countryside Council for Wales; Howard Davies, Chief Executive of the National Association for Areas of Outstanding Natural Beauty, and Martin Ross, Environmental Manager South West Water and also the latest recruit to the Corporate Forum) all gave inspiring and thought provoking speeches. All three were clearly committed to getting the very best for protected landscapes now and in the future.
- b. These concise summaries do not do justice to either the speakers' delivery or the content of their presentations which provoked Council into a wide ranging debate and some thoughtful interpretations of what next for National Parks. In order to address environmental degradation and social injustice it is important that protected landscapes seize the opportunities that the current economic climate offers and embrace change through collaboration and strong partnerships at every level. Alongside showing the benefits of using their natural resources sustainably we must also champion National Parks and AONBs for their intrinsic and spiritual value. Hopefully this will be a forerunner of future meetings providing a forum for debate on the 'big issues' for National Parks.
- c. Helen Jackson summarised CNP's future work in the coming months. Helen's presentation will also be available for organisations to look at options where they could collaborate with CNP.

3. Meeting dates for 2013

- a. The Council dates for 2013 (all Thursdays) are **28 February, 20 June and 21 November** (including the 2013 AGM)

Ryedale Tourism Advisory Board
Tuesday 25 September 2012
Wolds Way Lavender, Wintringham

Attended by Alison Fisher (Member) and Catriona McLees (Head of Promotion and Tourism)

The Ryedale Tourism Advisory Board (RTAB) meets every 4 months and is chaired by Simon Howard of Castle Howard. It is attended by representatives of Ryedale's tourism groups including the Council, Welcome to Yorkshire, several large local attractions and accommodation providers. Its objectives are to exchange updates concerning current and emerging tourism initiatives and review funding and marketing opportunities. Its focus is the Ryedale area within which the NYMNP is one of several tourism destinations/attractions.

The NYMNP has been increasingly pro-active in tourism, seeking to improve visitor's numbers and experience; this is reflected in both the new Management Plan and the appointment of a Head of Promotion and Tourism. Attending the RTAB offers an opportunity to meet others who share our objectives and collectively influence tourism providers and funders; attendees have the opportunity to showcase their projects and debate developing wider initiatives such as LEADER, ERDF schemes and LEP projects.

The September meeting discussed several initiatives including:

LEP Innovation Project

The key issue for the LEP and tourism is to help the growth of small businesses and to monitor tourism businesses in the wider LEP area. The scope for successful businesses to help other businesses in the region is considerable and the LEP is wanting to develop this approach through a mentoring programme. It is looking at the NYM Railway and its expansion plans for Whitby. It also looks to support Welcome to Yorkshire and its membership growth plans as well as giving active support to major, non tourism business with particular reference to infrastructure support - both Sand Hutton and York Potash were referred to in this context.

Local Distinctiveness Project - Moors and More

Catriona McLees presented a report highlighting what makes the North York Moors and Howardian Hills different and special. The NYM's Management Plan identifies local distinctiveness as a priority and has been successful in securing LEADER funding for a project designed to attract higher spending visitors to the area and raise its profile. The project will help businesses build new tourism products and increase visitor spending via marketing workshops and a virtual NYM Tourism Network.

Ryedale District Council

Following the success of the David Hockney exhibitions, RDC is to focus on supporting the Wolds brand. RDC continues to be active with the TIC Business Liaison Group and has recently approved its Ryedale Economic Action Plan 2012-2016.

Welcome to Yorkshire

WTY is actively promoting Yorkshire through website, TV and magazine features, all as set out in its 5 year Plan.

Regional Growth Fund

The RGF programme has been developed to bring together like-minded destinations to work collaboratively on campaigns to increase visitor expenditure and promote the wider Destination England message. £22M has been secured to grow tourism through this programme but there was considerable disappointment that although this is a national programme, VisitEngland (the programme leader) was proposing to focus only on Leeds and York in the Yorkshire area for the destinations element. However £12mn has been allocated to thematic campaigns and there was some discussion as to whether tourism businesses in Ryedale could be represented under the Outdoors themes (Rural Escapes and Great Active Outdoors) if funding could be secured.

Summary

The NYM's attendance at the RTAB is still in its infancy. We share common objectives and engage in similar tourism programmes but there is scope for more joined-up working especially given the plethora of tourism bodies, programmes and initiatives. The next meeting is on 5 February 2013.

Alison Fisher

2.12.2012