

North York Moors National Park Authority

24 June 2013

Reports from Members on Outside Bodies

1. Purpose of the Report

- 1.1 To consider reports from Members attending meetings on outside bodies as representatives on the Authority.

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. Welcome to Yorkshire

- 3.1 Report from David Jeffels on recent tourism promotion with Welcome to Yorkshire and on a recent meeting with Director of Welcome to Yorkshire.
- 3.2 Attached at **Appendix 1** is a briefing note.

4. Financial and Staffing Implications

- 4.1 There are no financial or staffing implications.

5. Sustainability Appraisal

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

6. Legal Implications

- 6.1 There are no legal implications.

7. Recommendation

- 7.1 That the report be noted.

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Background papers to this Report

File ref

1. None

Welcome to Yorkshire – Report from Mr David Jeffels

A significant step forward in the promotion of the NYM as a tourist destination has been achieved with Welcome to Yorkshire (WTY) in the organisation now labelling its publicity material "Yorkshire Coast and North York Moors ". This move has been welcomed because until now the area has been described as "Yorkshire Coast and Countryside". The new identification should have considerable benefit to the Park, especially in view of the increased priority being given to boosting its tourist industry.

The new Great Outdoors brochure has been well received and it is good to see that the NYMNP features strongly.

At a recent meeting I had with the Director of WTY for our area it was encouraging to learn of a number of new promotions which will benefit the Park, focussing on campaigns including cycling, market towns, Great Outdoors, the Yorkshire Coast, food and drink, and a new initiative in producing special brochures for each season of the year (ie, spring, summer etc).

WTY plan to attend exhibitions in Birmingham and Holland in the early part of 2014 which will include promotion of the NYMNP, in terms of its outdoor activities, food and drink, and attracting group tourists.

*WTY has been supporting the Open Studios promotion being held over two weekends in June and which involves a number of craft workers and artists in the National Park, providing them with a good shop window.

*It was interesting to read recently that National Parks are worth £6 Billion to the national economy, a point which will no doubt be discussed at the forthcoming meeting of the Campaign for National Parks.