

North York Moors National Park Authority

22 September 2014

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. **Ryedale Tourism Advisory Board**

- 3.1 Alison Fisher attended this meeting on 29 April 2014 she has asked that the report be included for Members information. The report is attached at **Appendix 1**.

4. **Spatial Planning Board**

- 4.1 Richard Thompson, along with National Park Officer Caroline Skelly, attended this meeting on 11 July 2014 a copy of their notes from the meeting are attached at **Appendix 2**.

5. **Financial and Staffing Implications**

- 5.1 There are no financial or staffing implications.

6. **Legal Implications**

- 6.1 There are no legal implications.

<p>7. Recommendation</p>

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| <p>7.1 That the report be noted.</p> |
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Background papers to this Report

1. None

File ref

RYEDALE TOURISM ADVISORY BOARD - Black Swan Hotel Helmsley, 29 April 2014

The Ryedale Tourism Advisory Board (RTAB) meets principally to advise Ryedale District Council what direction its tourism initiatives should take and is attended by representatives of Ryedale's tourism groups including the Council, Welcome to Yorkshire, NYM and several large local attractions and accommodation providers. Its focus is the Ryedale area within which the NYMNP is one of several tourism destinations/attractions.

The April meeting was dominated by the discussion of two items - the need to agree a new Chairman following the resignation of the Hon Simon Howard and the imminent Tour de France.

The appointment of a new Chair

Simon Howard has stepped down and the meeting was chaired by his deputy William Oxley. Following discussion of the RTAB Constitution it was agreed that the appointment of a Chair and a Vice Chair would take place by email. The rest of the meeting was chaired by William Oxley. NB - to date (late June) the email appointment process has not taken place.

Tour de France

The meeting was attended by Gary Verity, Chief Executive of Welcome to Yorkshire who explained at some considerable length, the complexities of the TdeF, its route, logistics, financial opportunities and implications and generally painted a picture of the huge importance the race has both to tourism for Yorkshire this summer and its potential legacy for keeping fit and enjoying the Yorkshire countryside. The race will take place over the weekend of 6 & 7 July and will receive massive TV coverage which will feature shots of our wonderful scenery. No, it won't be passing through Ryedale or the National Park but don't be downhearted - enjoy this opportunity for Yorkshire to be showcased in all its glory!

Tour de France Legacy events

Building on the hype/enthusiasm the race is generating, several local bike events are planned including in May 2015, a North Yorkshire race which will cover those parts not on the route of the TdeF and will have TV coverage subject to signing a sponsor. It is planned to make this an annual event. A Womens Race is also planned which will be covered by ITV. Others are in the pipeline and will be reported shortly.

Task and Finish Groups

1. Accommodation Group - the role and marketing of the **5 Market Towns as a Perfect Base** under the umbrella of Moors and Coast was discussed. A **Market Towns Brochure** will promote local businesses and **VisitRyedale** website will continue to feature the Market Towns brochure and associated tourism websites. The value of a recent **Social Media** workshop was mentioned and scope for a further workshop was agreed.
2. Festivals and Events Group - this group agreed to focus on marketing; is considering how best to promote the benefits of "cross audience" working; the need to move away from print runs and into PDFs; the scope to be more pro-active on twitter etc.
3. Attractions Group - more research is needed into what audiences like and what destinations they like; continue to promote the attractions leaflet and include PDF page turning to cross-promote; embrace further the role of twitter ;
4. Market Towns - work continues to link attractions and events to the 5 towns; continue exploring the scope for a cycle route to link the 5 towns; promote public transport between the towns; what are the 5 town's hidden gems? - more work is needed here.

AOB

Ongoing initiatives include:

NYM Pink Sheep - this event will run over the summer

NYM re-launch of small grants for tourism business - up to £5k to promote local distinctiveness

Sustainable Funding - a bid is being made for a one-off fund to promote "active" travel via public transport on the back of the TdeF

Scarborough Borough Council - a water park is proposed for 2016.

Alison Fisher, 22 June 2014

Notes from Spatial Planning Board Meeting 11/7/14

Minutes from the last meeting which took place on 2 July 2013 were circulated. Under point 2.5 an update was given by Dave Merrett that an A64 officers group which includes the areas east of York has been established and a Memorandum of Agreement has been signed by these LPAs. Exploratory talks are now underway with a number of LPAs in relation to the section looking southwards from Grimston Bar.

Richard Thompson asked whether anything was actually going to happen. Dave Merrett confirmed that it was all dependent on funding. The Highways Agency have included the A64 within a package of feasibility studies. Further studies are currently being considered, which some LPAs are looking to fund. The main focus of these studies is addressing potentially deliverable projects.

York City Council – Additional Sites Consultation

Dave Merrett explained that as a result of the previous consultation further sites have been submitted for consideration. The Council has also chosen to make the density of some of the sites lower, which means the areas of some sites have increased. The overall numbers are broadly the same. Main changes are:-

- University of York submitted a site, York are consulting on a reduced version of this.
- A major site to the east of Strensall roundabout – the Council are consulting on a proportion of the submitted site.
- Additional employment land next to the Designer outlet.
- Whinthorpe site has now been allocated

Council is struggling to find sites to meet identified gypsy and traveller needs, after the removal of the Dunnington site on flood risk grounds. There may be a site in Elvington for 1 or 2 pitches. Council are now trawling through the sites they own to find suitable land, but it may be that the needs are accommodated through the large strategic housing sites.

The comments from this consultation will be fed into the Publication version. York CC are asking Members to confirm whether there any cross boundary issues.

Linda Cowling raised concerns about the impact of the Strensall site on the A64. Dave Merrett confirmed that a major transport study is underway and one of the considerations is dualling this section of the road.

John Mackman also raised concerns in relation to York's consideration of the expansion of Escrick and the role this plays in Selby District Core Strategy.

Scarborough Draft Local Plan Consultation

Steve Wilson gave a brief overview of the content of the Draft Local Plan to Members. SBC have been working closely with neighbours to fulfil requirements of the Duty to Co-operate.

Linda Cowling raised concerns in relation to flood risk implications resulting from surface water run off for Ryedale District.

Symon Fraser state that East Riding are looking at designation of the Wolds as an AONB. The designation is likely to be based on the impact of the AONB in terms of tourism and the local economy and this should be recognised in the Draft Local Plan.

Richard Thompson informed Members that NYMNPAs Planning Committee will be considering a report on the Draft Local Plan later in July. In the meantime Officers have met with SBC Officers to address any concerns.

Stephen Hunt confirmed that the East Riding Local Plan will take place in October. This indicates that the Inspector is content that they have met the requirements of the Duty to Co-operate.

Duty to Co-operate

Ian Stokes explained that PAS have working with TOG on Duty to Co-operate. PAS have offered to run a specific session on the Duty to Co-operate for Members. Members felt that this would be beneficial, have asked for a specific training session on it and to invite wider DtC partners.

York Village Design Statements

York CC are about to consult on Village Design Statements for the parishes of Wheldrake, and Strensall with Towthorpe. Members are asked to submit any responses on the consultation by 1st September.

Board and TOG work programme

It was suggested that Board follow the model of the Leeds City and collate a list of where LPAs are with their plans, this could then help form a programme of meetings. Harrogate have offered to set up these meetings.

A request was made by Dave Merrett that papers should go out at least 5 days before the meetings.

CSK/RT 11/7/14