

## North York Moors National Park Authority

2 November 2020

### 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 has been agreed 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 At **Appendix 1** please find an update from David Jeffels, the Authority's W2Y Representative

4. **Financial and Staffing Implications**

- 4.1 There are no financial or staffing implications.

5. **Legal Implications**

- 5.1 There are no legal implications.

6. **Recommendation**

- 6.1 That the report be noted.

Contact Officer  
Vanessa Burgess  
Committees Officer  
Tel No 01439 772700

## WELCOME TO YORKSHIRE (W2Y)

After the traumatic experience the tourist industry and Welcome to Yorkshire has experienced in recent months, plans are now well advanced for a hopeful recovery of the industry in the North York Moors National Park and the rest of Yorkshire.

A recovery plan is now in place and this area now has an Area Manager, Sarah Barrowby, who is well known to those in the local tourist industry having played a key part over a number of years working in the Ryedale, Scarborough and N P area. As well as being responsible for those areas, Sarah is now also the manager for Selby, and Redcar and Cleveland, and the East Riding as one of four Area Managers covering the Yorkshire and Humber region.

There is a renewed confidence which will hopefully gather pace over the winter period in a build up to what is hoped will be a resurgence of tourism next year, especially if there is still reluctance by the holiday making public to go abroad. This could see many more people holidaying in the domestic market in Yorkshire and of course, the Moors NP.

The new Area Managers are working with Destination Management Organisations, local authorities and the two National Park Authorities (Moors and Dales) as part of the new campaign to rebuild the tourist industry, which latest figures show is worth a massive £9 Billion a year and tens of thousands of jobs to Yorkshire.

W2Y has launched a new membership campaign to generate new income, targeting individuals and businesses. One interesting scheme is the planting of some 1000 trees in the Nidderdale AONB.

A survey is currently being carried out throughout the Yorkshire holiday industry seeking information on plans for Christmas and for 2021 and a webinar has been set up to collate that data.

In conjunction with LNER a competition has been launched involving schools and bands, to produce a "Song for Yorkshire" as part of a promotion campaign.

A particularly interesting new project to the NYMNP is W2Y's "Walkshire" campaign which aims to take advantage of the increasing enthusiasm for walking and rambling especially as a result of the Covid pandemic which has seen many more people walking rights of way. (As an aside I am a member of NYCC's Local Access Forum which is taking on board the new interest by people seeking to keep fit both physically and mentally).

Encouraging more people to take up the activity of walking has the potential to benefit the NYMNP economy and is in line with the aspirations of the authority's policies.

This report is just a snap-shot of current W2Y activities but I am due to meet Sarah shortly when I shall be able to provide further details of the organisations plans for 2021 (hopefully against a post-Covid background)

If anyone would like more information please contact me.

DAVID JEFFELS

NYMNP Representative on Welcome to Yorkshire