

Overview of the Authority's Work on Tourism – Verbal Presentation, followed by Discussion

The Authority strategic priority to “increase the profile of the North York Moors to achieve the second purpose and support the local economy” is being delivered in large part through an ambitious and substantial programme of work to support the local tourism industry. We are investing more in this work than ever before, funded through the Authority's own resources together with Coastal Communities Fund, EU support and the Woodsmith Mine Section 106 agreement. A huge amount is also being delivered in partnership with a growing network of tourism businesses. More than ever is now known about the state of the industry and the behaviours/perceptions of visitors. Current trends suggest that our Business Plan aspirations are being exceeded.

This meeting will provide members with an overview of the Authority's work in this area and enable members to comment on and influence the direction taken. It will also report back on the development of the Yorkshire Coast Destination Business Improvement District and seek members approval for our continued support for the initiative.