

North York Moors National Park Authority

16 December 2013

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 a meeting of the Ryedale Tourism Advisory Board on 8 October 2013. Attached at **Appendix 1** is a briefing note.

4. **Campaign for National Parks/Society of National Parks/Council for National Parks Annual Conference**

- 4.1 David Jeffels attended a CNP meeting in London, plus the Society of National Parks/Council for National Parks Annual Conference. Attached at **Appendix 2** is a briefing note.

5. **North Yorkshire and Cleveland Coastal Forum**

- 5.1 Richard Thompson attended the North Yorkshire and Cleveland Coastal Forum in Scarborough. Attached at **Appendix 3** is a briefing note.

6. **Welcome to Yorkshire**

- 6.1 David Jeffels attended the Welcome to Yorkshire AGM on behalf of Sarah Oswald on 18 November 2013. Attached at **Appendix 4** is a briefing note

7. **Financial and Staffing Implications**

- 7.1 There are no financial or staffing implications.

8. **Legal Implications**

- 8.1 There are no legal implications.

9. Recommendation

9.1 That the report be noted.

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Background papers to this Report

1. None

File ref

Reports from Members on outside bodies

**Ryedale Tourism Advisory Board
8 October 2013
Ryedale House, Malton**

The Ryedale Tourism Advisory Board (RTAB) meets every 4 months. Its purpose is 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, 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.

In October we discussed:-

Four **Task and Finish (T&F) Groups** have been established to promote four aspects of tourism. These are:-

1. Market Towns - group met in September; good consensus; agreed to produce leaflet with launch and photo opportunity and will be based around what best 5 things characterise each town; need to promote hidden gems in all 5 towns and possibly establish a "cycle around the 5 towns" route.
2. Attractions - group have looked at promotion apps and general progress is being made.
3. Festivals and Heritage - this group is being established and will include NYM (Catriona McLees), Castle Howard and Helmsley Arts Centre.
4. Accommodation - providers need to get together and look at all aspects and include all operators (hotel, caravans, b&b etc).

All 4 T&F groups will engage over a long period of time and need to work with Local Enterprise Partnerships (LEPs).

The **RDC Review of Visitor Information Services** will be considered at Full Council at RDC on 31 October.

Welcome to Yorkshire funding profiles were discussed in the light of funding pressures and all RTAB Members were requested to maintain support for the Local Area Office's work. Scope to explore the idea of local business tax to generate funds for new activity was discussed with reference to a current initiative in Bournemouth.

North York Moors update included advising RTAB that -

- The bid for cycling funding to DfT had not been successful
- The planning application for Potash extraction was now in abeyance
- 4 short films had been released to critical acclaim and Members of RTAB were impressed, especially by the woodland film
- We are keen to engage with the T&F group for Festivals and Heritage
- Promoting the Park had been launched
- Moors and More - also received considerable acclaim as it engaged people not normally engaged; good for being local, small and got good feedback and helped make good networks.

Under **AOB** two items of relevance included -

- i) Visit England Regional Growth Fund (RDC, NYM, HHAONB) to have "English Countryside" as next year's theme
- ii) LEP funding agreed for TdeF promotion for businesses not on the route - a manager has been appointed

Provisional date for next meeting Monday 20 January 2014

Alison Fisher

9 Nov 2013

NYM Member RTAB

CAMPAIGN FOR NATIONAL PARKS

The November meeting of CNP focussed significantly on the landscapes of NPs, and how they might be affected by spending cuts, policy and legislation change.

A very distinguished panel of commentators included Andy Wilson of the NYMNP, Edward Holdaway of Friends of Pembrokeshire Coast NP and Howard Davies, CEO of the National Association of AONBs.

In addition other key speakers included Prof Adrian Phillips, CNP vice president, Simon Evans, Director of National forest, Andrew Wood of Natural England and David Dixon of South West Protected Landscapes Forum.

Speakers involved with the three Welsh National Parks, highlighted what they described as a "tsunami" of legislation coming from the Welsh Assembly.

CNP had built public support for its aspirations through the Mosaic Project and in the South Downs a Mosaic Youth organisation had been set up involving Exmoor, New forest and Yorkshire Dales, as well as the Lake District and Northumberland park areas. It focusses on 16-25 year olds and on disadvantaged young people.

CNP had been successful in raising awareness, with one speaker telling the delegates: "It is important that the family of National park is not fractured by any changes in Wales."

Under the theme "Landscape - Your Place or Mine", the speakers said it was vital that Park Authorities got the public involved in helping to protect landscapes, pointing out that the spiritual, economic and wild life aspects needed to be taken into consideration.

New Government legislation is due to be published this month (December) on NP's and their economy.

National Parks needed to be promoted not just defended.

Our landscapes needed to be diverse - don't underestimate people's faith in the place they live in, was the advice from one panelist. "We have to make more noise - the voice on the ground needs to be heard."

The influence of the landscape lobby needed to be acknowledged and there was a feeling that it had been allowed to slip down the political and political agenda recently, especially with the General Election on the horizon in May 2015.

As a result a number of CNP members agreed to join a working group to progress this work immediately, and I volunteered.

Helen Jackson's CEO is leaving after three years and tributes were paid to her unstinting efforts on behalf of CNP which was now operating within its means for the first time in two years.

In January next year, CNP is planning to re-locate to offices in Southwark, sharing accommodation with CPRE.

Other issues discussed during the day-long conference included the siting process for a geological disposal facility, Welsh National Park matters, and future meetings are being held in the New Year with Nick Boles, the planning minister, the National Grid, Mosaic Youth, Natural England.

If any NYMNP member has any queries on CNP work please let me know and I will endeavour to provide answers.

DAVID JEFFELS

**Campaign for National Parks representative for
North York Moors National Park**

SOCIETY OF NATIONAL PARKS/COUNCIL FOR NATIONAL PARKS ANNUAL CONFERENCE

This excellent conference held at Tenby, attracted top level speakers, and provided some first class workshops and tours.

JOHN GRIFFITHS, a Cabinet member in the Welsh Assembly highlighted the need to protect and enhance rights of way, especially on the coasts of NPs which had the benefit of protecting landscapes and enabling people to enjoy them as well as improving the public's physical health.

Molly Groom, of CADW, part of the Welsh Gov, and an expert on ancient monuments, said one concern in Wales was that there is no system of interim protection for scheduled sites before they are officially designated. She underlined the considerable economic benefit heritage and ancient monument sites have to the economy of NPs. She was keen to see more youngsters become involved in heritage projects and this had been done with considerable success in Wales, with youngsters re-enacting historic battles using plastic swords, when they were taught how to fight as knights.

The Welsh Assembly had used prisoners to work on heritage sites which had been a big success both to the environment and the prisoners themselves.

Two speakers, David Archer of Snowdonia NP and Jim Wilson of Brecon Beacons NP, spoke on the importance of access in NPs being to the enjoyment of all.

Recreational demands were increasing on national parks, of which there are now 15 in Britain. Despite the recession the number of visitors, especially families, was rising.

Over 70% of visitors to park walk on average 2.8 miles which was boosting the Government's healthy living agenda. Wildlife Watch was also gathering momentum in NPs together with cycling and horseriding, while mountain biking had seen a very significant increase.

Recreational threats include motorised recreation ie 4 x 4s and jet skis - an issue which had to be managed said the speakers.

A major concern in Wales (which could be replicated in the NYMNP!) is the large number of planned wind turbines - 200 in the principality's three parks. Those already in place had resulted in a loss of some wild life areas. "Recreation needs to be managed to enable the public to enjoy the tranquility in our parks" was their message.

Jonathan Jones, former CEO of the Welsh Tourist Board said tourism was a lifeline for many people living in the Welsh NPs - 12 million visitors spending £1 Billion, and providing 30k jobs.

He said local authorities need to put more resources into providing attractive car parks, especially in towns, citing French towns as a good example.

Other speakers said they were concerned about the future of the Welsh National Parks as a result of legislation currently going through the Welsh Assembly, and emphasised that the impact it could have - even the possible demise of the three parks - could be reflected in the English NPs.

Affordable homes in parks is seen as a major issue and there is currently a re-think underway in the Welsh parks because of the growing view that they are becoming "museums". Child poverty in the parks is also a problem.

My apologies for this lengthy report, which although it won't get a nomination for the Booker Prize, should give you a flavour of the National Park scene in other areas.

If anyone has any queries or wants more information just let me know.

DAVID JEFFELS

**Campaign for National Parks representative for
North York Moors National Park**

Appendix 3

Reports from Members on outside bodies

**North Yorkshire and Cleveland Coastal Forum
12 September 2013
Promenade Lounge, Spa Complex, Scarborough**

Please note: Annual Conference attended just prior to going off on holiday, hence the delay in feeding back. The Annual Conference proved to be an excellent/informative day. The following presentations were made in the morning:

- 'Sand in Your Eye' company – Art on the Beach
- Natural England on Open Access to the Coast
- Maintaining the Cleveland Way National Trail
- LEADER Project
- Keeping Scarborough's Bathing Water clean

Delegates were offered a choice of two activity sessions in the afternoon:

- Beach/Sand Art with 'Sand in Your Eye'
- Visit to Marine Drive Waste Water Treatment works

**Richard Thompson
21 Nov 2013
NYM Member North Yorkshire and Cleveland Coastal Forum**

WELCOME TO YORKSHIRE ANNUAL MEETING

This was the first annual meeting since Welcome to Yorkshire (W2Y) established its new business model following the demise of Yorkshire Forward.

With no prospect of alternative funding being available from Central Government, W2Y now has a successful membership scheme of about 5,000, the biggest of any similar tourism marketing organisation in the country. In addition, W2Y has won the support of local authorities throughout the region as well as many businesses which have backed the organisation's new business membership scheme, enabling W2Y to produce a catalogue of excellent promotional material.

W2Y has had to make significant staff and overhead reductions, explained Gary Verity, the CEO, but at the same time has developed new funding streams.

Local authorities have supported W2Y's campaign for The Grand Depart of the Tour de France (TdF), next July, into which it has channelled a very considerable amount of effort and expertise.

While the TdF will not be coming into the North York Moors National Park and Coastal area (the nearest point will be York), W2Y is confident that our part of the region will still benefit considerably. World wide television and media coverage will see the whole of Yorkshire promoted and not just that part of the county which is hosting the TdF.

It is believed that in many cases television coverage will see "split screens" with one half showing the race, and the other scenic shots of Yorkshire's landscape which is where the NY Moors and Coast could score significantly.

Television promotion of W2Y through The Dales television series and "Emmerdale" has promoted it to a very wide audience.

Media coverage in general in the last financial year was estimated to be worth £40 million to Yorkshire's economy which will undoubtedly result in a potential big influx of visitors in the future.

While W2Y's extensive marketing and literature promotion material has been both of a high standard and effective, it has resulted in the organisation suffering a £1.1 million deficit in the financial year ended last March.

However, put that figure alongside the £7 Billion it is worth to the Yorkshire economy, and the 250,000 jobs it creates, and the £1.1 million has to be seen in perspective.

Overall, W2Y has achieved success which has made it the envy of many other tourist organisations in Britain, and winning the Grand Depart of the Tour de France will undoubtedly provide Yorkshire with the potential to attract many new visitors.

If any member has a query on W2Y please let me know and I will do my best to find the answers.

DAVID JEFFELS

(On behalf of Sarah Oswald – NYMNP, Welcome to Yorkshire Rep)