

**56/05 – SUB-REGIONAL TOURISM DELIVERY STRUCTURES:** The Deputy Director, Harrogate International Centre, submitted a written report on proposed changes to the manner in which holiday tourism marketing programmes were likely to be handled in the York and North Yorkshire sub-region. Section 6 and Appendix A of the report detailed the method in which the proposals would be progressed under which, as a consequence of the re-organisation of regional tourism structures, the Council would be included in the Yorkshire Dales Joint Promotions Initiative partnership. The Chief Executive advised that this approach had been endorsed by the leader group within the county and a similar report was to be made to each of the districts within the county seeking endorsement of the approach recommended by the Deputy Director.

**RESOLVED (UNANIMOUSLY):**

That (1) the report be received; and

(2) the proposed adjustments to the Tourism Services delivery structure, as set out in Section 6 and Appendix A of the report be approved as a basis for further discussions with partners.

**Reason for making decision:**

In order to ensure that the future development and delivery of Public Sector Tourism Services are suitable for this area.

**Alternative options considered and rejected:**

To keep the holiday tourism marketing product based on District boundaries – no change. This option was recommended for rejection because to follow this approach would limit the marketing products to artificial boundaries which customers do not recognise, prevent Harrogate District from capitalising on the attractions of the surrounding areas and fail to take advantage of emerging partnership opportunities.

To create a new Destination Management Organisation (DMO) with partners to market Harrogate and the Yorkshire Dales. This option was presently recommended for rejection since although it would fit the emerging partnership area, there are considerable short to medium-term financial costs likely to be incurred together with additional administrative and governance arrangements. It may be that, in the future, such a formal structure will be possible but in the short-term, to try to implement this is impractical and would be detrimental to service delivery.

To bring holiday tourism under one sub-regional organisation. This option was recommended for rejection since it would not be likely to adequately reflect the marketing product and would fail to provide valuable local input or allow influence, yet it is unlikely that there would be any material saving, since the Council would be expected to contribute its present level of resources. There would also be implications for staff in terms of transfer and/or redundancies.

(5.56 – 6.02 pm)

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