



## Supplemental Agenda

Notice of a public meeting of **Harrogate and Knaresborough Area Constituency Committee**

**To:** Councillors Pat Marsh (Chair), Chris Aldred, Philip Broadbank, Felicity Cunliffe-Lister, Sam Gibbs, Hannah Gostlow, Michael Harrison, Paul Haslam, Peter Lacey, John Mann, Mike Schofield, Monika Slater (Vice-Chair), Matt Walker, Arnold Warneken and Robert Windass.

**Date:** Thursday, 16th March, 2023

**Time:** 10.00 am

**Venue:** Council Chamber, Harrogate Civic Centre, St Luke's Avenue, Harrogate HG1 2AE. This meeting will be live-streamed.

### Business

6. **Yorkshire Water - Management of Combined Sewer Overflows and Nidd Assets** (Pages 3 - 16)  
Presentation by a representative of Yorkshire Water about the management of Yorkshire Water's combined sewer overflows and Nidd assets.
9. **Harrogate Destination Management Organisation - Achievements During First Year** (Pages 17 - 34)  
Presentation by representatives of Harrogate DMO.

Barry Khan  
Assistant Chief Executive  
(Legal and Democratic Services)

County Hall  
Northallerton

17 March 2023

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# Yorkshire Water

## River Nidd investment

Page 3 Sarah Robinson, Corporate Affairs Advisor



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# Contents

- Overview
- Event duration monitoring
- What are we doing to improve?
- The River Nidd
- Bathing water
- AONB and Beyond Nature
- Questions

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YorkshireWater

# Overview of the system

What are Combined Sewer Overflows (CSO)?

Why do we have them and why do they spill?

What are 'AMP's and 'price reviews'?

How are we regulated?

# Event Duration Monitoring

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Second highest number of CSOs of any water company

Table 1: 2022 EDM Headlines	2021		2022
	Water Company Totals / Average	Yorkshire Water (YWS)	Yorkshire Water (YWS)
Total no. storm overflows listed in the annual return in 2021		2246	2221
Total no. storm overflows with EDM commissioned		2178	2179
% overflows listed with EDM commissioned	89%	97.0%	98.1%
Total no. storm overflows with spill data	12,393	2087	2118
Average no. spills per storm overflow with spill data in 2021	29.4	33.6	25.6
Average duration (hrs) per monitored spill event in 2021	7.4	5.8	4.3

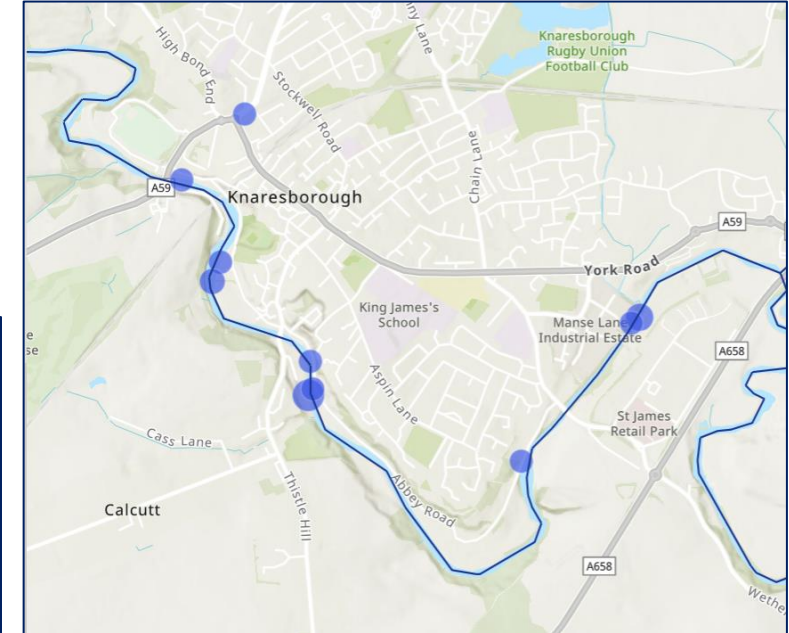
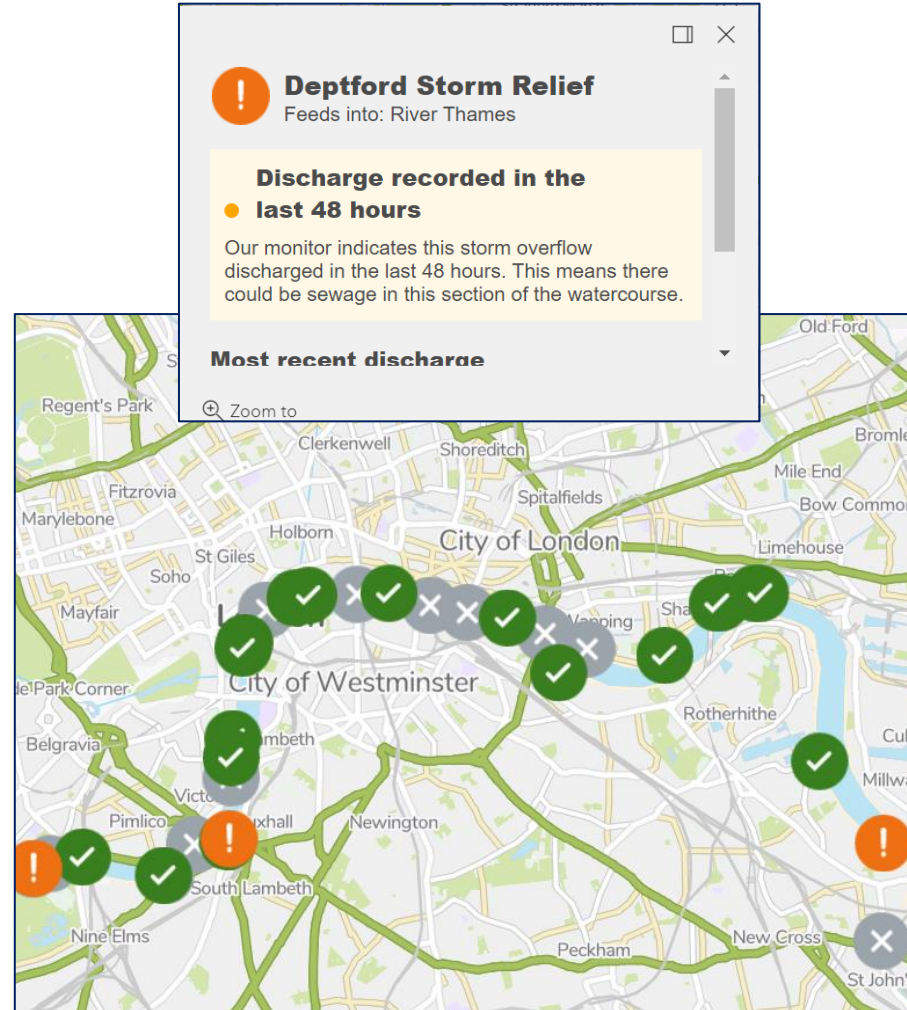




What are we doing to improve?

# 1. Near-live EDM on all CSOs by early 2024

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# What are we doing to improve?

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## 2. **£180m in AMP 7** (between now and 2025)

- Investigating all overflows that spill 40 times or more per year
- Investing that £180m in the CSOs where we can have the biggest impact
- Reduce average spills by 20% by 2025 (from our 2021 figures)



What are we doing to improve?

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### 3. Storm overflows discharge reduction plan – AMP8 onwards (SODRP)

1. Water companies will only be permitted to discharge from a storm overflow where they can demonstrate there is no local adverse ecological impact. This target must be achieved for at least 75% of storm overflows discharging in or close to **high priority** sites by 2035; for all remaining storm overflows discharging in or close to high priority sites by 2045; and for all remaining storm overflow sites by 2050.
2. Water companies must significantly reduce harmful pathogens from storm overflows discharging into and near designated **bathing waters** by either applying disinfection or reducing the frequency of discharges to meet Environment Agency spill standards by 2035.
3. Storm overflows will not be permitted to discharge above an average of 10 rainfall events per year by 2050.

# AMP 7 – The River Nidd

Now to 2025

STW = sewage treatment works

PS = pumping station

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Type of scheme	Site	Investment
Phosphorous removal	Killinghall STW	£18.25m
	Shaw Mills STW	
Upgrades to overflow monitoring equipment	Darley STW	TBC
	Pateley Bridge STW	
New inlet flow monitoring equipment	Darley STW	£40,000
	Pateley ridge STW	
Improvements to the pumping station to prevent CSO spills	Summerbridge PS	£275,000
Replacement of 350m of rising main	Hirst Lane	£152,000

# AMP 8 – The River Nidd

2025 – 2030

Based on cost-  
benefit assessment

£37–39m

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ST MARYS WALK 29/CSO	Harrogate North	Central Harrogate, feeds into Oak Beck into Nidd
ST MARYS WALK 112/CSO	Harrogate North	
HOTEL MAJESTIC/CSO	Harrogate North	
MONTPELLIER RD27/CSO	Harrogate North	
CAMBRIDGE STREET/CSO	Harrogate North	
WEST PARK/CSO	Harrogate North	
ALBERT STREET/CSO	Harrogate North	
STRAWBERRY DALE/CSO	Harrogate North	Central Knaresborough
WATERSIDE 47/CSO	Knaresborough	
WATERSIDE 48/CSO	Knaresborough	
WATERSIDE 49/CSO	Knaresborough	
BOROUGHBRIDGE ROAD/CSO	Knaresborough	
CRAGG TOP/CSO	Knaresborough	
ABBEY ROAD/NO 2 CSO	Knaresborough	
SPITAL CROFT/CSO	Knaresborough	Near confluence of Oak Beck and Nidd
HARROGATE NORTH/STW/6XDWF OVERFLOW	Harrogate North	
OAKDALE AVENUE/CSO	Harrogate North	Skipton Road/Ripon Road, North of Harrogate
SKIPTON ROAD 109/CSO	Harrogate North	
JENNY PLAIN BRIDGE/CSO	Harrogate North	

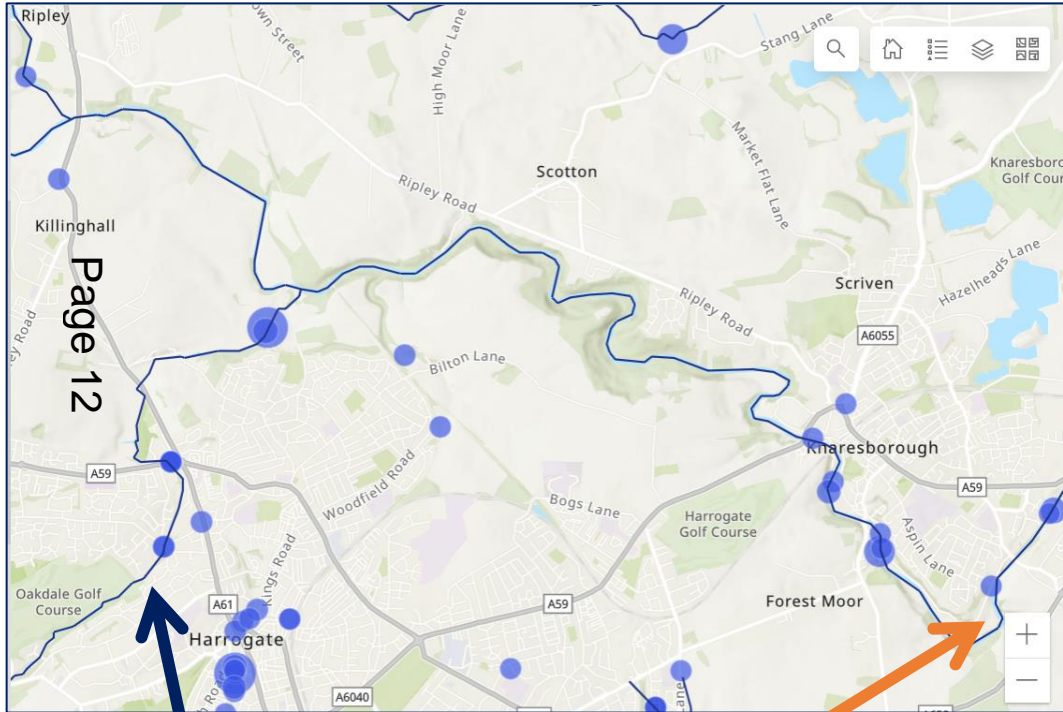
NBS – 20% BG elements in AMP8, and 50% in AMP9

**\*\*Subject to OFWAT final determination\*\***

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# Bathing water CSO investments

**\*\*Subject to bathing water approval and EA review\*\***



Oak Beck

Bathing water application

Site Name	WFD Waterbody Catchment Name
WATERSIDE 47/CSO	Nidd from Oak Beck to Low Bridge on Briggate (Knaresborough)
WATERSIDE 48/CSO	Nidd from Oak Beck to Low Bridge on Briggate (Knaresborough)
WATERSIDE 49/CSO	Nidd from Oak Beck to Low Bridge on Briggate (Knaresborough)
BOROUGHBRIDGE ROAD/CSO	Nidd from Oak Beck to Low Bridge on Briggate (Knaresborough)
CRAGG TOP/CSO	Nidd from Oak Beck to Low Bridge on Briggate (Knaresborough)
SPITAL CROFT/CSO	Nidd from Low Bridge on Briggate (Knaresborough) to Crimble Beck
ABBEY ROAD/NO 2 CSO	Nidd from Oak Beck to Low Bridge on Briggate (Knaresborough)

**SODRP** – BW Target for storm overflows discharging within 5 km of a designated inland bathing water is 1 spill per season by 2035, as well as no more than 10 per year by 2050.



# Bathing Water Directive

Under the Directive, bathing waters are classified annually into the following categories:



Classifications are made using the previous four years of data.

There are lots of influences on water quality including our assets, meteorological conditions, agriculture and wildlife, and human factors.

De-designation after 5 years of not being 'good'.



# Beyond Nature<sup>®</sup> and Nidderdale AONB

**Working in partnership with Nidderdale AONB through Beyond Nature<sup>®</sup>**

**2nd largest landowner – catchment wide approach**

**6,314 ha** of Yorkshire Water land signed up to the Beyond Nature<sup>®</sup>

**16 sites** have a Beyond Nature<sup>®</sup> management plan, agreed to by the tenants, the AONB and YW.

**9 Beyond Nature<sup>®</sup> themes**, including water quality, biodiversity, carbon, climate change and flood attenuation



# Thank you

# Any questions?

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YorkshireWater



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# DESTINATION HARROGATE

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BOROUGHBRIDGE

RIPON

PATELEY BRIDGE

HARROGATE

MASHAM

KNARESBOROUGH

# WHAT IS DESTINATION HARROGATE?

## DESTINATION HARROGATE

Together with our partners, we showcase the Harrogate district to attract visitors, events and investment to create a strong local economy for businesses and residents.

VISIT  
HARROGATE

EVENTS  
HARROGATE

CULTURE  
HARROGATE

INVEST  
HARROGATE

Delivery of the  
'Destination Management Plan'

In partnership with organisations, businesses and people across the district and beyond.

Delivery of the  
'Inward Investment Plan'

In support of the council's place shaping and economic growth activities.



# OUR VISION

In 2030, the Harrogate district visitor economy has accelerated its position as a substantial driver of sustainable economic growth.

Its unique position as an events destination embedded within a heritage spa town continues to attract domestic and international visitors to the region.

The result is thriving local businesses, inward investment, job creation and a vibrant way of life for our residents.



# THE VISITOR ECONOMY

The visitor economy is the **second-largest** driver of the Harrogate district economy making up **14.3%**.

With a value of more than **600 million** in 2019, it is a sector to be taken seriously.

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# WHERE WE WANT TO BE

The target for economic impact is based on the assumption that 2023 would see the Harrogate district visitor economy return to pre-COVID levels.

From 2023 to 2025 there will be an annual target of a **4%** increase in the economic impact of the visitor economy.

From 2026 to 2030, the annual target will increase to **5%**.

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Key Performance Indicator	2019	2020	2025	2030
Economic Impact	£606.1 million	£279.1 million	£655.6 million	£836.7 million
Visitors Staying Overnight	19%	21%	21%	22%



# THE VISITOR ECONOMY

## WHERE ARE WE NOW?

- Total economic impact: **£636.73M**
  - 5.1% increase from 2019
  - Only a 3% increase needed to hit 2025 target
- Length of stay increase from 3.3 to **3.5 days**
  - Continues to be higher than the length of stay across Yorkshire & Humber (2.87) and England (3.4)

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HOW HAVE WE GOT THERE?

## MARCH

Destination Harrogate launches with new Destination Management Plan for 22-25

Events Harrogate goes to International Confex

First Events Harrogate venues guide produced



## APRIL

Visit Harrogate Gardens campaign launches

Visit Harrogate hosts stand at Harrogate Spring Flower Show



## MAY

Destination Harrogate wins first award for 2021 Destination Christmas Campaign

Invest Harrogate goes to UKReiiF

Events Harrogate exhibits at the Conference and Hospitality Show

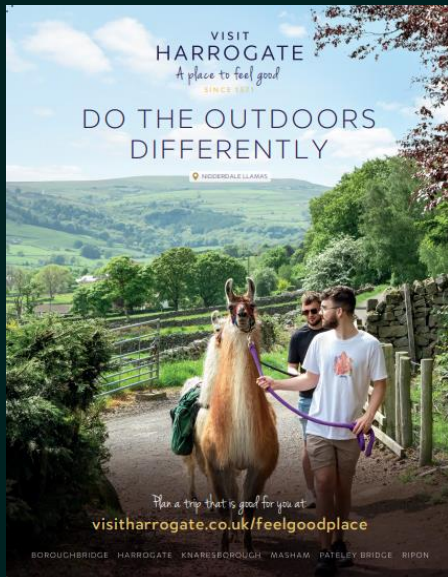


## JUNE

Health & Wellbeing campaign launches

Celebrations for the Queen's Jubilee transform the Stray into Jubilee Square

Events Harrogate go to The Meetings Show



## JULY

Visit Harrogate hosts stand at Great Yorkshire Show

Harrogate Carnival returned

Work starts on Responsible Tourism Strategy



## AUGUST

Outdoor advertising campaign runs in key transport hubs London Kings Cross, York and Newcastle as part of Health & Wellbeing campaign





## SEPTEMBER - NOVEMBER

First Responsible Tourism Stakeholder meeting held

Destination Harrogate shortlisted in Global Place Brand Awards – City Nation Place

Visit Harrogate hosts outdoor cinema at Autumn Flower Show

Visit Harrogate hosts the Sunday Times press visit



## DECEMBER

Destination Christmas returns bigger and better

More market stalls, Ice Rink and Big Wheel are added to the offer

Hotel and hospitality industry say occupancy rates matched or exceeded 2019

Harrogate named UK's prettiest winter staycation destination



## FEBRUARY - MARCH 2023

First Visit Harrogate Restaurant Week

Redevelopment works start at the Royal Pump Room Museum

Events delivery programme for 2023-2025 is approved





# IMPACT OF EVENTS

*Harrogate is recommended by 96% of business delegates and 88% said they were 'very' or 'fairly' likely to return for a leisure visit.*

Source: Visit Britain Business Survey

- Together with the Royal Hall, Harrogate Convention Centre is key to the Harrogate district economy, hosting over 150 events attracting approximately 150,000 visitors in a typical year
- Over the next 24 months, HCC will bring 21 new events to Harrogate with an estimated economic benefit of £11,582,900 to the region



# DESTINATION HARROGATE



Total number of  
visitors **5.82M**



**£636.73M**  
Economic impact



**1** award win and 1 shortlist



**3** domestic marketing campaigns delivered



**4** National press visits

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**3** new websites launched



**58%** increase in social media referrals  
to Visit Harrogate website



**28%** increase



**35%** increase



**5** events delivered and supported by Events  
Harrogate



**3** trade shows attended as Events Harrogate  
supported by 6 stand partners



**3** Town Welcomes delivered



**124,822** visitors to TICs and cultural venues  
**10** exhibitions shown across the gallery and  
museums including **690** artworks



# IT'S NOT JUST US SAYING IT...

*"The team at Stelrad found the UK's prettiest winter staycation destination was Harrogate in North Yorkshire.*

*They looked at hashtags to find the best rated destinations in the UK for the winter festive season."*

*Daily Express Newspaper, November 2022*

*"I have seen lots of fab content on social – you have really pulled out all the stops this year. Harrogate was 'rammed' on Saturday!"*

*in relation to Christmas, Ridding Park Hotel, December 2022*

*"West Park had the best December on record, which we are sure is partly due to the Harrogate Christmas Fayre...Our only complaint is that it didn't go on long enough..."*

*Anthony Blundell, Head of Business Development for the Provenance Collection, January 2023*

*"Great initiative to be involved with and would like to support again in the autumn."*

*In relation to Visit Harrogate Restaurant Week, DoubleTree by Hilton Harrogate Majestic Hotel*











# WHAT'S NEXT?

- Tourism Review for North Yorkshire
- Delivery of Events programme 2023-25
  - Coronation Celebrations – supporting PES
  - Supporting 20<sup>th</sup> anniversary of Theakston Old Peculier Crime Writing Festival
  - Harrogate Carnival summer 2023 – In partnership with HIF
  - Destination Christmas 2023 & 2024
  - Ignite (working title) – Spring 2024 in partnership with HIF
  - Summer event 2024 TBC





# WHAT'S NEXT?

- Place Marketing campaign programme 2023/24
  - Phase two of Health & Wellbeing campaign (on-going)
  - Gardens campaign (Apr-Sep)
  - Great Yorkshire Show (July)
  - Yorkshire Day (Aug)
  - Visit Harrogate Restaurant Week (October)
  - Destination Christmas (Sep-Dec)



THANK YOU  
ANY QUESTIONS?