

NORTH YORKSHIRE DRAFT DESTINATION MANAGEMENT PLAN

2023 - 2033



A Destination Management Plan for North Yorkshire

Many Destinations. One Destination Management Plan.

A Visitor Economy Recognised for:



Sustainable and Responsible Growth



Positive impact on economy and quality of life



Engagement, relevance and support

This Destination Management Plan is a document which will bring together the needs of our many destinations, it is an overarching framework which will lead, influence and coordinate all of the aspects of our destination which contribute to a visitor's experience.

It is a plan that will take account of the needs of visitors, local residents, businesses, and the environment.

It will join all key stakeholders in a shared statement of intent to manage the destination and it will set out who is responsible for delivery.



Why do we need a plan

- The value of the visitor economy is estimated to be worth between £1.5 – £2b to the local economy attracting between 33 to 37 million visitors – 10% of NY economy.
- The ambition is to grow the value even further by around 4% to 5% year on year and grow the number of overnight visitors to more than 20% of all visits.
- Having one co-ordinated plan which is private sector led with public sector support will ensure that the industry is shaping the priorities and actions to support future growth.
- In order to secure Local Visitor Economy Partnership status we must have a developing Destination Management Plan.
- The Destination Management Plan is framework which looks at all aspects of the destination which impacts on visitors.

How we have got to 1st Draft DMP

Consultations and workshops May/June

- Carried out desk research into existing district plans
- Undertaken face to face stakeholder and member workshops
- Undertaken on line workshops with stakeholders, members
- Developed surveys and questionnaires
- Held one to ones with key stakeholders and members

How we have got to 1st Draft DMP

Destination Management Plan Development

- Established that there is currently no definitive research across the county to support the development of NY wide strategies
- Identified the need to build on some of the excellent destination work that has been undertaken previously by districts and build on it to focus on the whole of North Yorkshire – recognising local brands.
- Established a 1st draft plan based on the consultation findings which provides an initial framework from which to start shaping the identified priorities and actions identified working in partnership with industry partners
- Now consulting on the 1st draft framework – we want this to be industry led so we are seeking views throughout September.

The Framework Plan



The vision for North Yorkshire's Visitor Economy is to create a vibrant, thriving, year-round visitor destination; offering sustainable growth for the visitor economy coupled with significant opportunities to improve the current offer and develop new, meaningful experiences, events, and products.



The aspiration for the future is a healthy and performing visitor economy in North Yorkshire, with increased domestic visitor spend, day visitors converting to visitors staying longer and exploring more, and a destination which can attract more international visitors.



This DMP will ensure we will retain a focus on sustainability, inclusivity, collaboration, engagement, and respect. All actions will minimise the negative environmental and social impacts of tourism, whilst enhancing the economic and cultural benefits for visitors, businesses, and local people.



It will focus on improved connectivity providing the blueprint for new opportunities for businesses, an increase in quality, improved jobs and skills, sustainable and relevant investment and development, and importantly, a range of benefits for local people.

Priority One: Data and Intelligence

What the consultations and workshops told us:

- All work should be driven by data, economic impact, and possible environmental impact.
- There must be more understanding of both the customer and the customer journey.

Data and Intelligence

What are the next steps?

In Year 1 We will

- Undertake an audit of current data and develop process to collect more real time data and visitor management trends
- Develop a shared repository for data (new and historic)
- Undertake a perception and visitor survey identifying barriers to visiting North Yorkshire
- Carry out a resident survey
- Identify software solutions to support data gathering and dissemination to industry.

Priority Two: Place

What the consultations and workshops told us:

- Public transport and connectivity the most frequently raised issue, as is car parking, coach parking, park and ride, car parking costs, signage and general facilities.
- Sensible, and sustainable development of a quality tourism product is imperative; with the right balance for local people and visitors alike.
- Cyclists and walkers should be better catered for with investment in the rights of way network.
- Accessibility across the entire county should be reviewed.
- Best practice and lessons learnt are key to shape places but not homogenise them.
- Clarity of who manages all aspects of place related matters and how businesses can engage, particularly where there is a lack of consistency.
- Second homes/holiday lets and the need to get the right balance for local people and visitors.

Place

What are the next steps?

We will:

- Gather best practice examples from around the county and expand/replicate as appropriate
- Set up a network of visitor economy advisory and support groups:
- The development of a suite of strategies to focus activities and provide direction for action
- Audit and engage with plans and develop best practice

Priority Three: People

What the consultations and workshops told us:

- Recruiting, training, and retaining people is consistently highlighted as an issue, as is the perception of careers and/or jobs in the industry.
- The issue of transport to work and the difficulties of recruitment due to geography.
- There is a need to share best practice about working with volunteers.
- Pride in the destination is evident and should be preserved and nurtured.
- Networking should be developed which is consistent, relevant, and regular.
- Collaboration around key projects is imperative amongst businesses and business groups.

People

What are the next steps?

In year 1 We will:

- Develop B2B communications
- Develop a partnership plan
- Create linkage with York & North Yorkshire Chamber Hospitality Forum (LSIP's)
- Create a comprehensive industry facing website with access to business resources and toolkits
- Drive up quality through the development of North Yorkshire Tourism Awards, linked to Visit England
- Identify and Share best practice between sectors
- Promote tourism as a career – work with education partners to identify those that offer qualifications in the Visitor Economy and work with them to showcase the diversity of the hospitality sector.
- Develop visitor information strategy
- Develop an ambassador program
- Create a North Yorkshire residents festival out of season

Priority Four: Product Development

What the consultations and workshops told us:

The area is rich with opportunities for quality product development.

Key themes include:

- History, heritage, country estates
- Food and drink and farm diversification
- Waterways and canal boats
- Film and TV location trails
- Coast, Great outdoors, muddy boots and Dog walks,
- Markets, traditions
- Arts, culture, entertainment and events, festivals and activities,
- Wellbeing, slower pace of life, indulge, relax and watch, dark skies.

Product Development

What are the next steps?

In Year 1 We will

- Develop the product development strategy outlining priority experiences and products, best practice examples, product gaps and subsequent action plans
- Align with the current High Street Activity
- Ensure sustainability and accessibility used as a filter for all activity
- Maximise the opportunity to showcase locally made artisan makers and producers to visitors but also to businesses to support circular economy.

Priority Five: Position and Profile

What the consultations and workshops told us:

- The conditions are right to develop more opportunities for cross promotion.
- Ensure that work continues to use the strong brands of North Yorkshire.
- Review of the current target markets.
- Develop new themes and experiences will provide opportunities to attract new markets and improve the offer to the existing.

Position and Profile

What are the next steps?

We will

- Develop a destination marketing strategy
- Conduct a brand review of all customer facing brands
- Develop brand identity and toolkit
- Develop a shared asset library
- Determine key events and exhibitions to attend
- Work in partnership with other Yorkshire LVEP's on raising profile of Yorkshire Nationally and Internationally to achieve economies of scale and maximise impact



Next Steps

Timescales for implementation of DMP

- Consultation continuing throughout September
- Reworking 1st draft framework to be submitted with LVEP application end of September
- Continue to shape plan with a view to taking reworked framework document to Executive in November/December
- Start to establish work streams under each priority to start fleshing out the actions and developing the future growth strategy
- Establish Management Plan Board and Strategic Priority work streams from January 2024

Feedback Questions

On line questionnaire

Asking stakeholders a number of questions

1. What do you think of the exec summary
2. What do you think of the introduction
3. What do you think about the strategic alignment
4. What do you think about the value of tourism
5. What do you think about the destination audit and the current position outlined
6. Do you think we have the priorities and actions right
7. What do you think about the monitoring and management of the plan
8. What do you think about the two annexes within the plan

Feedback on 1st draft to date

Stakeholder engagement responses

- Excellent to have so much focus on data and research – very welcome – need to include future trends in forecasting
- Reference the BID's more in terms of what they do and how they can support the strategy as key delivery partners
list some key strategic partners and funding pots that might be available to support plan
- Need to enhance the detail around sustainability and reducing carbon footprint –and the opportunity in the DMP for more vision, aspiration, leadership in sustainability
- Need to ensure seamless connectivity between rail and busses to enable dispersal of visitors around the county
- Need to ensure infrastructure is in place to support active travel options – busses that carry bikes, trains with more cycle racks, hire bikes from stations including e-bikes

Feedback on 1st draft to date

Stakeholder engagement responses

- Lots of suggestions to enhance strengths, issues and opportunities across all 5 priorities
- It is important to recognise the relevance of these trends, in that the current offer relates to most of them. The county is “on brand” on many levels and full advantage needs to be taken of this.
- Strip out all the detail around the previous district strategies and focus on more on the future of the plan and develop some strong actions and strategies that sit under the priorities.

Feedback on 1st draft to date

Stakeholder engagement responses

- The two national parks cover a large area – more focus on what this means for North Yorkshire
- More focus on how we increase visitor spend and build the value of the visitor economy
- After several years of limited industry leadership businesses and destinations would love to feel enthused and motivated – to have sense of real leadership and aspiration – DMP should be the catalyst to drive this
- Areas need support in bringing business groups together
- Look at best practice internationally as well as regionally and nationally

Any questions?