

***We work well together, and with others, to help create the right conditions for the North Yorkshire economy to grow and its businesses, places and people to thrive***

Key - Colour of action indicates the service area that will take the lead, the extent of colour shows who else also needs to be involved

Green = Economic Devt lead	Orange = Regeneration lead	Blue = Tourism lead	Yellow = Cross service
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SERVICE PRIORITIES	ECONOMIC DEVELOPMENT	REGENERATION	TOURISM
Honing our <b>Strategic Approach</b>	Develop and implement a <b>strategic Inward Investment Action Plan</b> , making sure our approach is clear in relation to key sector opportunities and employment sites		Develop and implement a consistent and prioritised <b>North Yorkshire Events Strategy</b>
	Identify and define <b>clear strategic roles and responsibilities for NYC around Skills</b> working internally, with the Combined Authority and other key partners		
	Ensure proactive economic input to the development of <b>North Yorkshire Local Plan (Sites and Policies)</b>		
Proactive approach to <b>engagement, co-design &amp; collaboration</b> for our priority projects and services	Lead the development of <b>Town Investment Plans for Tier 1 and Tier 2 settlements in North Yorkshire</b> , working with Area Committees and key stakeholders/partners		
	Establish and run a <b>Business North Yorkshire Engagement Group</b> with a task & finish approach to business-facing service design	Develop the <b>Scarborough Plan for Neighbourhoods</b> with the Town Deal Board and the local community	Establish and run the <b>Visit North Yorkshire Advisory Board</b> to co-ordinate and oversee delivery of our Destination Management Plan

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Develop strong strategic business cases, project pipeline & funding approach	Develop a clear, prioritised pipeline of ‘investible propositions’ for inclusion in the York & North Yorkshire Growth Plan		
	Shape and implement a <b>final year programme of UK Shared Prosperity Fund &amp; Rural England Prosperity Fund activity</b> and influence longer term funding strategy		
	Support business case production for <b>investment into Harrogate Convention Centre</b>		
	Identify, coordinate and <b>maximise external funding opportunities</b> to support relevant service & corporate priorities		
		Co-ordinate and complete feasibility projects funded through the Mayoral Investment Fund including <b>Selby Abbey Quarter</b>	Develop and implement the <b>YNY Local Visitor Economy Partnership (LVEP) Framework</b>
Well-managed delivery of funded place-based projects	Complete and evaluate the wide range of <b>projects funded through UK Shared Prosperity Fund, Rural Prosperity Fund and Area Committee Grant Funding in 2024/25</b>		
		Deliver and coordinate the projects in the <b>Scarborough Town Deal Investment Plan</b>	Implement priority actions within the <b>North Yorkshire Destination Management Plan</b>
		Deliver and coordinate the projects in the <b>Whitby Town Deal Investment Plan</b>	
		Deliver the <b>Catterick Garrison Regeneration Project (£21m Levelling-Up)</b>	

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		Support the delivery of the <b>Transforming City Fund Projects in Selby, Skipton &amp; Harrogate</b>	
Development and delivery of <b>clear and consistent business-facing services</b>	Develop and implement a <b>consistent, prioritised approach to business engagement and support across North Yorkshire</b>		
	Develop and run a targeted <b>programme of Business North Yorkshire events</b> including <b>North Yorkshire Business Week 2025</b>		
	Develop and implement a proactive <b>programme of Business Relationship Management</b> with strategically important businesses & partner organisations		
<b>Raise the profile of North Yorkshire</b> as a great place to live, work, visit, invest and do business	Develop and launch a new <b>Business North Yorkshire website</b>		Complete and launch the new <b>Visit North Yorkshire Website</b>
	Develop and implement a <b>Business North Yorkshire Communications Plan</b>		
	Explore potential for North Yorkshire to be a <b>Good Business Charter County</b>		
<b>Service Improvement &amp; One</b>	Review of <b>Council-owned Economic Development Workspace &amp; Property</b> across North Yorkshire to ensure it is fit	Work with Property to ensure <b>Council-owned assets support place-based</b>	Develop and implement the <b>Visit North Yorkshire Partnership Model</b>

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<b>Council approach</b>	for the future to support economic growth	<b>regeneration priorities</b> (Scarborough, Harrogate and Selby)	to drive collaboration and commercial income
	Develop and lead a cross-Council ' <b>Open for Business</b> ' Initiative to ensure proactive coordination of Council services to business		
	Work collaboratively with key partners and stakeholders develop <b>shared service models for Business Support, Inward Investment and Skills</b>		Complete and implement a <b>review of how we deliver Tourist Information in North Yorkshire</b>