

KEY = *Economic Growth Strategy (EGS), ^ Destination Management Plan (DMP)

Priority Action Area	Outcome	Strategic Link					Status
		Council Plan Priority	EGS* Priority	DMP^ Priority	External Funding in place	Other NYC Priority	
<p>Develop a NYC Business Engagement Plan and implement associated actions, including:</p> <ul style="list-style-type: none"> • Helping businesses to access the information and support they need to start up and grow in North Yorkshire, through delivery of our Business North Yorkshire service. • Co-ordinating a targeted programme of Business North Yorkshire events including an annual North Yorkshire Business Week • Running business-facing engagement groups • Implementing a cross-Council ‘Open to Business’ Initiative • Delivering a proactive programme of Business Relationship Management with strategically important businesses 	<p>Increase in number of businesses engaging with the Council.</p> <p>Higher profile of NYC as being 'open to business'. Business-facing work is co-designed with input from businesses and partners.</p> <p>Better coordination of NYC business-facing activity to ensure that our Council services to business are joined up and easy to access.</p> <p>Key businesses supported to help them grow and create jobs in the county. Growth in key sectors.</p>	X	X	X		X	Plan being drafted. Completion target Q3 25/26

<p>Develop and implement a strategic Inward Investment Action Plan, making sure our approach to promoting North Yorkshire as a great place to invest and do business is clear, with a focus on key sector opportunities and employment sites</p>	<p>Clear strategic approach to securing inward investment</p> <p>Improved collaboration with public and private sector partners</p> <p>New investment, businesses and jobs for North Yorkshire</p>	<p>X</p>	<p>X</p>				<p>Plan being drafted. Completion target Q4 25/26</p>
<p>Programme manage and deliver NYC UK Shared Prosperity Fund and Rural England Prosperity Fund activity in 2025/26</p>	<p>c. £5m of UKSPF and REPF money drawn down from Combined Authority and spent on North Yorkshire priority projects in 2025/26</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>		<p>Wide range of activities underway. Financial completion required by March 2025</p>
<p>Develop and launch a new Business North Yorkshire website</p>	<p>More North Yorkshire businesses aware of the opportunities to access support to grow.</p> <p>Increased take-up of business support leading to business investment and job creation over time.</p> <p>Promotion of North Yorkshire as a great place to invest and do business</p>		<p>X</p>				<p>Website in development. Completion target, Q4 2025/26</p>

<p>Review of Council-owned Economic Development Workspace & Property across North Yorkshire</p>	<p>Clear roles and responsibilities confirmed between Property, ED and Business Support. Clear asset management strategy in place for ED workspace.</p>	<p>X</p>	<p>X</p>			<p>X</p>	<p>Project being scoped. Completion target, Q1 2026/27</p>
<p>Work collaboratively with key partners and stakeholders to develop shared service models for Business Support, Inward Investment and Skills</p>	<p>Improved customer experience for businesses by bringing clarity and reducing duplication.</p> <p>Improved collaboration with public and private sector.</p> <p>Potential efficiency savings (amount not yet known)</p>		<p>X</p>				<p>Project being scoped. Completion target date, Q2 2026/27</p>
<p>Develop a clear, prioritised capital investment pipeline in response to the York & North Yorkshire Growth Plan</p>	<p>Increased collaboration with Mayoral Combined Authority, with clarity around shared priorities</p> <p>Increase in funding secured to support North Yorkshire Council economic growth priorities</p> <p>Increase in economic growth outcomes incl. investment and jobs over time.</p>	<p>X</p>	<p>X</p>		<p>X</p>		<p>Development work underway. Target completion date Q3 2025/26</p>

<p>Lead the development of Town Investment Plans for Tier 1 and Tier 2 settlements in North Yorkshire (Localities leading on Tier 3 towns) working with Area Committees and key stakeholders/partners</p>	<p>Town Investment Plan produced for every town in North Yorkshire</p> <p>Increased collaboration with public and private sector partners at a place-based level.</p> <p>Clear framework for future funding bids.</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>Work commenced in 8 towns. 3-year programme on target</p>
<p>Develop the Scarborough Plan for Neighbourhoods with the Neighbourhood Board and the local community</p>	<p>Prioritised 10-year Plan for Neighbourhoods submitted to Government to release £20 million funding for Scarborough over next 10 years</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>Plan for Neighbourhoods and 4-year Investment Strategy drafted – report to Executive to accept the funding in November 2025</p>
<p>Co-ordinate and complete feasibility projects funded through the Mayoral Investment Fund including Selby Abbey Quarter and Wyvern Link Road, Skipton</p>	<p>Mayoral Investment Fund money drawn down.</p> <p>Full business cases produced to enable future funding bids to be submitted.</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>Work commenced. Target completion date varies by project</p>

Deliver and coordinate the projects in the Scarborough Town Deal Investment Plan	Town Deal Funding spent in full, delivering economic and social benefits for Scarborough in line with the plan.	X	X		X		Programme in delivery, target completion date across all projects Q4 2027/28
Deliver and coordinate the projects in the Whitby Town Deal Investment Plan	Town Deal Funding spent in full, delivering economic and social benefits for Whitby in line with the plan.	X	X				Programme in delivery, target completion date across all projects Q4 2027/28
Deliver the Catterick Garrison Regeneration Project	LUF Funding spent in full, delivering economic and social benefits for Catterick in line with the plan.	X	X		X		Project in delivery, target completion date Q4 2027/28
Implement priority actions within the NY Destination Management Plan , ensuring appropriate mechanisms for involvement of industry representatives, partners and stakeholders	Economic benefits delivered in line with the 10-year plan, including increased value of tourism in North Yorkshire, increased length of visitor stay and improved collaboration with private sector.	X	X	X	X		Work underway across a number of DMP themes

<p>Develop and implement a consistent and prioritised North Yorkshire Events Strategy</p>	<p>Clarity around corporate strategic approach to events.</p> <p>Clear roles and responsibilities identified with reduce duplication and increase efficiency.</p> <p>Targeted events will bring more economic benefits over time</p>			X		X	<p>Project at initial scoping stage. Work due to start in January 2026.</p>
<p>Develop and implement the YNY Local Visitor Economy Partnership (LVEP)</p>	<p>Increased collaboration with Mayoral Combined Authority, City of York Council and Make it York.</p> <p>Increase in funding secured to support LVEP priorities.</p> <p>Increased profile for York and North Yorkshire as a visitor destination, leading to economic benefits over time</p>	X			X		<p>First YNY LVEP meeting held in September 2025, £100k secured from UKSPF to undertake activities in 2025/26.</p>
<p>Complete and launch the new Visit North Yorkshire Website and Destination Management System</p>	<p>Raise the profile of North Yorkshire as a great place to visit. Increase in website traffic. Increase in the number of people visiting North Yorkshire.</p>			X	X		<p>Project complete www.visitnorthyorkshire.com</p>

<p>Complete and launch the new Meet North Yorkshire Website</p>	<p>Raise the profile of North Yorkshire as a great place to hold a conference or event.</p> <p>Increase in website traffic.</p> <p>Increase in the number of events held in North Yorkshire.</p>			<p>X</p>			<p>Project underway</p>
<p>Develop and implement the Visit North Yorkshire Partnership Model</p>	<p>Increased collaboration with private sector</p> <p>Increased profile of Visit North Yorkshire / NYC</p> <p>Increased commercial and grant income to North Yorkshire Council</p>			<p>X</p>			<p>Proactive work underway to develop the partnership model and drive additional income for VNY</p>
<p>Complete and implement the review of Tourist Information Delivery</p>	<p>Consistency of approach to delivery of tourist information across North Yorkshire</p> <p>Clarity for visitors about how to access tourist information across North Yorkshire</p> <p>Increased collaboration with partners.</p> <p>Improved quality of tourist information.</p>			<p>X</p>		<p>X</p>	<p>Project at scoping stage.</p>