

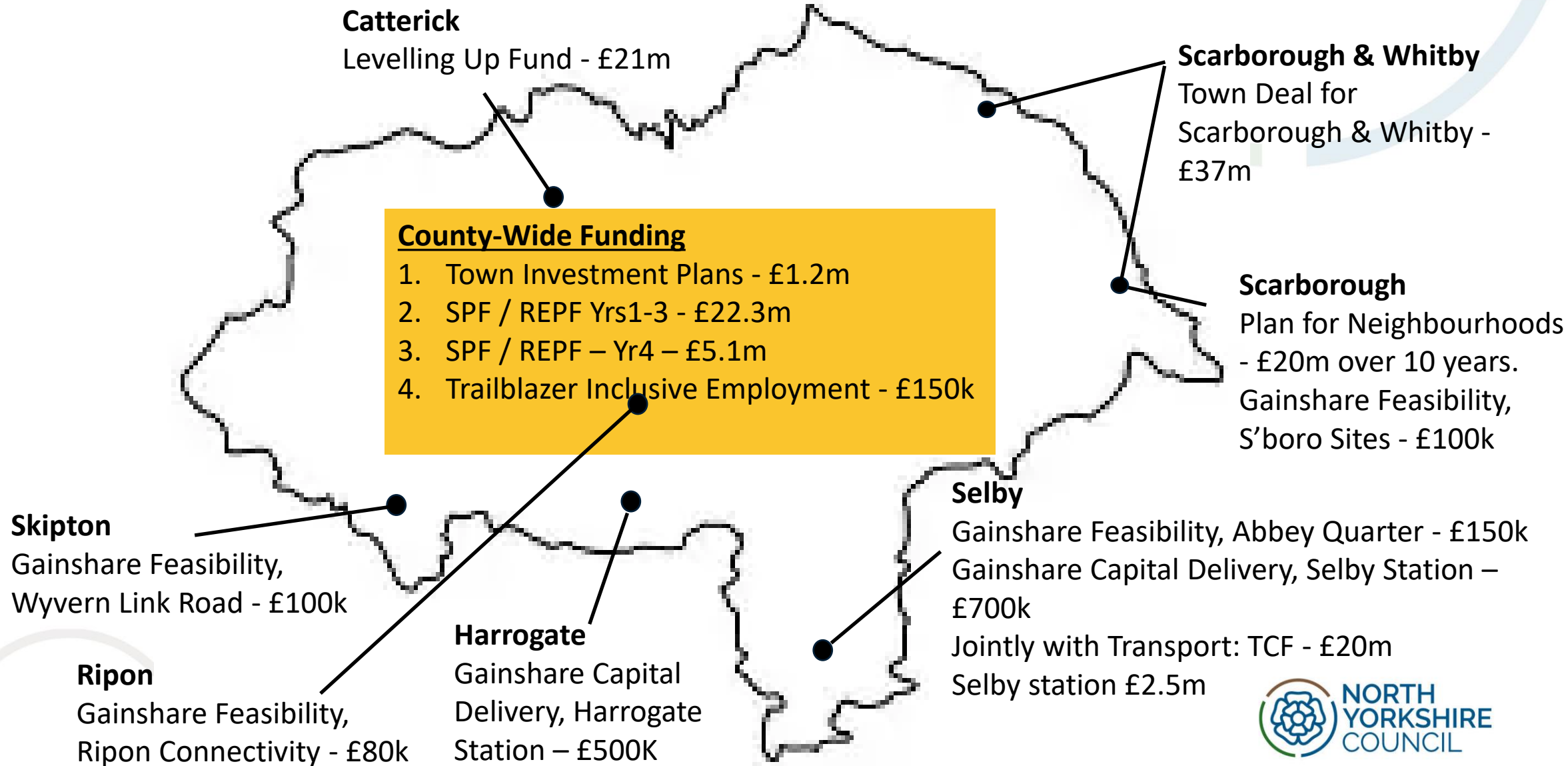


# **Economic Development, Regeneration, Tourism (EDRT) Services**

## **Examples of Key Achievements 2024- 2025**

Overview and Scrutiny Committee – October 2025

# Summary Map – External Funding Secured



# 'Open to Business' Case Study – Severfield Modular Solutions

Severfield Modular Solutions (part of Severfield PLC, the UK's market leader in structural steelwork) were advised by their landlords in November 2024 that their lease agreement was to expire with no option to renew

Economic Development and Planning colleagues worked collaboratively with Severfield to identify a **new site at Malton Enterprise Park** and to ensure timely decision making to fit with the tight business timescales

A planning application was submitted to the NYC in the early part of 2025 and permission was granted in June 2025

Work has now begun on the **new 80,000 sq. ft building**, and the business will relocate to Malton Enterprise Park from its current site in early 2026, **retaining 150 jobs in the local economy**



Image taken from: The Scarborough News. 18 September 2025

# Inward Investment Case Study – Shepley Spring Water

- Shepley Spring Ltd are the UK's leading own label and branded bottled water manufacturer. With backing from their USA parent company, they purchased the extraction site at Flaxby in 2024 for circa £13.3million.
- Shepley have made an **estimated £50million capital investment** in the facility in just the first year. They will **directly employ 45 people** in the short-term with plans to employ a **further 200 in the next 12 months**.
- The company plan to create the 'fastest bottling line in the world' with a target to produce over 500 million bottles of water per year by 2027.
- ED have been working alongside colleagues at YNYCA to support Shepley's move to Flaxby and to help embed them in the local economy, including support with the water extraction licence and ongoing negotiations about a power connection upgrade.



# North Yorkshire Business Week, 16-20 June 2025

Diverse programme of conferences, workshops, networking, and support sessions delivered in collaboration with key partner organisations and local businesses across key sectors including innovation, manufacturing, tourism, digital, maritime, and general business growth

34 events delivered across 5 days  
(20 in-person, 11 online, 3 partner-led)

742 attendees from 492 businesses

The week was very well received with large numbers of compliments and 94% of the feedback received rating the content as 'Good' or 'Excellent'



# SPF Small Business Capital Grants Programme

398 Businesses awarded a grant between 2023/24 and 2024/25

The total amount of Small Business Grant awarded was £2,095,599.99, resulting in a total investment of £3.3million into North Yorkshire businesses

Outputs include 22 jobs created as a direct result of this scheme with a further 30 jobs expected to be created by March 2026

A further 154 jobs were safeguarded as a direct result of this scheme

An independent review of the programme found that by 'taking just the attributable jobs created or forecast to be created, the programme has delivered £21.285 million in Gross Value Added, which equates to £10.99 for every £1 spent on delivery.'



# Whitby Maritime Training Hub

A £10million new enterprise and training facility for the Maritime and Marine industry in Whitby. Funded through the Town Deal

- Construction is proceeding at pace and currently on track for April 2026 completion.
- Work is ongoing with tenants, there is a good level of interest in the building.
- £290,000 additional funding secured YNYCA (SPF and REPF) for Research and Development and training space.
- Main contractor are undertaking social value work within Whitby.



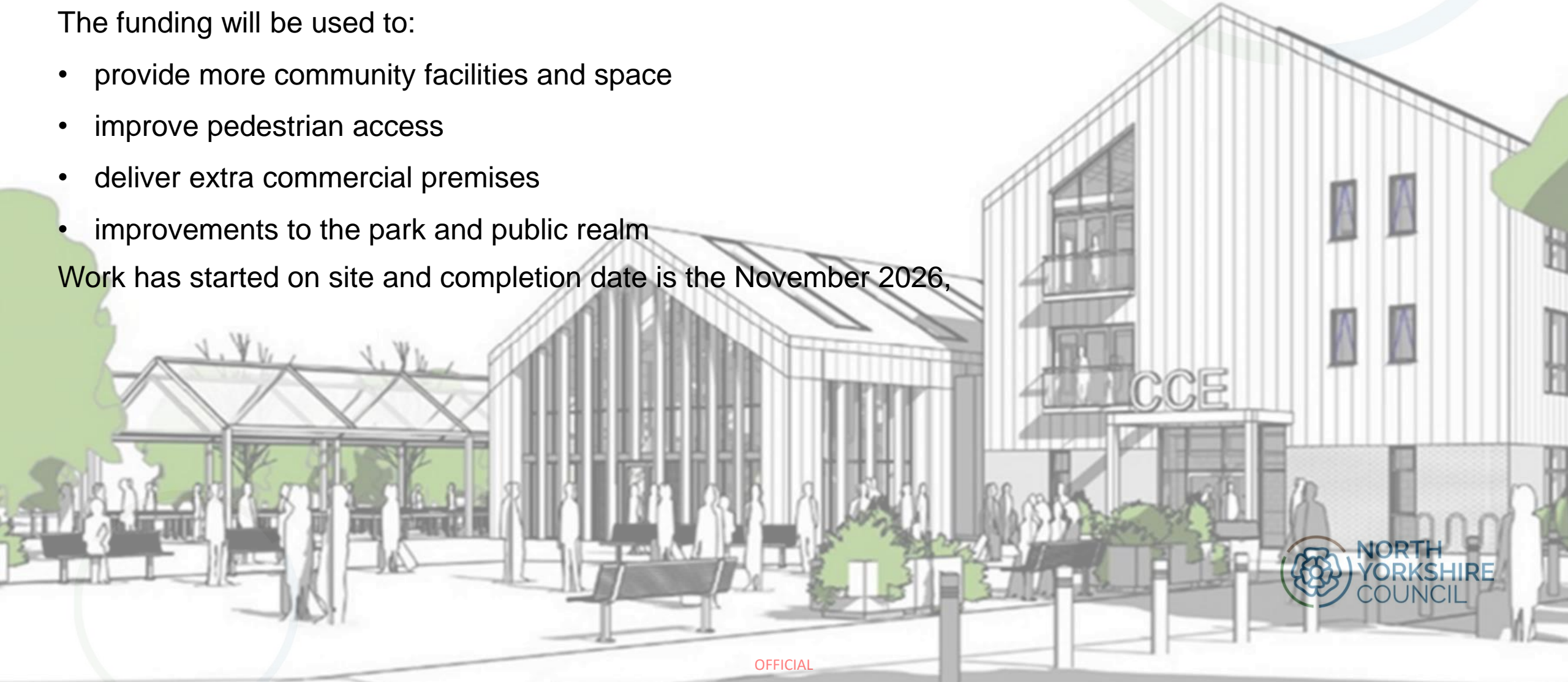
# Catterick

£20 million Levelling Up Fund and £1 million DIO investment into Catterick town centre and improve the surrounding land around Shute Road.

The funding will be used to:

- provide more community facilities and space
- improve pedestrian access
- deliver extra commercial premises
- improvements to the park and public realm

Work has started on site and completion date is the November 2026,



# Sherburn Low Street

## Low Street Improvements, Sherburn-In-Elmet

- **High quality upgrades to public realm East side of Low Street.**
- **Investment secured:** £800k (£500k Town Centre Revitalisation Fund (SDC), £300k UK Shared Prosperity Fund)
- **Status:** Completed September 2025
- **Partner:** Sherburn-In-Elmet Town Council
- **Outcome:** This project has achieved a Revitalised Town Centre which helps businesses thrive.



Funded by  
UK Government



# Scarborough Town Deal

£20.2million of funding for regeneration projects in Scarborough.

## Completed projects

- Scarborough Cricket Club West stand improvements
- Green Construction Skills Village
- Wildeye

## Projects in delivery

- Scarborough Fair
- Cinder Track connections
- Station Gateway
- West Pier Regeneration
- Digital Skills Training.



# Our Main Campaign for 2025....



# There's More To North Yorkshire

Visit North Yorkshire's innovative tourism campaign "There's More to North Yorkshire, ran from June to August and aimed to challenge perceptions of North Yorkshire and encourage people to take short breaks to the county. It featured advertising online, on TV and in advertising locations around the UK, including a takeover of King's Cross Station.

The results so far as follows:

- Out of Home advertising: **7.2 million impressions**
- TV Advertising: **507, 482 impressions**
- YouTube Advertising: **147,000 views**
- Social media Advertising: **1.5 million impressions**



## Collaborative working on the Visitor Economy

- NYC / Visit North Yorkshire, the Combined Authority, Make It York and City of York Council have worked in close partnership to progress the York & North Yorkshire Local Visitor Economy Partnership (LVEP). This will allow us to progress key areas of collaboration on tourism across the region, opening up funding and promotional opportunities.
- We're pleased to confirm that a first meeting of the LVEP Board took place in September. The Board was chaired by David Skaith and has representation from :
  - North Yorkshire Council Executive Member for Open to Business
  - City of York Council Portfolio Holder – Executive Member for Economy and Culture
  - Visit North Yorkshire Advisor
  - Make it York Board Chair – Stuart Paver
  - Visit England Representative Regional Development Lead (Observation)
- Alongside this, constructive conversations are developing about how Yorkshire's LVEP's can collaborate more effectively. Ensuring our group operates cohesively is essential if we are to play a strong, coordinated role across the wider LVEP network in Yorkshire.



**DMO**  
DESTINATION  
MANAGEMENT  
ORGANISATION



**LVEP**  
LOCAL VISITOR  
ECONOMY  
PARTNERSHIP



**DDP**  
DESTINATION  
DEVELOPMENT  
PARTNERSHIP

## 2024 STEAM Data

ECONOMIC IMPACT



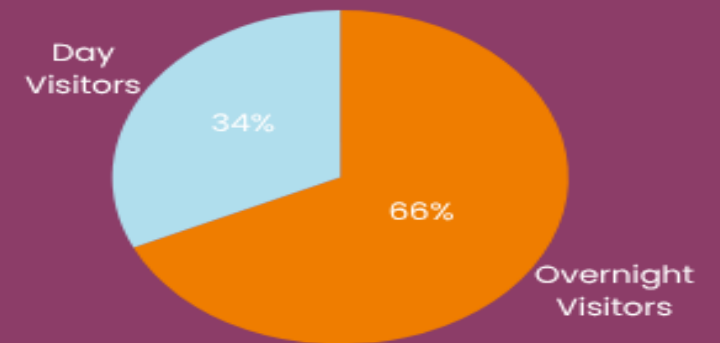
**£4.2 billion**

AVERAGE LENGTH OF STAY



**4 nights**

BREAKDOWN OF  
ECONOMIC IMPACT



TOTAL VISITORS



**32.2 million**

TOTAL EMPLOYMENT



**38,020 jobs**

VISITOR SPEND

