



Inaugural Meeting of the Herriot Country Tourism Group and Hambleton Tourism Forum, Wednesday 1st February 2023

Attendees: Emma Hudson, Discover Hambleton; Craig Nattrass, Ryedale DC; Marcia McLuckie, Original Richmond; Clare Allen, Georgian Theatre Royal Richmond; Linda Furniss, the Stripey Badger Bookshop and Grassington Chamber; Michael Ibbotson, The Durham Ox Crayke; Mark Robson, Leader, Hambleton District Council; Caroline Bell, Shepherd's Purse Cheese; Ian Ashton, World of James Herriot; Jessica Barker, Thief Hole; Colin Badgery, Thirsk Birds of Prey Centre; Jack Wray and Hayley Cooke, Monk Park Farm; Richard Smith, Classic Lodges Hotels; John Gallery, Herriot Country Tourism Group chairman.

Apologies: Andrew McGuinness, Confederation of Passenger Transport; James Etherington, Kiplin Hall; Jade McGillivray, Holiday Inn Scotch Corner; Phil Brierley, Monk Park Farm & York House Leisure. Sasha Ibbotson, The Durham Ox; Janet Deacon, Scarborough & Yorkshire Coast. Sarah Loftus, Make It York/VisitYork.

Notes

1. John Gallery welcomed and thanked everyone for attending this first meeting of the combined Herriot Country Tourism Group and Hambleton Tourism Forum. The new steering group is aimed at bringing together businesses across North Yorkshire in readiness for the changes taking place with the seven district authorities becoming one new North Yorkshire Council in April. This will also help to align the private sector for VisitEngland's new destination marketing and management structure in future.
2. Mark Robson, leader of Hambleton District Council confirmed the changes taking place and explained that it could take quite some time for all of the different elements of the new set up to fall into place. John thanked Mark for his continuing support for Discover Hambleton and Herriot Country Tourism Group to date and for coming to the new group meeting as we step forward into a new period.
3. Emma Hudson of Discover Hambleton explained the current review of the tourism sector being undertaken by colleagues from the existing local authorities. This includes Craig Nattrass for Ryedale (in attendance) and Janet Deacon of Scarborough and the Yorkshire Coast (who was planning to join the meeting but sent apologies due to illness) and others. The review will provide them with a mapping of all the different organisations to then enable the new authority to plan its approach with the various organisations. This steering group has a good opportunity to be one of the most important links with the private sector and recognised for its marketing expertise to dovetail into the new authority's plans.



4. Craig suggested that support could emerge for more research that would assist in forming decisions about future marketing and management of tourism on North Yorkshire.
5. Emma gave an update on Discover Hambleton explaining that there will be an overlap period covering the district even after the changeover. This will continue until at least September. New leaflets have been commissioned and the social media activity will continue. Craig and Emma confirmed that data on footfall in market towns in the area is now at, or above pre-covid levels.
6. John presented the slide presentation from VisitEngland's Paul Szomoru which explains the new structure that is currently being piloted in the North East. There will be two officially recognised tiers in future. i. Destination Development Partnerships (DDP's) – covering a regional area and ii. Local Visitor Economy Partnerships (LVEP's) covering more local groupings. Each will have an accreditation criterion and it is hoped that Herriot Country Tourism Group will be able to fit into the LVEP tier, working with the new North Yorkshire Council to deliver its marketing activities and in partnership with Make It York/VisitYork John has joined Make It York's Advisory Board and Sarah Loftus has joined this steering group. It will take around a year for all of this to come into place, so this steering group is timely in preparation.
7. John shared Herriot Country Tourism Group activities to date and in the coming months. The two future key focuses are **International Markets and Screen Tourism**. A workshop is planned on 20th March to help Herriot Country businesses to understand more about this market and to be able to take advantage of this market – funding for the Screen Tourism initiative has been sought from the York and North Yorkshire Local Enterprise Partnership. The International Marketing started at World Travel Market in November, at UK Inbound's Best of Britain and Ireland last week. The group will be represented at the Coach Tourism Association's workshop and conference in Belfast on 6th & 7th February, International Confex (for the incentive market), British Travel and Tourism Show in March and the Group Leisure Show in October. Social media posts about individual Herriot Country businesses on a daily basis and a weekly destination of the week.
8. The costs for attending these events comes to around £13000 which has largely been covered by the World of James Herriot with some support from a small cohort of members especially Mark Robson Hambleton District Council and Classic Lodges Hotels. But as we move toward becoming an accredited LVEP it will be important to raise funds in future to be able to continue. After discussion, it was **agreed** that the group should work toward the new set up and introduce a fee structure for membership from the private sector (Until now, it has been free and a figure of £75 per year as a starting price for basic membership.) The fee structure to be based on plans for future initiatives so that it is clear to businesses what they will get for membership and the fee will reflect their involvement. John will work up a



new plan to be circulated to steering group members to discuss at the next meeting. Other forms of fund raising will also be looked at including sponsorship, in-kind contributions and support. Ideas for names for the group in future were aired. Commitment from this group is an important start in this next phase for North Yorkshire's tourism marketing and management structure.

9. Next meeting: Wednesday 8th March at 10am at Solberge Hall Hotel.

(Thanks to Richard Smith and the Solberge Hall team)