



**Steering Group Meeting Wednesday 21st of June 2023
via zoom**

Attendees: Ian Ashton, World of James Herriot; Emma Hudson, North Yorkshire; Clare Allen, Georgian Theatre Royal Richmond; Paul Szomoru, VisitEngland; Craig Natrass, North Yorkshire; Catriona McLees, North York Moors National Park, Alex Robson, Northallerton Town Council; James Etherington, Kiplin Hall, Jade McGilliveray, Holiday Inn Scotch Corner; Marcia McLuckie, Original Richmond, Ruth English, Winnies Yorkshire Delights; Nick Keegan, Wensleydale Railway; Sarah Loftus, MakeltYork/VisitYork; John Gallery, Herriot Country Tourism Group chairman.

Apologies: Andrew McGuinness, Confederation of Passenger Transport; Janet Deacon, North Yorkshire; Peter Cole, North Yorkshire; Caroline Bell, Shepherd's Purse Cheese; Jessica Barker, Thief Hole; Colin Badgery, Thirsk Birds of Prey Centre; Linda Furniss, The Stripey Badger Book Shop and Grassington Chamber; Phil Brierley, Monk Park Farm & York House Leisure; Hayley Cooke, Monk Park Farm; Julie Barker, Yorkshire Dales National Park; Richard Smith, Classic Lodges Hotels.

Notes:

1. **Updates** from colleagues: Nick Keegan explained Wensleydale Railway's activities, including a newly tarmacked car park at Leeming Bar station, new events such as the Fish and Chip Trains which have all sold out plus the Kids for £1 promotion; Sarah Loftus shared data about footfall in York showing only a 0.4% drop against 2019, the city's hotels are seeing more last minute bookings, the Christmas Market is being redesigned to prevent overcrowding and a new City of Trails campaign includes the Ice Trail; Snooks trail and many more. International Marketing Plan is underway working with Herriot Country and North Yorkshire. JG stressed the importance of our working relationship between York and Herriot Country Tourism Group.
2. **Screen Tourism** JG outlined the Tourism Workshop that was held at Holiday Inn Scotch Corner Hotel at the end of March. A screen tourism toolkit has been delivered to businesses that attended the workshop. Further work is continuing to support businesses to take advantage of Screen Tourism. A copy of the toolkit will be shared with colleagues.
3. **Social Media** activity has been realigned to be closer to the All Creatures Great and Small TV series in anticipation of the launch of Series Four. Changes include separating Instagram posts to focus on images for the wider national and international markets and on Facebook to focus on more local activities and for promoting member businesses. The stats are improving exponentially up from a reach of a few hundred to 2-3000. This reach is more important than followers but followers are growing too. More work on this



approach will continue and as we leverage our relationship with the TV and production companies.

4. **North Yorkshire** Emma explained the current status of the North Yorkshire Destination Plan a draft of which has just arrived. This will be shared for comments and feedback. The next phase will be to prepare the application for the LVEP for North Yorkshire at the same time as York also applies for LVEP status. The new North Yorkshire Council teams are being organised to be able to deliver the plan. Craig explained the support activities including economic development, transport, skills and other services that will dovetail with the tourism plan and come to fruition in September. Emma also explained activities that are happening with funds from the Shared Prosperity Fund in the transition period including a digital outreach campaign by Reach plc, new photography and a suite of new films for North Yorkshire. Other things are going on to help the process move forward. The Rural Shared Prosperity Fund is open to other businesses with proposals for projects.
5. **LVEPS** Paul Szomoru explained the progress of the LVEP programme. Some are already in place and others are in the process. The next phase will be to prepare tourism growth plans that will align the strategic planning and alignment with VisitEngland. Panels for the LVEPs are in place and the next panel for the North Yorkshire application will be in September. Paul confirmed that things are on the right track and it was agreed that our collaborative approach is helping this.
6. **World Travel Market** An attempt has been made to create an York and North Yorkshire stand at the show with York, North Yorkshire, Herriot Country, Destination Harrogate and Leeds – there are two options being considered for either a stand alone stand or pods on the UKInbound stand. (Subsequent to the meeting the UK Inbound option has been decided upon). Partners will be invited to be involved. Herriot Country is involved in the International Marketing Plan for York and North Yorkshire. The international market is a key plank of our activities to take advantage of the demand for All Creatures Great and Small as it rolled out in the USA and the rest of the world.
7. **Kings Cross event** – This event is sponsored by Grand Central Railway and partners are being sought for the day. These will be confirmed within the next two weeks. Food and Drink Suppliers are part of this with samples. A competition will be held to get people onto the stand and a special activity is planned.
8. **Group Leisure Show** This event is on Thursday 5th October and partners are invited to become involved – as with Kings Cross, this is mainly domestic market.



9. **Benefits for members** of the group discussed and ideas that will help businesses.
 - a. Marcia suggested press visits into the area which could be based on certain themes e.g. places spa breaks timings and structure to be planned.
 - b. Sarah suggested working on itineraries to promote extended stays.
 - c. Emma suggested picking up the literature distribution days. James said that Kiplin's distribution day went well. There is an appetite for it and Kiplin will do it again. One large event and perhaps smaller satellite ones in different places.
 - d. Craig suggested feeding data into the new Destination Management Plan to identify trends and more data across the destination shared between the various colleague's and businesses.

10. **Membership mapping** of all the different businesses has been undertaken and this has been compared to a list of key reasons that attract people to the destination. This will help to focus on how we can help businesses and with more data coming through in future that will help to guide the marketing activities.

11. **Next meeting** – agreed to meet again in September when the Destination Management plan will be finished and the LVEP application submitted.