

HAMBLETON DISTRICT COUNCIL

Report To: Cabinet
11 June 2013

Subject: ANNUAL SUBSCRIPTION – WELCOME TO YORKSHIRE

All Wards
Portfolio Holder for Support Services and Economic Development:
Councillor P R Wilkinson

1.0 PURPOSE AND BACKGROUND:

1.1 The purpose of this report is to seek approval for increasing the Council's annual subscription to Welcome to Yorkshire.

2.0 WELCOME TO YORKSHIRE & THE VISITOR ECONOMY IN HAMBLETON:

2.1 Welcome to Yorkshire is the official Destination Management Organisation for Yorkshire. It's primary purpose is to make Yorkshire the most popular destination in the UK for leisure and business visitors. They are a not-for-profit organisation, benefiting from local authority and private sector partners and contributing significantly to the overall economic development of Yorkshire.

2.2 Following the end of Yorkshire Forward's £10m annual funding for Welcome to Yorkshire, a new business model was developed based on tourism membership, local authority contributions, external funding, commercial revenues and marketing. This funding cut represents a key challenge to the organisation. Despite this, Yorkshire is the fastest growing tourist destination in the UK.

2.3 Hambleton previously paid an annual membership to the Yorkshire Tourist Board of £1,250 – this has remained static over the last 4 years. There is now the opportunity to review this position. An annual subscription fee of £10,000 would bring Hambleton into line with all other District Councils and National Parks within North Yorkshire, with the exception of Scarborough who pay £20,000. North Yorkshire County Council pay £84,000.

2.4 Any increase in the membership fee will be managed through quarterly review meetings with Welcome to Yorkshire against an agreed action plan of local priorities.

2.5 The following data provides some insight into the visitor economy in Hambleton (source: Cambridge Report, 2009):-

- Overall value of tourism £139m/year;
- Staying visitors generate an estimated £47m expenditure;
- Day visitors generate an estimated £86m expenditure;
- Visitor spending supports an estimated 2,548 full-time equivalent jobs.

In addition to the impact on tourism, there is a broader positive impact on the local economy in general.

3.0 RISK ASSESSMENT:

3.1 There are no significant risks in considering this recommendation.

4.0 FINANCIAL IMPLICATIONS:

- 4.1 The Council currently pays an annual subscription of £1,250 to Welcome to Yorkshire. Increasing the subscription to £10,000 annually will require an additional £8,750 to be identified in the 2013/14 budget.

5.0 RECOMMENDATION:

- 5.1 It is recommended that the annual subscription to Welcome to Yorkshire is increased to £10,000 per year.

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Background papers:

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