

TOURISM PLAN					
Encouraging tourism in Hambleton and the associated economic benefits post Covid 19.					
Vibrant Market Towns					
<i>Outcome needed</i>	<i>Action</i>	<i>Lead Officer & Partners</i>	<i>Time Frame</i>	<i>Priority</i>	<i>Task/Projects</i>
1. Tourism Advisor providing guidance to HDC and support to local sector businesses.	1. Appoint Tourism Advisor to HDC for interim period to support development of plan and implementation.	Sam Swinbank & Nicole Patterson	July 2020 onwards	High	<ul style="list-style-type: none"> • Current 12 month contract due to come to an end • Extension to be agreed for a further 12 months as from July 2021.
2. A forum for tourism and hospitality professionals across Hambleton to come together and drive the development and growth of the sector.	1. Agree principles for group and identify key representatives – facilitate formation of the group and assist with the group becoming self-sufficient.	Tourism Advisor	Ongoing	High	<ul style="list-style-type: none"> • Quarterly meetings. Rotated Chair from the private sector representation.
	2. Sector representation in place from March 2021	Tourism Advisor	Ongoing	High	<ul style="list-style-type: none"> • Representatives from the key sectors involved in tourism: Visitor Attractions, Hotel, Bed & Breakfast, Self-Catering, Holiday Park & Lodges, Hospitality (Pub & Restaurant) & Historic Houses & Gardens, Food & Drink Sector as well as a representative for Vibrant Market Towns (Peter Cole HDC)

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3. Established and recognised gateways to major tourist destinations (Dales and National Parks).	1. Identify key Hambleton areas that link to popular destinations (e.g. Stokesley and Thirsk as a gateway to the North York Moors National Park, Bedale to the Yorkshire Dales National Park, Easingwold to York & Howardian Hills AONB) and establish principle of the gateway with both parties.	Tourism Advisor & Vibrant Market Towns Officer	Ongoing	High	<ul style="list-style-type: none"> Tourism Advisor along with Dales/National Parks, Town Councils, Town Futures Teams, Tourism Forum and key businesses both within the gateway and the destination.
	2. Develop agreed plan to promote the gateway through having links to the destination and its attractions and providing options for the passing tourist (stopping place, additional info etc.)	Tourism Advisor & Vibrant Market Towns Officer Town Futures Teams Herriot Country Tourism Group	Ongoing	High	<ul style="list-style-type: none"> Initial meetings held with NYMNP & YDNP to progress initiatives. Links to be in place by August 2021.
4. #Discover Hambleton campaign increases visitor numbers and spend within the district.	1. Develop #Discover Hambleton campaign to spotlight attractions and businesses that Hambleton residents and visitors within driving distance (particularly aimed at Tees Valley) can access.	HDC (Tourism Advisor/Communications Manager) Local tourism and hospitality businesses, Tourism Forum,	May 2021 Launch date 18.05.21. Continued ongoing work to raise the profile and engagement	High	<ul style="list-style-type: none"> Campaign is led by HDC and local businesses will know that HDC have developed – publicly, though this will not be directly linked to the Council which allows more flexibility for businesses to

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		Town/Parish Councils, neighbouring authority tourism, TICs and Town Teams.	with the digital platform.		<p>be promoted (council is not endorsing anyone) and for competitions etc. to be operated.</p> <ul style="list-style-type: none"> • Campaign will be mainly operated through social media platforms but will link to other forums such as Herriot webpages linked to the World of James Herriot and the Herriot Country Tourism Group. • Campaign content will be provided by local businesses in and related to the tourism/visitor economy sector. • Initial content provision to be targeted at boosting local visitor economy in line with the Governments easing of lockdown restrictions. (Identified content from DS). • Establish a series of short videos that can be used to promote the area.

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5. Good quality, up to date information on Hambleton as a destination and gateway.	1. Improve the content for the Hambleton area and develop links and cross promotions with the Herriot Country Tourism Group and the World of James Herriot on websites and other digital platforms.	HDC (Tourism Advisor/Communications Manager) Herriot Country Tourism Group & World of James Herriot.	Ongoing	High	<ul style="list-style-type: none"> • Work on new content to populate the Hambleton pages on the Herriot Country website • Create a bank of new images, including video clips to promote Hambleton as a visitor destination
6. Make Hambleton a destination in its own right	1. Work with businesses within the tourism sector to develop a collaborative approach to provide 'A Day Out in Hambleton's Herriot Country'.	Tourism Advisor Local tourism and hospitality businesses, Tourism Forum, Herriot Country Tourism Group, Town/Parish Councils, Business Associations & TIC's.	Ongoing	Medium	<ul style="list-style-type: none"> • Identify key businesses within the tourism sector to partner with in developing this initiative • Develop cross promotional activity with key businesses within the tourism sector to raise the awareness of Hambleton and its Market Towns as a tourist destination

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	2. Develop 'Days Out', with the Market Towns and surrounding tourism businesses	Tourism Advisor & Vibrant Market Towns Officer Local tourism and hospitality businesses, Tourism Forum, Herriot Country Tourism Group, Town/Parish Councils, Business Associations & TIC's.	Ongoing	Medium	<ul style="list-style-type: none"> Work with Herriot Country Tourism Group to promote 'Days Out' experiences across their digital platforms
	3. Develop thematic visitor experiences with the tourism business e.g. Hambleton's Herriot Country for Food & Drink, Hambleton's Herriot Country for Heritage, Hambleton's Herriot Country for Outdoors, Hambleton's Herriot Country for independent Shopping	Tourism Advisor Local tourism and hospitality businesses, Tourism Forum, Herriot Country Tourism Group, Town/Parish Councils, Business Associations & TIC's.	Ongoing	Medium	<ul style="list-style-type: none"> Produce series of thematic experiences to raise the profile of Hambleton as a visitor destination. Develop a campaign to promote the thematic experiences via #DiscoverHambleton

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	4. Identify key markets to support Hambleton's tourism economy e.g. Cycling – Cycle Friendly Market Towns.	Tourism Advisor & Vibrant Market Towns Officer Local tourism and hospitality businesses, Tourism Forum, Herriot Country Tourism Group, Town/Parish Councils, Business Associations & TIC's.	Ongoing	High	<ul style="list-style-type: none"> • Develop a Cycle Charter to support businesses to become more cycle friendly • Work with Market Towns to produce a cycle toolkit • Put on workshops for those businesses that want to become more cycle friendly
7. Hambleton viewed as a developing and welcoming destination for the coach operators and group organisers.	1. Undertake initial conversations with coach operators, group organisers, local businesses and Town councils to understand appetite and opportunity for Hambleton as a coach friendly destination.	Tourism Advisor Coach Forum (Herriot Country Tourism Group, World of James Herriot, Solberge Hall, Confederation of Passenger Transport UK (CPT) along with key businesses/attractions)	Ongoing project	High	<ul style="list-style-type: none"> • Facilitated from Nov.2020. Due to Covid restrictions familiarisation weekend postponed in March 2021. Planned date now Autumn 2021.
	2. Support local attractions and businesses to establish a Coach Forum to develop plans and materials to encourage the coach market and groups to the district.	Tourism Advisor Coach Forum (Herriot Country Tourism Group, World of James Herriot, Solberge Hall, Confederation of	Ongoing project	High	<ul style="list-style-type: none"> • Create itineraries to promote to Coach Operators and Group Organisers • Work with Herriot Country Tourism Group to produce promotional material

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		Passenger Transport UK (CPT) along with key businesses/attractions)			<p>across all platforms to promote to this key market</p> <ul style="list-style-type: none"> • Support and work with World of James Herriot at key exhibitions promoting to this key market
	3. Work with the Coach Forum to deliver a familiarisation weekend, hosted by Solberge Hall, to showcase the local area and to this key market.	Tourism Advisor	Ongoing project	High	<ul style="list-style-type: none"> • Support tourism businesses and Market Towns to maximise the opportunities around the familiarisation event
8. Hambleton is recognised as a destination for Food and Drink.	1. Campaign to promote food and drink offer in Hambleton, link to # Discover Hambleton.	HDC (Tourism Advisor/Communications Manager/VMT Officer), Hambleton Tourism Forum, Herriot Country Tourism Group, Food and Drink sector in Hambleton and Deliciously Yorkshire. March 2021 onwards.	Ongoing project	High	<ul style="list-style-type: none"> • Opportunities to link into Visit Britain/Visit England Food and Drink campaigns. • Get local food producers/retailers on board to promote buying local and the benefits this brings (provenance, supporting local economy, reducing carbon footprint, seasonality of produce etc.) • Encourage local hospitality and attractions to utilise local producers (supply chain project)

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	2. Promote food and drink as part of the destination offer – link into farmer’s market, food festivals and developing food & drink hubs within the Market Towns.	Tourism Advisor & Vibrant Market Towns Officer Herriot Country Tourism Group	Ongoing project	Medium	<ul style="list-style-type: none"> • Work with the Market Towns in maximising the opportunities around their food and drink offer
	3. Flavours of Herriot Country.	Tourism Advisor & Vibrant Market Towns Officer, Hambleton Tourism Forum, Herriot Country Tourism Group, Food and Drink sector in Hambleton and Deliciously Yorkshire.	Spring 2022	Medium	<ul style="list-style-type: none"> • Work with Flavours of Hambleton to promote the event • Promote the event to the food and drink sector in Hambleton and encourage businesses to take part in the awards