

## Policy Committee – 21/07/15

### North Yorkshire Business Rate Pool

### Economic Development Top slice –

### Funding Welcome to Yorkshire



Report of the Chief Executive and the Strategic Manager for Financial Services.

Ward(s) affected: All

1. **Purpose of Report** – To provide an overview of the NY Business Rates Pool and to seek £10k additional contribution to Welcome to Yorkshire.
2. **Recommendations** – Members are recommended to consider an additional £10k contribution to Welcome to Yorkshire to be funded from the Enabling Efficiencies Reserve.

### 3 Background to the report

- 3.1 Six Councils in North Yorkshire have combined to form a Business Rate Pool. These are North Yorkshire County Council, Scarborough Borough Council, Ryedale District Council, Hambleton District Council, Richmondshire District Council and Craven District Council. The Business Rate Pool is a mechanism which allows councils to come together to regard the business rates at an aggregated level and then benefit from a lower levy to central government
- 3.2 The following paragraphs are an extract from the rates pool submission that was sent to DCLG to form the N Yorkshire Pool
- 3.3 “Members of the proposed NY Pool consider the NYBRP will be an important enabler to drive forward economic growth and create a positive framework for targeted investment across North Yorkshire. It is the express intention of the NYBRP to improve the well-being and prosperity of the communities we serve.
- 3.4 Specifically it is envisaged that the NYBRP will have an important role in providing additional financial resources with a view to enabling NYCC to invest into the local economic environment. This will be complimented by a commitment to allocating 20% (to a maximum of £250k) of any gains achieved to a fund that will be administered by Chief Executives and Leaders as a function of an established subgroup of the York and North Yorkshire Local Enterprise Partnership.
- 3.5 A key focus of this fund will be to provide targeted resources to ensure the promotion of growth of jobs for North Yorkshires residents by encouraging investment in our area. This fund will be additional to existing commitment to ensure

any opportunity to compliment and enhance the strong working relationships with the York and North Yorkshire Local Enterprise Partnership.

- 3.6 In addition the NYBRP will encourage collaborative working across all the member authorities and will avoid any restrictive practices founded on any individual authority's boundaries and income requirements.
- 3.7 A NYBRP also provides the intended benefits of sharing the benefit from economic development across a wider area and benefit the individual members but also spreading the risk of any volatility in Business Rates income. "
- 3.8 The North Yorkshire Business Rate Pool has two main parts to it, a top slice which amounts to either £250k or 20% of the Pool, whichever is the lower, which is to be used to fund Economic Development projects that benefit the whole Pool area and which is in line with the North Yorkshire, York and East Riding LEP priorities. The second element of the Pool is that the remainder of the fund is distributed back to Councils in line with an agreed formula.

#### **4 Performance of the North Yorkshire Business Rate Pool 2014/15**

- 4.1 The first year's operation of the Business Rate Pool has been successful, it has generated an overall surplus of £730k. This is a positive performance but has reduced during the course of the year below expectations due to some important Business Rate appeals and re-evaluations that have taken place. The most significant of these have been within Richmondshire District relating to the Ministry of Defence establishments. The negative impacts in Richmondshire have been to such an extent that there has been a negative contribution from Richmondshire, which has affected the overall scale of the Pool.
- 4.2 The outturn position in relation to benefits derived in each of the 5 District areas from the Business Rate Pool is set out in the table 1 below.

Council	Final Outturn Position
Craven	£255k
Hambleton	£186k
Ryedale	£250k
Scarborough	£854k
Richmondshire	(£815k)
<b>Net Benefit</b>	<b>£730k</b>

**Table 1**

- 4.3 The Business Rate Pool surplus is distributed amongst Councils including North Yorkshire County Council in line with an agreed formula which provides for the following distribution – (Table 2)

Council	Distribution of Surplus
Craven	£59k
Hambleton	£61k
Ryedale	£61k
Richmondshire	£27k
Scarborough	£185k
NYCC	£168k
SBC admin fee	£30k
Economic Development topslice	£140k
<b>Total</b>	<b>£730k</b>

**Table 2**

The above table shows that the amount available for the Economic Development top slice at 20% of the Business Rate Pool is £140k which is significantly less than the target amount of £250k. The administration of the Business Rate Pool is undertaken by Scarborough Borough Council who charge a fee of £30k to the Business Rate Pool.

## **5 Allocation of the Economic Development Top Slice**

- 5.1 Leaders of the 6 Councils in the North Yorkshire Business Rate Pool have agreed to allocate the Economic Development top slice to Welcome to Yorkshire. Tourism is an important industry across all of the Councils areas in North Yorkshire and has received significant support from Welcome to Yorkshire through the strong Welcome to Yorkshire brand, specific marketing activities and major events such as last year's Tour de France. Welcome to Yorkshire no longer receives the funding that it did when first established through the Regional Development Agency. It is therefore reliant on funding from private business, Local Authorities and other events and activities that can generate income. Welcome to Yorkshire incurred additional expenditure in supporting the Tour de France event and requires some additional support from Local Authorities to ensure that it is sustainable going forward and can deliver a meaningful programme for 2015/16
- 5.2 Business Rate Pools operate in the Leeds City Region area and also in North Yorkshire. It has been agreed that both Business Rate Pools will provide funding over the next two years to Welcome to Yorkshire in addition to the usual Local Authority subscriptions.
- 5.3 Leaders and Chief Executives have recently met with Gary Verity and Clare Morrow from Welcome to Yorkshire. Issues relating to the on-going financial position of Welcome to Yorkshire and its business plan activities were discussed.

## 6 Additional Funding from the Business Rate Pool

- 6.1 The initial estimate of the Economic Development top slice that would be achieved by the North Yorkshire Business Rate Pool was £250k. This figure was shared with Councils within the West Yorkshire Business Rate Pool and Welcome to Yorkshire. Part way through the year it became clear that the Business Rate Pool was not going to perform as strongly as first hoped and a revised figure of £218k was provided as the estimated outturn position. As outlined above the final figure for the Economic Development top slice has reduced still further to £140k. It was felt at the recent meeting of Leaders and Chief Executives that it would be important and worthwhile to increase this figure from the allocations that had been made to individual Councils from the Business Rate Pool. Richmondshire District Council, given the particular circumstances in Richmondshire, offered to provide their entire remaining surplus of £27k back into the Economic Development top slice. It was also agreed that the remaining 5 Councils within the Business Rate Pool would separately consider approving the allocation of £10k from their own individual distributed surplus to go back into the Economic Development top slice. If each individual Council followed this course of action then the Economic Development top slice would recover to a figure of £217k.
- 6.2 Welcome to Yorkshire have provided information on the programme and this is included at Appendix 1.

## 7 Conclusion

- 7.1 The marketing of the Yorkshire Brand has been extremely successful due to the success of Welcome to Yorkshire. They secured the Tour de France, which is still having a positive spin off for Craven and Yorkshire and implemented other very high profile campaigns to promote Yorkshire. The Leaders and Chief Executives referred to above felt that an additional investment in Welcome to Yorkshire was the correct move to underpin this year's programme.

## 8 Implications

- 8.1 **Financial Implications** – The contribution of £10k is Craven District Council's 'top up' to the contribution to be provided via the North Yorkshire LEP and it is proposed to treat it as a supplementary estimate to the 2015/16 budget and that it is funded from the Enabling Efficiencies Reserve.
- 8.2 **Legal Implications** – none applicable for this report
- 8.3 **Contribution to Corporate Priorities** – Tourism is a key sector for the Council and this will contribute to the continued promotion of the Yorkshire Brand within the Enterprising Craven priority of the Council Plan.

**8.4 Equality Impact Assessment -**

The Council's Equality Impact Assessment Procedure **has not been** followed. Therefore neither an Initial Screening or an Equality Impact Assessment has been undertaken on the proposed additional contribution to identify whether it has/does not have the potential to cause negative impact or discriminate against different groups in the community based on •age • disability •gender • race/ethnicity • religion or religious belief (faith) •sexual orientation, or • rural isolation.

**8.5 Consultations with Others Access to Information :\_** Leader and Lead Members**8.6 Author of the Report –** Paul Shevlin, Chief Executive and Nicola Chick Strategic Manager/Section 151 Officer

Note : Members are invited to contact the author in advance of the meeting with any detailed queries or questions.

**9 Appendices –**

Appendix A – Information supplied by Welcome to Yorkshire

**Welcome to Yorkshire  
partnership with  
Craven District Council  
2015/16**

## Overview

As the official Destination Management Organisation for Yorkshire our job is to make Yorkshire the most popular destination in the UK for leisure and business visitors. We are a not-for-profit organisation, benefiting our local authority and private sector partners and contributing significantly to the overall economic development of Yorkshire.

**Tourism is important for Yorkshire** - the county's industry is worth £7 billion annually, employs 250,000 people, and welcomes around 216 million visitors annually. Tourism supports an improved quality of life making the region a good place to live, work and visit.

**Tourism in Yorkshire is growing** - Yorkshire is the fastest growing tourist destination in the UK. We are bringing even more visitors to the Yorkshire region and improving Yorkshire's fortunes. Here are a few figures from independent sources that illustrate our successes:

- Since launching in 2009 the value of Yorkshire tourism has increased from £5.9bn to around £7bn
- 4,000 further jobs have been created
- The first six months of 2014 equated to the strongest first half of a year for inbound tourism to Yorkshire since 2008 (source VisitBritain)
- From January to June 2014 Yorkshire welcomed 607,000 inbound international visits – an uplift of 7% on the same period in 2013 and the highest number of visits for five years. This growth sees visitor numbers moving towards the 2008 pre-economic crisis record of 635,000 visits. (source VisitBritain)
- £110m worth of local, national and international PR coverage achieved since launch in 2009

Welcome to Yorkshire has made huge strides in putting the county at the forefront of people's minds – increasing the value of the economy, creating jobs and increasing visitor numbers. We are pleased to have played our part in the success of Yorkshire, which has been recognised both through the attainment of numerous awards and at a Governmental level. The Government's 2011 Tourism Strategy highlighted Welcome to Yorkshire as an exemplar of excellence in destination leadership and development to the rest of the country.

**TdF Grand Depart** boosted the region's economy by £102m. Public opinion and awareness of Yorkshire has rocketed after the county's hosting of the biggest Grand Départ in the history of the Tour de France. More than one third of the UK's population had their opinions on Yorkshire positively changed thanks to the Grand Départ, with a quarter of the country now wanting to visit the county, according to a new ResearchBods study.

## Activities

Our work encompasses strategic tourism leadership and development of the visitor economy across Yorkshire, major marketing initiatives, high profile PR campaigns, business engagement and the protection and promotion of the official Yorkshire brand.

Highlights of our extensive marketing activity and achievements in 2014/15 are set out at appendix 1.

We are delighted that our work in marketing Yorkshire has been recognised internationally. For four consecutive years Welcome to Yorkshire has won World's Leading Marketing Campaign at the World Travel Awards – beating Egypt, Spain, South Africa, Brazil and Abu Dhabi.

For 2015/16, we continue to have ambitious ideas for marketing and PR campaigns and initiatives. We will also continue to support business development, growth and performance within Yorkshire, building on the previous programme of activity to raise Yorkshire's profile as a key tourism brand in the UK.

### Domestic Marketing Campaigns

- Our marketing activity is designed to position Yorkshire as the number one destination of choice for short-breaks in the UK. Yorkshire is marketed across the following key themes - Artistic, City Life, Indulgence, Events and Festivals, Sport, Outdoors, Family, Gardens, Delicious, Heritage, Coast. We will continue to promote the county of Yorkshire in 2015 by delivering our seasonal marketing campaigns, supported by national press distribution. This activity will be complemented by a number of bespoke topic guides including a Cycling map, a stylish Short Breaks guide and a Film and TV map. We will also produce a series of 'Delicious Trails' and our flagship publication, 'This is Y' magazine. We will showcase Yorkshire at some of the country's biggest exhibitions and festivals including the Great Yorkshire Show and the Chelsea Flower and will continue to support local events and festivals given the key role they play in attracting visitors.



## Partnership Working

Collaborative working and complementary tourism activity is essential if we are to continue to increase the Yorkshire visitor economy against a backdrop of significantly reduced direct Government funding. We will continue to build a strong membership base amongst tourism businesses, as well as increasing support from our corporate partners from across the wider business sector. We will use every opportunity to harness and co-ordinate any funding available for more local initiatives, and actively encourage tourism businesses and other organisations to join forces to increase the impact they can have in marketing their own business and area.

We are committed to working effectively with all local authorities, key stakeholders and tourism businesses to provide specific localised benefits for all. Activity within each of these areas will differ depending upon the local characteristics, needs, tourism product and opportunities and will be tailored to match local requirements whilst being realistic to the relative resources available.

Your continued support of the work we deliver, on your behalf as a key partner, is essential for the future of Yorkshire's tourism industry. We look forward to further developing this partnership throughout 2015/16 to ensure Yorkshire continues to be the UK's leading tourism destination.

<b>Strategic Input</b>	<p>Providing strategic tourism leadership, interacting with the Tourism Minister, DCMS, MPs, LEPs and Senior Local Authority representatives. Creating a strong, co-ordinated Yorkshire.</p> <p>Activity includes</p> <ul style="list-style-type: none"> <li>• Regular meetings between Gary Verity and Paul Shevlin</li> <li>• LEP representative on the board of Welcome to Yorkshire</li> <li>• Integrated approach with Tourism Managers</li> <li>• Close relationship co-ordinating marketing and PR activity</li> </ul>
<b>Domestic Marketing Campaign</b>	<p>Marketing activity to position Yorkshire as the number one destination of choice for short-breaks in the UK. Yorkshire is marketed across ten key themes - Artistic, City Life and Indulgence, Events and Festivals, Sport, Outdoors, Family, Gardens, Delicious, Heritage.</p> <p>Activity includes:</p> <ul style="list-style-type: none"> <li>• Exposure for Craven across all marketing campaigns including our award winning website yorkshire.com which attracts over 12 million page views per year</li> <li>• Destination pages on yorkshire.com for the following Craven destinations: Yorkshire Dales, Skipton, Grassington, YD National Park, Settle,</li> <li>• Exposure for Craven on letour.yorkshire.com and within campaigns promoting Yorkshire as one of the worlds top cycling destination.</li> <li>• Craven Tourism Managers to provide refreshed content for destination pages quarterly</li> <li>• Settle and Grassington featured as a destination of the month on yorkshire.com and within the consumer enewsletter</li> <li>• Double page spread featuring Craven within This is Y magazine. 200,000 copies are distributed across the UK and overseas each year.</li> <li>• Tourism Managers will be asked to supply content for each marketing campaign.</li> <li>• Craven destinations and attractions feature in consumer e-news and WTY blogs throughout the year. See appendix 3</li> <li>• Support with social media activity</li> <li>• Tourism managers will receive a copy of the monthly occupancy and monthly visitor attraction monitor</li> </ul>

<b>PR</b>	<p>Award winning PR team raises the profile of Yorkshire both regionally, nationally and internationally with millions of pounds worth of media coverage.</p> <p>Activity will include:</p> <ul style="list-style-type: none"> <li>• Continued support of Craven Council with destination PR coverage. (See Appendix 4)</li> <li>• Cuttings of all media coverage will be provided annually.</li> </ul>
<b>Business Tourism</b>	<p>Business tourism marketing activity is designed to raise the profile of the Yorkshire region as a destination of choice for business visits and events, nationally and internationally and grow the value of the business tourism visitor economy in the Yorkshire region.</p> <p>Activity includes:</p> <ul style="list-style-type: none"> <li>• Promotion of Craven District Council destinations and business tourism venues on yorkshire.com/venues</li> <li>• Destination page featuring Craven and its venues on yorkshire.com/venues</li> <li>• Discover Yorkshire Coast conference bureau is featured as the call to action for enquiries on yorkshire.com/venues</li> <li>• PR coverage for Craven and its conference venues</li> <li>• Craven venues and destinations to feature within Business Tourism editorial coverage.</li> </ul>
<b>Business Support and Engagement</b>	<p>Providing direct relevant support to the Local Authority's tourism businesses, With over 5,000 businesses signed up to the WTY membership scheme, members receive a series of benefits in order to help support their growth. Benefits include marketing support, access to marketing expertise, networking and events and access to discounts and savings.</p> <p>Activity will include:</p> <ul style="list-style-type: none"> <li>• Business support for membership in Craven District</li> <li>• 2 member events per year to be held in Craven District</li> <li>• 1 members workshop/course to be held in Craven District</li> <li>• Attend and update local tourism associations</li> </ul>

<b>Events and Festivals</b>	<p>Our role is to help to ensure that Yorkshire has the required products to exceed the expectations of its visitor.</p> <p>We provide support for both larger, high profile events and smaller events and festivals. Through this support and branding, the profile of Yorkshire and the event are raised, contributing to increased visitor numbers and retention.</p> <p>As part of the Tour de Yorkshire race, we will host a Festival in the month building up to the event. This will take place throughout April and over the tour weekend. The Tour de Yorkshire festival will be open for Craven-based events to be promoted free of charge.</p>
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We have completed an extensive programme of marketing activity, promoting Yorkshire on a local, national and international stage.

We carry out activity based on our **marketing themes** which help to group and portray the key Yorkshire products:

- **Events & Festivals** – showcasing the varied events that happen across the region, from farmers' markets, to huge pop concerts, to Shakespearian plays in historical settings – the choice is vast.
- **Family Fun** – a key strength both for the day visitor and in-region markets – family fun attractions both indoor and outside and child friendly accommodation.
- **Outdoors** – landscapes, wildlife plus activities.
- **Heritage** – a particular strength in the region, from stately homes, castles and gardens, to industrial heritage and heritage museums.
- **Artistic** – highlighting the artistic scene in Yorkshire – theatre, dance, sculpture, art, film and museums.
- **Sports** – focusing on experiences through events, also participation and watching sporting fixtures.
- **Indulgence** – everything high-end (accommodation, fine dining, boutique shopping, spa treatments and weddings).
- **Delicious** – covering all things food-related in Yorkshire, from producers, to the Regional Food Group for Yorkshire & Humber, to fine dining and great pubs. Drinking, eating and enjoying food is the essence of this theme.
- **City Life** – this theme is key in terms of changing perceptions by highlighting the City living in Yorkshire – the strength and modernity within our cities.
- **Coast** - will extol the virtues of Yorkshire's stunning heritage coast.
- **Gardens** – to raise the profile of Yorkshire's beautiful green spaces and encourage visits to gardens, historic houses and related events across the county.

## Highlights of 2014-15 Activity

### The Grand Départ of the Tour de France

Yorkshire hosted the Tour de France Grand Départ on 5<sup>th</sup> and 6<sup>th</sup> July 2014. The race Director, Christian Prudhomme, hailed the Tour de France's three days in Britain as "amazing, unforgettable and the grandest Grand Départ ever".

The riders and teams were unanimous in their praise for the crowds and the support they received during the weekend in Yorkshire. They took to Twitter to communicate their appreciation *@chrisfroome - I've never been part of a Grand Départ like that. Crowds and support out there was second to none! #ThankYouYorkshire*

The 2,000 media in attendance were also overwhelmingly positive about the Yorkshire Grand Départ. Many of the UK national newspapers led on their front pages with images of the Tour de France in Yorkshire including The Times newspaper which had a wrap around cover of the race in Haworth. Yorkshire succeeded in raising the bar for all future hosts of the Grand Départ and took the race beyond traditional sporting boundaries by engaging with arts organisations, community groups, places of worship, rural Yorkshire and corporate Yorkshire, schools and universities.

Significant outcomes of the TdF Grand Départ in Yorkshire include :

- £102 million economic boost to Yorkshire
- 4.8m people lined the routes over the race weekend
- 10,000 people attended the TdF Team Presentation held at Leeds Arena
- 2.5 million page views attracted to Le Tour Yorkshire website over the race weekend alone
- 2m spectators felt inspired to cycle more often
- The TdF Grand Départ in Yorkshire produced several 'firsts' - an Official song, 'The Road', an official painting and a 100 day Cultural Festival leading up to the race weekend
- 10,000 volunteer Tour Makers, kitted out & trained by Asda
- 7,000 stewards

- 23,500 knitted jerseys were made to create bunting to decorate villages, towns and cities around the two routes. A further 70km of other bunting was also used along the routes
- A shop in West Tanfield sold a year's worth of ice cream in a single afternoon!

### Yorkshire Festival – 100 Day Festival 27<sup>th</sup> March – 6th July 2014

- As mentioned earlier, Yorkshire hosted the first Cultural Festival to accompany the Grand Départ of the Tour de France and it was the first cross-county Festival. Seizing the opportunity presented by hosting the world's largest annual sporting event in Yorkshire, Welcome to Yorkshire secured support from the Arts Council of England, Yorkshire Local Authorities and sponsor Yorkshire Water to create a large-scale arts festival. With the eyes of the world on Yorkshire, this was a unique opportunity to showcase the county's world-class artistic offering on a grand scale. With an ambitious artistic vision, a diverse range of arts organisations created new work and experiences across Yorkshire. Inspired by the bicycle and the Grand Départ's central tenet of 'free to access', the Festival featured 47 headline projects and over 500 fringe events including film, visual art, sculpture, land art, theatre, music, carnival, dance, architectural illumination, craft and photography.
- Yorkshire Festival was a key driver delivering an animated welcome to 3million people at the Grand Départ. It has also given 750,000 people high-quality, innovative cultural experiences, forged new creative working partnerships, changed perceptions and set imaginations free.
- **Publicity caravan** - Yorkshire companies featured within in the Publicity Caravan of the 2014 Tour de France Grand Depart in our great county, included : Yorkshire Tea, Sheffield Hallam University, Yorkshire Building Society, McCain Chips, P&O and Cono Sur.

## TdF Legacy Projects

### Tour de Yorkshire 1st – 3rd May 2015

- The Inaugural Tour de Yorkshire will happen from the 1st – 3rd May 2015. This has been classified as 2.1 UCI Europe Tour event. This year's inaugural event is the start of a cycling legacy for Yorkshire following the huge success of the 2014 Yorkshire Grand Départ. Welcome to Yorkshire and ASO, the organisers, are strongly committed to developing what will become a breath-taking annual race in a county made for cycling. This is another huge milestone for Yorkshire as we position the county as the cycling heartland of Europe.

### The Yorkshire Bank Bike Libraries project

- This is another flagship initiative of the legacy project borne out of the ambitious aim to try and give every child and adult in our county access to a bike.
- The concept of a Bike Library is a location or mobile unit with a fleet of bikes which are available to loan, free of charge by those in the community who wouldn't normally have access to a bike. Bikes are donated by the public to the bike library and trained mechanics repair them to working order. These bikes can be used to partake in a range of activities to promote healthy living, social inclusion and to have fun! Activities may be as specific as a basic bike maintenance course or simply just give the freedom to ride on a safe route with family and friends.
- An enterprise fund is available to fund new Bike Libraries across the region . The Enterprise Fund will offer financial and marketing assistance to not for profit agencies that want to run community projects (new or existing) via a network of Bike Libraries and community engagement activities. In return for funding awarded, Bike Libraries must ensure they meet the criteria and key performance indicators agreed.
- Yorkshire Bank Bike Libraries, in association with Cycle Yorkshire, will be regulated by a steering group which will include local authority representation.



**The Lord Mayor’s Show 2014** – Once again, Welcome to Yorkshire took part in the Lord Mayor’s Show in London. A Grand Piano pulled 18 cycling men and women and took centre stage as we celebrated a triumphant year of cycling for the county. The piano played a key role in the Yorkshire Festival 2014 as it scaled Britain’s longest continuous incline, Cragg Vale in West Yorkshire.

**Yorkshire.com** Our award-winning website has continued to go from strength to strength – currently attracting 12 million page views a year and growing at a great rate. Our social media audience is well over 88,000 on Twitter and 65,000 on Facebook and continues to grow every day.

**Welcome to Yorkshire’s** official Grand Départ website [www.letouryorkshire.com](http://www.letouryorkshire.com) also saw some incredible international traffic during July 5 and 6, further promoting the county to the world. The website’s visitors included visitors from 190 countries with exceptionally large traffic from Australia, USA, France, Canada and the Netherlands. Since its launch in January 2013, the site has attracted 18.45 million page views. Twitter played a key role too with a combined reach of @letouryorkshire tweets during the weekend of 23.2 million accounts.

**Event & Festivals** - We have sponsored and/or undertaken a full programme of both headline events and promoted and supported an extensive range of over 100 festivals and events, enabling those events either to take place or better market themselves, bringing increased visitors in to the local area.

**Horseracing in Yorkshire** - Welcome to Yorkshire recognises the importance of racing in Yorkshire. We were the title sponsors of the Ebor Festival at York in August.

**People power sees Yorkshire garden make Chelsea history.** Welcome to Yorkshire made Chelsea Flower Show history by becoming the first exhibitor to win the prestigious People's Choice award five years in a row.

**White Rose Awards 2014.** The UK’s biggest tourism awards, were hosted by Welcome to Yorkshire. This year the awards ceremony was hosted at The Yorkshire Event Centre in Harrogate with over 1,000 people celebrating the best of Yorkshire tourism.

**Life's a Beach at the Great Yorkshire Show.** Ten tonnes of sand were ferried from the shores of Scarborough to the green fields of Harrogate as part of ambitious plans to recreate our popular beach at the Great Yorkshire Show. The winner of Yorkshire's Favourite Pub competition was announced at the show, in conjunction with launching the Ale Trail.

**Kings Cross branded ticket gates** – We continued our working partnership with East Coast Trains by branding the ticket gates at Kings Cross station with Grand Départ artwork.

**Print Campaigns** – During 2014-2015 we published a range of printed campaigns which were distributed both in and out of county

- Seasonal Guides – Spring, Summer, Autumn and Winter, Festive
- Yorkshire Post supplements – Easter, Summer, Autumn and Christmas
- Gardens Guide – Distributed at Chelsea Flower Show and Harrogate Spring and Autumn Flower Shows
- Discover Days Out - Voucher Booklet – Summer Savings booklet focusing on some of Yorkshire's key attractions
- Delicious Trails – Fish & Chips, Ale and Tea
- This is Y magazine – with a cycling special feature included within the magazine.

## Our Achievements

The achievements of our team have been recognised by industry with the following awards:

- **WORLD AWARDS**
- World's Leading Marketing campaign 2010 – winner
- World's Leading Marketing campaign 2011 – winner
- World's Leading Marketing campaign 2012 – winner
- World's Leading Marketing campaign 2013 – winner
- **EUROPEAN AWARDS**
- Europe's Award for Marketing Innovation 2012 - winner
- Europe's Leading Marketing campaign 2013 – winner
- Europe's Leading Marketing campaign 2014 – winner
- Europe's Leading Destination 2013 – winner
- Europe's Leading Destination 2014 – winner
- **DOMESTIC AWARDS**
- TravelMole Best Tourist Board website for Yorkshire.com 2009
- TravelMole Best Use of Video for Yorkshire.com 2010
- TravelMole Best Tourist Board website for Yorkshire.com 2010
- Gold for Design Strategy at the Roses Creative Awards 2012

## Our Achievements

- Gold for Best Magazine at the Travel Marketing Awards 2011
- Group Leisure Magazine Best Travel Website 2012
- Travelmole Tourist Board Website of the Year 2013
- Business Insider Digital & Technology Awards Digital Marketing Campaign 2013
- Business Insider Digital & Technology Awards Best B2C Website 2013
- Pride of Sport Award 2014 – Sporting Event of the Year (Yorkshire Grand Départ)
- CIPR Pride Award Gold 2014 for Outstanding In-House Public Relations Team
  
- **INTERNATIONAL MEDIA ENDORSEMENT**
- Yorkshire named 3<sup>rd</sup> best region in world to visit by Lonely Planet for 2014
- Yorkshire named in top 10 best world holiday destinations in 2014 by AOL Travel
- Yorkshire named top place for Brits to visit in UK outside London by TripAdvisor

Each year Welcome to Yorkshire produces a wealth of promotional literature, all designed to encourage visits to Yorkshire. The Craven District is given numerous mentions in our key guides and include the following:

- **‘This is Y’ Magazine** – 200,000 print run. Produced annually.

This magazine provides credible and engaging content written by highly acclaimed writers coupled with inspiring photography and design. Distributed UK wide and in tourism businesses in Yorkshire.

- The magazine’s introduction mentions Skipton
  - The feature on Stage 1 of the Grand Départ mentions Skipton and the Castle, in addition to it being included on the Stage One map
  - The TdF-related article which features the Downing brothers, includes them commenting on the routes and mentioning Skipton
  - There is an advertorial on Skipton including mentions on its attractions and places to visit
  - The ‘Cycle Routes’ highlights Settle under the Way of the Roses
  - An advertorial for the National Trust mentions Janet’s Foss Waterfall near Malham and the limestone pavements at upper Wharfedale
  - The Devonshire Estate double page spread mentions Grassington, Malham Cove and the area of upper Wharfedale
  - Destination Spread for the Yorkshire Dales has an image of the limestone pavement at Malham. In the copy it mentions the Three Peaks, Ingleton, Ingleborough, Malham Cove, Malham Tarn, and Gordale Scar, The Yorkshire Dales National Park Centre in Grassington and Settle.
- **Seasonal Guides, Spring, Summer, Autumn/ Winter** – 75,000 print run. Produced annually
- Spring Guide** - appeals to the short break market as well as day visitors and focusses on Yorkshire’s Outdoors, Countryside and Heritage. This tactical seasonal publication is inserted out of county into the Telegraph in the North West in advance of, and over, the Easter holidays.
- The climbing feature mentions Malham Cove and nearby Gordale Scar, the magnificent steep Kilnsey Crag, the ravine of Trow Gill, Giggleswick and Robin Proctor’s Scar, Castleberg Crag, Settle, Malham Tarn, Ingleborough, White Scar Caves and Stump Cross Caverns

- The 'Heritage' spread includes an image for Skipton Castle and mention of it in the related copy
- Yorkshire Festival page includes a mention for the Grassington Festival

**Summer Guide** - appeals to the family market and focuses on the many options for fabulous holidays and days out in Yorkshire. This tactical seasonal publication is inserted out of county into The Guardian newspaper in the North East and the Midlands in early May 2015 in advance of the Summer holidays. This publication will also be available within Tourist information centres, accommodation providers and attractions in Yorkshire.

- The '10 Beautiful Water Walks' feature highlights Bolton Abbey
- The 'Family Fun Top 10' feature mentions Embsay & Bolton Abbey Steam Railway and Gordale Scar near Malham
- Grand Départ page includes a mention for Skipton and its Castle
- The Yorkshire Festival spread highlights the Grassington Festival
- The 'Cycling' spread mentions Bolton Abbey, Malham Tarn, and Skipton
- The 'Outside Dining' spread mentions the Cavendish Pavilion at Bolton Abbey
- The 'Artistic' spread mentions Turner and Malham and also includes an image

**Autumn and Winter Guide** - appeals to the affluent short break market and focusses on Yorkshire's many options for a cosy break in Yorkshire, showcasing places to stay, things to do, where to shop, where to dine and relax and what events are on throughout autumn and winter. This tactical seasonal publication is inserted out of county into the Telegraph in the affluent areas of London and the Midlands at the start of September 2014.

- Inner front cover of the publication includes two images of Skipton
- The Accommodation spread highlights Grassington House Hotel and Linton Laithe near Skipton
- The 'Walking' feature mentions Malham Tarn
- The 'Yorkshire Festival' spread highlights the Grassington Festival

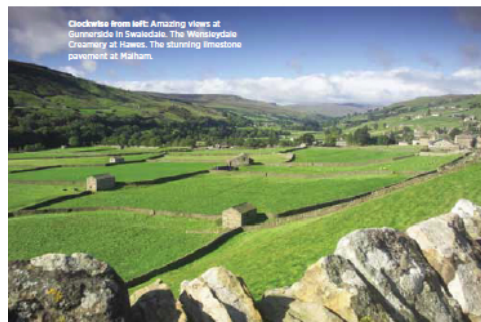
**Festive Guide** – 50,000 print run. Produced annually

- The Christmas feature includes Malham Cove and the Skipton Brass Band
- The Christmas Shopping feature mentions the Courtyard in Settle
- The 'Eating out' article included The Woolly Sheep Inn and Skipton plus an image
- The Christmas Markets feature includes Skipton Yuletide Festival & Christmas Market together with an image
- 'Getting out and Exploring' mentions: Pen-y-ghent, Whernside and Ingleborough and the Pen-y-ghent Café

WELCOME TO THE DALES AND HERRIOT COUNTRY

# VIBRANT VALLEYS

The Yorkshire Dales and the towns of Herriot Country are a place of beauty, grandeur, and tranquility. Enjoy endless walks, the challenges of the hills and the history of the market towns.



Chocolate from left: Amazing views of Gunnerside in Swaledale. The Wensleydale Creamery at Hawes. The stunning limestone pavement at Malham.

**THE YORKSHIRE DALES AND** Herriot Country, is home to outstanding scenery, a rich cultural heritage and a breathtakingly peaceful atmosphere.

With miles of hills, moorland and mountains to explore in the Yorkshire Dales, you can walk, cycle or ride to your heart's content. Take it up a gear on one of the mountain biking trails with **Dales Bike Centre** in Reeth and when night draws in, head for the villages of Reeth, Grinton or Gunnerside.

The delightful market town of Hawes is home to Wensleydale Cheese from the **Wensleydale Creamery Visitor Centre** and the renowned **Dales Countryside Museum**. See how the twist is put in at the **Ropemakers** or visit the many antique and speciality shops, and restaurants, not forgetting **Tennants Auctioneers** in Leyburn.

See chocolate being tempered and moulded at the **Little Chocolate Shop** in the market town of Leyburn, and visit its celebrated Friday market or imagine yourself tucking into some quality dales food at the **Blue Lion Inn**

at nearby East Witton, which holds the title of 'The Good Pub Guide Inn of the Year 2014'. Travel a short distance to Middleham and stop by at the largest castle keep in the North of England or visit the vibrant market town of Richmond, with its impressive castle keep and cobbled market place.

Located against the awe-inspiring backdrop of Ingleborough, one of the famous **Three Peaks**, Ingleton has to be the outdoor adventure centre of The Dales. Explore a trio of scenic destinations in the Dales including **Malham Cove**, **Malham Tarn**, and **Gordale Scar**. The **Yorkshire Dales National Park Centre** in Grassington is a great starting point for anyone wanting to make the most of this beautiful area, including the bustling town of Settle, famous for its lively outdoor market and breath-taking railway line.

Covering sweeping hills and the rich valleys of the world famous **North York Moors** and **Yorkshire Dales**, to the charming market towns and picturesque villages of Thirsk,



Northallerton, Easingwold, Great Ayton, Stokesley and Bedale with its quirky accommodation at the **Camp Katur Glamping Village**, is **Herriot Country**. Perhaps best known as home of renowned vet James Herriot, Thirsk is a traditional Yorkshire market town, with a medieval cobbled market square and historic coaching inns.

## Essential experiences

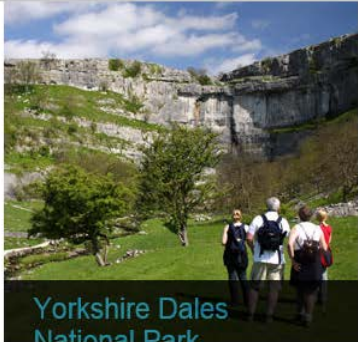
- 1 Forbidden Corner**  
A unique labyrinth of tunnels, chambers, folies and surprises created in a 4-acre garden.
- 2 The Station, Richmond**  
A modern, two-screen cinema; an art gallery; a free heritage centre and much more.
- 3 Kettlewell Scarecrow Festival**  
Follow the theme of the trail to take you round this idyllic Yorkshire village.
- 4 Northallerton market**  
A wide range of goods and produce, with a farmers market on the fourth Wednesday of the month.
- 5 Malham Cove**  
An 80 metres high and 300 metres wide curved crag of limestone formed after the last ice age.

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**Yorkshire Dales National Park**

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**The Dales**

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**Skipton**


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**Grassington**

With its bustling cobbled market square, fringed by shops offering local foods, arts and crafts and clothing, Grassington is an attractive, busy town, set against the backdrop of the [Yorkshire Dales](#).


[SHOW ON MAP](#)



**Richmond**

Founded by the Normans in 1071, Richmond is a leafy, vibrant market town with an impressive castle keep, a vast cobbled market place and an elegant Georgian district.


[SHOW ON MAP](#)



**Settle**

Framed by stunning countryside and iconic landmarks, the quaint town of Settle is an ideal stop for walkers, outdoor lovers and those looking for peace and quiet.


[SHOW ON MAP](#)



**Leyburn**


With spectacular views of the surrounding countryside, cafés, traditional pubs and a weekly market, Leyburn's an ideal base for walking, sightseeing, or just watching the world go by.

[SHOW ON MAP](#)



**Middleham**

Nestled between two rivers, the magnificent castle of Middleham has the largest castle keep in the North of England and a royal heritage that once earned it the title of the 'Windsor of the North'.



**Reeth**

Based around a traditional triangular village green, this refreshingly unchanged Dales town is renowned locally for its hand-knitting, craft workshops, cosy tearooms, pubs and warm friendly welcomes.

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**Destination of the month Grassington**



**Grassington - North Yorkshire**  
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**The Destination of the month? Grassington!**

Picture a bustling cobbled market square, fringed by shops offering local foods, speciality gifts and arts such as friendly cafés, restaurants and cosy hotels, all set against a backdrop of the beautiful Yorkshire Dales.

**What to do** **What's on** **Where to stay**


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Home > Yorkshire Destinations > Skipton

## Skipton

As the gateway to the magnificent Yorkshire Dales, people travel from all around the world to visit this charming market town. With its famous 900 year old castle, romantic ruined priory and historic cobbled High Street, Skipton is endlessly rich in both history and outstanding natural beauty. Skipton offers modern hotels, and outstanding event and team building opportunities.


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### VENUE SEARCH RESULTS - 5 results found

#### NEWTON GRANGE

Bank Newton, Skipton, BD233NT

Newton Grange near Skipton is an exclusive venue for small conferences, training days, residential courses and retreats, retreats and marquee weddings.




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#### RENDEZVOUS HOTEL

Keighley Road, Skipton, BD23 2TA

The Rendezvous is unusual in providing the style and comfort of a modern international hotel including spacious lounges and bedrooms, with the added bonus that it is situated just 1 mile from the centre of Skipton on the edge of the Dales.



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**Quick Venue Search**

**Latest jobs**

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- North York Moors
- North Yorkshire Coast

Yorkshire Dales – total page views 225,459

Top 10: Yorkshire Dales, Hawes, Skipton, Grassington, Leyburn, Yorkshire Dales National Park, Reeth, Ripon, Masham, Richmond

### Online features

- February Half Term - 17,305 page views featured Skipton Castle
- Valentine's Day - 26,407 page views featured The Burlington, Devonshire Arms & Bolton Abbey
- Mother's Day – 7,024 page views featured Devonshire Fell & Devonshire Arms
- Easter – 34,046 page views featured Kilnsey Estate
- Christmas – 510,471 page views featured Coniston, Grassington Dickensian Festival, Skipton Yuletide Festival, Ingleborough Cave, Devonshire Arms, Rendezvous Hotel
- **Blog** – Weekly blog highlighting Yorkshire Events- All blogs were shared on Twitter (to 88,000 followers) and Facebook (to 65,000 followers)- Blogs featuring The Settle-Carlisle Walking Festival, Grassington Festival, Buckden Gala, Beacons Festival, Kettlewell Scarecrow Festival, Settle Storytelling Festival & Grassington Dickensian Festival.
- **Newsletter features** for Ribbleshead Viaduct, Devonshire Arms, North Yorkshire Open Studios, The Lister Arms in Malham or The Lion in Settle, Christmas Markets Feature / Ingleborough Cave & Coniston Hotel.





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## Market town has good honest Yorkshire fayre

### DAYS OUT

GRAHAM POUCHER  
 TRAVEL REPORTER  
 SKIPTON, NORTH YORKSHIRE

SKIPTON IS a lovely spot all year round, but add a dusting of snow, a lot of sparkling baubles, and a Christmas-themed market, and you have the town's annual Yuletide Festival.

The High Street in Skipton is already award-winning, thanks to the prestigious Great Street Award 2009 accolade, and it is still as good as ever. A good mix of national chain stores and individual shops along with cobbled side streets see to that.

But when Christmas rolls around, residents and tourists alike can sample the wonders of the famous Christmas Market and Yuletide Festival, this year taking place on two Sundays on December 8 and 15.

The famous market is an attraction of its own and made more special during Yuletide with stalls spanning the length of the High Street plus an arena for entertaining events.

Should the snow clouds arrive, you can always head for a cosy hideaway and enjoy some food and real ale at either the award-winning Woolly Sheep pub or The Castle Inn, nestled in the shadow of Holy Trinity

church.

For a warming cuppa or some choice Eastern European cuisine, try the interest-piquing Russian Tea Rooms.

For a trip back in time, check out Skipton's fascinating medieval castle. Or for evening entertainment, try the unique Mart Theatre just out of town.

If you've still got some energy, then venture out to Bolton Abbey up the A59 for stunning walks and also great food at the award-winning Devonshire Arms.

You can even hop aboard the nearby steam-tastic Embsay and Bolton Abbey Steam Railway too.

● Opening Times: Sunday December 8 and 15 from 10am to 4pm

● Car Parking: Paid-for parking in Coach Street or High Street

● Website: www.welcometoskipton.com

● Location: High Street, Skipton, North Yorkshire

● Sat Nav: BD23 1PS

● For more days out see [www.yorkshire.com](http://www.yorkshire.com)

**"Should the snow clouds arrive, you can always head for a cosy hideaway."**

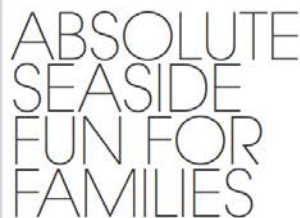


**TRIP BACK IN TIME:** Skipton Castle North Yorkshire is one of the best preserved famous castles in Britain.

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## TRAVEL

**HOLIDAYHEAVEN**

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## Step back in time with a day trip to medieval castle

**DAYS OUT**

**SKIPTON CASTLE, SKIPTON, NORTH YORKSHIRE**

**GRAHAM POUCHER**  
1000-1011-1012

THE DAYS are beginning to get a little longer, the weather is drier, and summer sun is sure to be off yet.

That means it must be almost March and we're affirming a promise to try our best to get out of the house, and into the fresh air – however chilly it may be.

So for a day out, something that strikes a balance between being outside, yet under cover, and interesting enough for those of all ages is the proverbial Holy Grail. But how about Skipton Castle?

Over 800 years old, it is one of the most complete and best preserved medieval castles in England. So far, so interesting.

Add to this a self-guided tour that explores every corner of the castle – from dungeons to prison – and it has all the makings of a fascinating day.

While wandering through the castle, try to imagine what it was like all those centuries ago, particularly during a siege between 1643 and 1645.

In fact, how the castle garrison survived during the siege remained a mystery until an ancient wall was recently discovered.

Just one of the historic finds that continue to be made.

As if all that wasn't enough, though, there are the manicured grounds to wander around, with great views of Skipton from many vantage points throughout the castle.

The tea room is the perfect place for a pit stop, there's a shop for souvenirs, and if the weather decides to be particularly kind, there's even a picnic area.

And if you want more, there's always Skipton's award-winning High Street just on the doorstep of the castle's impressive gatehouse, so you'll be spoilt for choice.

**FACTFILE**

- Prices: Adults £7.50, Children £4.50, Concessions £3.50
- Opening Times: 10am-5pm
- Address: Skipton, North Yorkshire
- Car Parking: Town centre, pay & display parking
- Attraction Website: [www.skiptoncastle.co.uk](http://www.skiptoncastle.co.uk)

Telephone: 01758 792442  
 Sat Nav: DD25 9PW  
 For more days out see [www.visitthetribe.com](http://www.visitthetribe.com)

**'It is one of the most complete, best preserved castles in England.'**



**WELL PRESERVED:** Above, Skipton Castle, Skipton, North Yorkshire.

Precise.

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