

Project: Planning and Implementation of New Tourism Structures

Client: North Yorkshire County Council and Partners

Date: 2005 - 2006

Team: Lorna Easton, Roger Carter, Graham Nicholson, Sue Garland, Richard Smith

TEAM was appointed by North Yorkshire County Council, its partner district authorities and York City Council to:

- Review the current tourism operations within York and North Yorkshire
- Understand stakeholder requirements, through analysis of existing strategies and policies (regional, sub-regional and local) that the new structure will have to deliver; and consultation with key players
- Evaluate the options for delivery structures, recommend and define an optimum solution for the delivery of tourism support
- Assist in the preparation of Business Plan(s) for the preferred option
- Support the establishment of the new structure.

Given local sensitivities and differing structures and aspirations, we undertook a lengthy consultation exercise throughout the county and York, talking individually and collectively with key stakeholders and the managers of existing structures. We also ran a series of workshops for businesses and partners to gather views and to test different options. From this we developed a series of options with a detailed analysis of issues and pros and cons with our recommendation for the preferred way forward.

The client steering group took time to consider the options and broadly accepted our recommendations with some limited adaptation to meet particular local circumstances.

We then helped produce the business plans for each of the three new Area Tourism Partnerships, funding applications for the bid to Yorkshire Forward and assistance with the Tourism Action Plan in the Yorkshire Dales and Harrogate ATP.