



North York Moors Rural Coastal Community Team Economic plan (updated March 2019)

North York Moors Rural CCT Membership

- Dick Hoyle - Robin Hood's Bay Parish Council (DH)
- Carol Baker - Hinderwell Parish Council (CB)
- Graham Kemp - Robin Hood's Bay Tourism Association (GK)
- David Linley - Staithes Tourism & Business Group (DL)
- Janet Deacon – Scarborough Borough Council (SBC)/Welcome to Yorkshire (JD)
- Anthea Ellis - Jet Coast Development Trust (AE)
- Catriona McLees, Head of Promotion & Tourism - North York Moors National Park Authority (NYMNP) (CMc)
- Alison Goodwin – Moor to Sea project (NYMNP) (AG)
- Emily Watson – Moor to Sea project (NYMNP) (EW)
- Leslie Atkinson, Member – NYMNP (LA)
- Mo Metcalfe, Committee Member – Runswick Bay Rescue Boat (MM)
- Susan Briggs, Director – North York Moors Tourism Network (NYMTN) (SB)
- Malcolm Hodgson – National Trails Officer (Cleveland Way) (MH)

Delivering the Plan

The following key overarching projects and objectives have been identified to meet the community needs of the area:

- **KP1:** Develop initiatives to extend the tourism season, incorporating new initiatives to help diversify the sector, reduce seasonality, meet changing customer expectations and develop new (appropriate) tourist attractions and experiences.
- **KP2:** Improved promotion/brand development - at a destination-level and for specific attractions/activities within our villages.
- **KP3:** Enhance the built environment and facilities of our villages and the surrounding areas, through:
 - a. Enhancing the attractiveness of the villages and attractions/experiences on offer;
 - b. Providing better, more sustainable facilities;
 - c. Encouraging and developing sustainable uses of heritage/cultural assets.

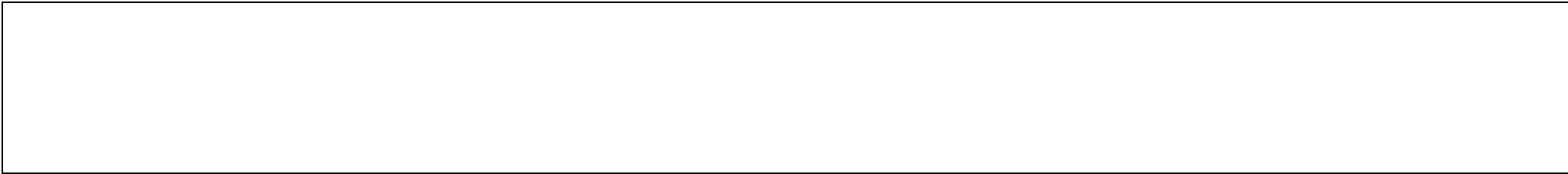
Short term goals/actions (quick wins)

Reference:	KP2.1	Update
Title:	Develop a Local Information Delivery Strategy	
Description:	Develop a strategy for future local information delivery given the expected change to Tourist Information Centre (TIC) provision in Whitby. We need to ensure our current model of Village Information Points and support to Visitor Centres along the coast will meet future needs and ensure that villages are still effectively promoted in the absence of more traditional TIC's. This may incorporate electronic kiosks, paper-based literature, more novel uses of technology, increased web presence, more cross-market initiatives and more tailored local displays.	Robin Hood's Bay Tourism Association invested in a digital touchscreen (grant funded by NYMNPA). Three Digital kiosks are being piloted in Filey, Scarborough and Whitby (at the dock end near Star Inn the Harbour). Initial feedback is that they have been well received. These are managed from one destination website and support real time data. October 2017: JD to put together a paragraph for SB to circulate to NYMTN businesses with information on how the kiosks can be best utilised. July 2018: Action outstanding.
Resources:	SBC's Tourism Bureau	
Costs (Indicative):		
Performance Measures:	Strategy delivered and adopted by businesses and community	
Barriers:	Insufficient resource to develop the strategy Inability to agree an appropriate consultant to perform strategy development	
Reference:	KP3.1	Update
Title:	Operating Model for Facilities	
Description:	The public toilets at Runswick Bay and Robin Hood's Bay are no longer being serviced by SBC. Robin Hood's Bay's Parish Council has already taken responsibility for running one of the public toilets in the village but requires a more sustainable strategy for operating the facility. Runswick Bay's public conveniences do not yet have an assigned operator and require a similar strategy and are at	NYMNPA was able to divert some of its CCF Round 3 capital monies to Fylingthorpe Parish Council (Robin Hood's Bay) to invest in new toilet cubicles that are chargeable creating a sustainable model for the village. Depending on the outcomes, we will look to support Runswick Bay with a similar model, subject to funding. Concerns remain about the long-term future of the other larger toilet facilities in the village and the impact their closure would have on coach parties and school groups; we will keep a watching brief on this. Facilities once in operations in Robin Hood's Bay will be much improved.

	<p>imminent risk of closure.</p> <p>Staithees needs to be developed, identifying an innovative operating model.</p>	<p>July 2018: Robin Hood's Bay – Bank Top car park toilets are now open. Local cleaner employed. SBC's toilets at the bottom of Robin Hood's Bay are likely to be made chargeable. Runswick Bay toilets at the top of the hill have now closed as only 1000 visitors a year were using the facilities.</p> <p>DL requested a sustainable model for operating the public toilets in Staithees.</p> <p>October 2018: For members not at the meeting, AG introduced an initiative currently in use in Northumberland called 'Use our Loo'. Welcoming places can see higher numbers of visitors, which helps support the local economy in terms of visitor spend. For more information see this link: www.northumberlandtourism.org.uk/news-room/675-use-our-loo</p> <p>Any toilet queries, liaise with SBC: Paul.Thompson@scarborough.gov.uk</p>
Resources:		
Costs (Indicative):	<p>Cost developing strategy: TBC</p> <p>Potential cost of works or subsidy: TBC</p>	
Performance Measures:	<p>Strategy is developed and adopted.</p> <p>Facilities continue to operate.</p> <p>Facilities improved.</p>	
Barriers:	Insufficient resource to develop the strategy	
Reference:	KP3.2	Update
Title:	Mobile Coverage	
Description:	<p>The current state of affairs of mobile coverage expansion is unknown.</p> <p>Seek update from Chris France, NYMNPA Director of Planning on latest position of mobile coverage plans for the area and identify if the Team can assist in progressing any issues or barriers that may be preventing expansion of coverage – something that is important to local residents, business and visitors alike.</p>	<p>There is improved coverage at Ravenscar (3G on the existing mast); in 2017 planning permission was granted for a new mast within Staithees village and a planning application was made for a new mast at Hinderwell, which will cover parts of Runswick Bay and Staithees too.</p> <p>March 2018: Transferring onto the commercial mobile phone network with priority arrangements (EE were chosen). For the last 3 years NYMNPA's planning department has been working with the Home Office and their Planning/radio consultants to</p>

		find new sites for new mobile phone masts where there is a rural 'notspot' for mobile phone coverage. That work is going well and recently has seen new permissions for new or enhanced facilities granted; some of which are along the coast. Because the emergency services need to access 'all areas' there should be wholesale National Park wide coverage eventually. Originally the plans were timetabled for 2019 but that has slipped to September 2020 for the new arrangements to be fully operational.
Resources:	NYMNPA Planning Team	
Costs (Indicative):	N/A	
Performance Measures:	Update received and relayed to Team and key stakeholders.	
Barriers:		
Reference:	KP3.3	Update
Title:	Car parking and footpath provision at Port Mulgrave	
Description:	<p>The 2016 winter storms and unprecedented rainfall saw the only footpath that provides access to the beach completely washed away, with no possibility of it being reinstated. Alternatives will need to be investigated. Without footpath access to the beach, existing tourism businesses that rely on this will be unable to operate their coast based activities. No footpath access will impact significantly on the viability of the Port Mulgrave offer.</p> <p>Assuming beach access is maintained, increase parking capacity at Port Mulgrave. Currently only 2 spaces exist. It may be possible to increase this with additional land if this is done in an environmental sensitive way the landowner is supportive.</p>	<p>February 2017: Following two site visits with the National Trust and National Park, a best alternative path was identified. Originally National Trust were to seek permission for minor engineering works and the path to be created during summer 2017, with an aim to have the work completed by October 2017. However the area is very unstable. Both organisations continued to monitor the path and bank over winter 2017/18 with the aim to have it as a promotable route on websites by spring 2018. The National Park will then begin the work of having the official right of way moved from where the original path was (now disappeared) to the new one.</p> <p>March 2018: The section leading down to the beach is currently closed. S106 money has been allocated to undertake the work but it is still very much dependent on finding a viable path. Bernie McLinden, NYMNPA's Senior Coastal Ranger is liaising with the National Trust.</p> <p>Number of spaces for car parking has increased to 4.</p> <p>April 2018: Request for more car parking spaces in layby at Port Mulgrave</p> <p>July 2018: Bernie McLinden met with the National Trust ranger mid-</p>

		<p>May. Consultation with local people who made the current route will be happening in the new year to discuss this further.</p> <p>There is no additional space available to expand the current parking area at Port Mulgrave.</p> <p>March 2019 – plan to reinstate and improve footpath. NYMNP meeting with NT to discuss the plan.</p>
Resources:	National Trust, landowners with regard to footpath access, with support from NYMNPA Senior Coastal Ranger	S106 money has been earmarked for work should this go ahead.
Costs (Indicative):	N/A	
Performance Measures:	Landowner contacted New footpath identified and developed Expansion agreed with all stakeholders.	
Barriers:	No viable alternative footpath identified	
Reference:	KP3.5	Update
Title:	Interpretation Audit	
Description:	Not all local interpretation has been able to be refreshed under other projects. Up-to-date interpretation is important to present information in a consistent and relevant manner. The Team will compile a list of interpretation and signage -not covered under any current funding scheme- and prioritise them for funding and/or building into the NYMNPA core work programme.	<p>NYMNPA will be commissioning a Communications Strategy in 2018 which will incorporate and update the existing Interpretation Strategy. www.northyorkmoors.org.uk/about-us/meetings-and-agendas/authority-agenda/march-2018/Item-14.pdf</p> <p>July 2018: interpretation needs will be addressed once the Communications Strategy is complete. The Strategy has been commissioned and will be completed by the end of 2018.</p> <p>December 2018: Following a verbal presentation of the draft strategy to NYMNPA Members in December, the final strategy will be submitted for approval at the Authority's March 2019 meeting.</p>
Resources:	Julian Brown, Interpretation Officer, NYMNPA	Covered under this round (CCF4) funding
Costs (Indicative):	N/A	TBA
Performance Measures:	List produced and prioritised by the Team. Distributed to partners for inclusion in future funding applications or core work programmes.	
Barriers:	None	



Medium term goals/action

For 6mths to 5 years		
Reference:	KP1.2	Update
Title:	Develop Nature Tourism	
Description:	<p>Capitalise on the growth in Nature Tourism and unique natural heritage we offer to develop a Nature Tourism Festival along the North York Moors Coast. There is the potential to base it around the theme of the four seasons to ensure coverage of shoulder seasons. Possible tie-in with forthcoming Channel 5 Nature Documentary A Year in the Wild.</p>	<p>February 2017: included in CCF4 project plan. The Channel 5 nature documentary A Year in the Wild broadcast during spring 2017 and highlighted the four wildlife seasons in the North York Moors (and Yorkshire Dales), including a significant focus on coastal wildlife and we promoted the existing nature product offering on the back of this.</p> <p>March/April 2018: Wildlife site audit undertaken and Nature Tourism Toolkit for businesses developed jointly with Yorkshire Wildlife Trust (YWT). Two workshops for businesses delivered (24 April at Raithwaite Hall & 16 May in Dalby Forest) with YWT who provided more information on nature tourism, including economic benefits. Nature tourism experience providers provided a sampling session as part of these workshops.</p> <p>July 2018 - Developing a nature tourism friendly checklist and logo for businesses wishing to appeal to this target market. Identified a new nature amble (see ambles under KP1.8) along the coast near Cloughton which will be available to download from March 2019 from www.northyorkmoors.org.uk/coastalambles. Further nature trails (coastal/inland) to be developed with Yorkshire Coast Nature and EAFRD project later in 2019.</p> <p>November 2018: Nature-friendly scheme is now live and businesses are encouraged to sign up - www.northyorkmoorstourism.com/nature-friendly.html</p> <p>March 2019: Our new nature coastal amble is now live on our website: www.northyorkmoors.org.uk/coastalambles</p>
Resources:	<p>NYMNPA Yorkshire Coast Nature Hidden Horizons NYMTN Co-ordinator</p>	<p>CCF4 funding support EAFRD funding</p>
Costs (Indicative):	Cost of feasibility study: ~£5,000	
Performance	<ul style="list-style-type: none"> Performed market/opportunity analysis 	

Measures:	and perform feasibility study <ul style="list-style-type: none"> • Establish working group • Develop 1 year schedule • Develop 3 year schedule 	
Barriers:	Conflict with existing events calendar – capacity to support increase in visitor numbers	
Reference:	KP1.3	Update
Title:	Develop and raise the profile of the coast’s food and drink offer – including investigating new festivals and events	
Description:	<p>Increase visitor spend by showcasing the best quality food and drink from the area, improving current offerings and change perceptions to attract new audiences</p> <p>Work with Welcome to Yorkshire and SBC to develop a Food & Drink festival that moves along the coast celebrating the best of each locality and fare. Similar to KP1.2: Nature Tourism, seasonal fare lends itself to a seasonal programme of events that could help to promote the shoulder season.</p>	<p>February 2017: CCF4 project will encompass the food offering; SBC is also looking to develop more food offerings as part of its existing events and we will liaise with them to see how the villages might benefit from this.</p> <p>March 2018: Johnston Press (working with SBC) are launching a new Food and Drink Festival (12-13 May 2018) on the West Pier car park in Scarborough, encompassing food and drink stalls, Michelin-star chefs doing food demos, and a cookery theatre.</p> <p>July 2018: As part of the CCF and EAFRD projects, NYMNPA are developing an artisan food and drink project using experienced food writers and photographers to write and capture the best producers and bring out their story, their passions, interests, inspirations and how the landscape influences them (coast/inland).</p> <p>October 2018: A microsite ‘Taste of the North York Moors’ will launch March 2019 and aims to change people’s perceptions of food and drink here and attract new audiences..</p> <p>NYMNP are working in partnership with the Wildlife Trust (Signature Seafood) to promote locally-caught seafood to food outlets (predominantly restaurants) and link them with local suppliers. The project provides menu ideas, an opportunity to become a ‘Seafood Champion,’ which will provide further support and additional promotion.</p> <p>March 2019: The Signature Seafood team at Yorkshire Wildlife Trust have started to engage with local restaurants and food providers and</p>

		are keen to work with more. James Wood is the main contact for this: james.wood@ywt.org.uk . The menu booklet showcasing seafood caught locally, and local suppliers is now on our website: www.northyorkmoors.org.uk/seafood
Resources:	NYMNPA/SBC	CCF4 funding support EAFRD funding
Costs (Indicative):	TBC	
Performance Measures:	<ul style="list-style-type: none"> • Performed market/opportunity analysis and perform feasibility study • Establish working group • Develop 1 year schedule • Develop 3 year schedule 	
Barriers:	Conflict with existing events calendar – capacity to support increase in visitor numbers	

Reference:	KP1.4	Update
Title:	Develop and promote traffic-free routes – including cycle routes and themed walks	
Description:	<p>Develop traffic-free routes and rights of way that link the villages and the wider North York Moors Coast, building on the highly successful Cinder Track and the Cleveland Way. We will look at opportunities to develop in line with both regional and national initiatives including the England Coast Path including new links between the Cinder Track and Cleveland Way to provide circular route options.</p> <p>The Team has already given its support to a successful application to the Coastal Revival Fund to produce a Restoration Plan for the Cinder Track (Scarborough - Whitby Old Railway). The team will work with project partners to develop further opportunities to link the route from Staithes.</p> <p>Develop more themed day and weekend walks - similar to</p>	<p>February 2017: In recent years CCF and other funding has contributed to the development of local infrastructure, such as additional facilities at YHA Boggle Hole, work to improve parts of the multi-user Cinder Track (the former Whitby to Scarborough railway line), and the opening of the North Yorkshire section of the England Coast Path. Further bids are currently being prepared. A key component of our CCF Round 4 application is to use an ancient network of trods, trails and tracks to bring more visitors to the coast. We propose to use themes and new signs to encourage different users who might not normally attempt a long-distance route but who could be encouraged to sample shorter sections. We will adapt physical signage to make better connections between the routes and services and facilities along the routes to increase economic benefits, particularly where it is not obvious that there is a nearby settlement a short distance from a trail.</p> <p>March 2018: SBC are progressing plans to restore the Cinder Track.</p>

the Gateway Centre / Mulgrave Community History Group's latest St Hilda's route. These routes do not require any permanent infrastructure instead providing informative map books weaving local history into walks along etc.

Other themes could include seasonal walks to encourage off-season visits.

YHA Boggle Hole's LEADER application to improve access to the hostel (road and Cleveland Way National Trail) was successful and work is underway. This is also accessing S106 monies.

A Pegasus Crossing is being installed on the A171 to improve safety and enhance the visitor experience (S106).

Our planned CCF4 activity focus included using more of the trods leading inland on the moors towards the sea; in reality many of these are not fit for purpose and therefore we have:

- Repackaged six coastal sections of the Cleveland Way around themes and presented as coastal ambles/experiences to attract new audiences. Themes include: geology, fossils, folklore (Robin Hood's Bay); Victorian heritage (Saltburn); mindful meander (Ravenscar); honeymoon hike (Sandsend); industrial heritage and folklore (Runswick to Staithes). These are now live on the NYMNP website: www.northyorkmoors.org.uk/coastalambles
- Identified additional signage to make better connections between the Cleveland Way, the Cinder Track and nearby services e.g. cafés, restaurants to encourage visitor spend.

We also included St Hilda's Way as part of a wider faith tourism theme: www.northyorkmoors.org.uk/visiting/see-and-do/icons/abbeys-churches-and-sacred-spaces

June 2018: Developed an arts-themed trail along the stretch of Cleveland Way in Sandsend. We worked with local artists to produce coastal themed linocuts for the new Arts Geocache Trail. Information can be found at: www.northyorkmoors.org.uk/geocacheartstrail

July 2018: With funding from LEADER, The Environment Agency, YHA, Natural England and NYMNP, Boggle Hole and the Cleveland Way is now more accessible. New signage and an interpretation board have also been installed.

October 2018: NYMNP launched an activity-friendly scheme for tourism providers to participate in and attract more walkers and cyclists to the area. Businesses are encouraged to sign up: www.northyorkmoorstourism.com/walking-friendly.html

		<p>www.northyorkmoorstourism.com/cycling-friendly.html</p> <p>November 2018: The new bridleway crossing over a busy section of the A171 near Aislaby, Whitby, has opened providing a safer route for horse riders, cyclists and walkers. northyorkmoors.org.uk/about-us/press-office/press-releases/articles2/road-crossing-improvements-receive-thumbs-up-from-horse-riders</p> <p>December 2018: Draft Cinder Track Restoration Plan has been approved by SBC's Overview and Scrutiny board and councillors have recommended the scheme to the full council. The restoration plan includes a proposal to keep the current track width, introduce passing places at narrow points, and install chicanes and gates where there is the potential for speeding cyclists. Tarmac would be used in certain locations, but none in rural areas where there is no vehicular traffic. SBC have committed an initial £70,000 a year to the maintenance of the track and £20,000 to further ecological surveys. £3.5million will need to be raised to implement the full plan.</p> <p>March 2019: We've completed installing 12 signs along a 38 mile coastal section along the Cleveland Way and 26 signs along 14 miles of the Cinder Track. This will help visitors know when to take a short detour to a nearby settlement, for refreshments, shopping or somewhere to stay.</p>
Resources:	NYMNPA SBC (landowners of the Cinder Track) Interpretation Officer	CCF4 LEADER and S106
Costs (Indicative):	TBC	
Performance Measures:	KM of traffic-free access routes created Performed market/opportunity analysis Procure and commission new walks	
Barriers:	Traffic free routes: <ul style="list-style-type: none"> • Lack of landowner support • Inability to find adequate funding streams • Technical constraints 	

	<p>Themed walks: Walks must complement existing ones, and be promotable rights of way that provide a good visitor experience, recognising budget cuts to Rights of Way network maintenance.</p>	
Reference:	KP1.6	
Title:	Cleveland Way National Trail's 50th anniversary	
Description:	<p>Maximise promotional opportunities from the 50th anniversary in 2019 along the coast</p>	<p>NYMNP and the National Trails are working in partnership to develop a range of events, activities and promotions to celebrate the anniversary. An overview of the celebrations has been shared with the CCT group. See northyorkmoors.org.uk/clevelandway for the latest updates on events and activities.</p> <p>October 2018: SB advised through the DEF Great Walking Trails initiative, businesses are being made aware of the promotion. Some businesses are promoting it on their website, and have included the CW50th logo and are running an event.</p> <p>The CCT group are keen to promote circular walks – especially those developed by local residents</p> <p>Lee Jones highlighted their new Visit England campaign that promotes 'micro gap' experiences linking walking, accommodation and food. He'll send details over.</p> <p>November 2018: 50 Ways to enjoy the Cleveland Way leaflet (more than half of which include the coast) will be available from mid-January 2019.</p> <p>March 2019: Cleveland Way 50th Anniversary is now online: www.northyorkmoors.org.uk/clevelandway. Scroll down to the bottom to see an online version of the Cleveland Way Collection, detailing 50 ways to enjoy the trail. Businesses can also be involved in the celebrations. To find out more about promotional opportunities contact Malcolm Hodgson: m.hodgson@northyorkmoors.org.uk</p>
Resources:	<p>NYMNPA S106</p>	<p>CCF – Cleveland Way Collection 50 Ways to enjoy the National Trail leaflet</p>

Costs (Indicative):	TBD	
Performance Measures:		
Barriers:	Lack of funding opportunities	
Reference:	KP1.7	Update
Title:	Fantasy and Folklore of the North York Moors Coast	
Description:	<p>Commission a series of tales, stories and folklore celebrating our local history. The local history and folklore of hobs and smugglers is under-utilised and could provide a powerful theme. There is potential to aim these at children taking a Horrible Histories/adventure style-theme.</p> <p>Also look at opportunities to incorporate these themes more in village interpretation (see KP3.5 above)</p>	<p>February 2017: Included in CCF Round 4 Project.</p> <p>March 2018: NYMNP A commissioned Yorkshire Trails to identify, develop and test a smuggler's trail in Robin Hood's Bay. Booklet now on sale (40% discount RRP £6.99 available to businesses) and press release/press activity underway.</p> <p>Hobgoblins feature in 'Bay to Boggle and back again' and Runswick to Staithes coastal ambles. Further developments in the pipeline.</p> <p>July 2018: 'Land of myths and legends' is a strong theme for the 'Alive with Adventure' campaign developed in partnership with WTY. Five myths and legends have been highlighted on the National Park's website as part of this campaign (see www.northyorkmoors.org.uk/visiting/see-and-do/land-of-myths-and-legends)</p>
Resources:		Smuggler's Trail – CCF4 Coastal ambles – CCF4 S106
Costs (Indicative):	TBD	
Performance Measures:	<p>Theme developed with local historians, artists and writers.</p> <p>Marketing/launch strategy developed incorporating local retail businesses.</p> <p>Promotion events for children – Smuggler's Walk etc.</p>	
Barriers:	Lack of funding opportunities	
Reference:	KP2.2	Update

Title:	Reinforce Local Branding		
Description:	<p>Develop/refine brand around are villages that complements wider branding around the “North York Moors coast”. Provide help for local businesses to understand each locality and branding.</p>	<p>February 2017: The National Park Authority’s CCF Round 3 project (completed December 2016) included a focus on helping local businesses to understand branding and the benefits of using ‘National Park’, a globally recognised brand. This work is expected to continue through the NYMTN. The National Park has also worked closely with SBC on producing consistently branded promotional literature ‘Yorkshire Coast & North York Moors’.</p> <p>The National Park Authority’s visitor survey, undertaken every five years and conducted during summer 2016, includes a number of performance indicators that look at branding. Visitor awareness of being in a National Park has increased to 84% of respondents compared to 73% in 2011. Those in Robin Hood’s Bay (37%) and Runswick Bay (27%) were more likely to think they are in a Heritage Coast too, but this has fallen from a high of 63% for Runswick Bay in 2011 (where direct comparators are available). The North York Moors status as a ‘National Park’ was an important reason to visit for half of those visiting. When asked (unprompted) to name National Parks in the north of England, 92% named the North York Moors compared to just 34% in 2011, a remarkable turnaround, coinciding with the start of the North York Moors National Park’s change in focus five years ago to proactively concentrate on its profile, and to work directly with tourism businesses for the first time.</p> <p>March 2018: A suite of nine strapline logos have been developed for businesses to use to enable them to benefit from the National Park’s own promotional power e.g. Based in the..., Exploring the... . More than 60 applications have been approved since launching. See https://www.northyorkmoorstourism.com/national-park-logos.html for details on how to apply.</p> <p>July 2018: More than 80 businesses have now successfully applied to use one of the logos. More applications welcome.</p>	
Resources:	NYMNPA, partnering with SBC in terms of broader “Yorkshire Coast” activity		
Costs (Indicative):			
Performance Measures:			

Barriers:	Competing conflicting brands within the area	
Reference:	KP3.6	Update
Title:	Enhance villages by promoting transport facilities – including sustainable transport	
Description:	<p>Investigate using a shared stock of Grass Protection Paver Panels to enable the expansion of car parking into amenable landowner's fields during busy events through the year. Cost, lifespan and storage/transportation requirements required.</p> <p>Provide consistent signage and pricing for car parking at Staithes where there is confusion of provision between SBC-owned parking and privately owned parking.</p> <p>Develop a Park & Ride scheme at Staithes that alleviates the existing parking and traffic pressures on the centre.</p> <p>Promote sustainable transport options to visitors</p>	<p>February 2017: At peak times, there's not enough parking and visitors leave in frustration without stopping. SBC already use Grass Protection Paver Panels. Robin Hood's Bay to identify suitable land and then seek permissions. JD to send background info to DH. A temporary Park & Ride has operated during Staithes Festival of Arts & Heritage (one weekend a year). It is also recognised due to the nature of both Staithes and Robin Hood's Bay there is no accessible parking provision at the bottom of the banks. Pick this up with Staithes Tourism & Business Group and see if it's possible to utilise the community minibus. Awaiting response from DL regarding this.</p> <p>February 2017: SBC are trying to resolve signage issues; a further need has been identified for better signage in Staithes and Robin Hood's Bay to highlight that car parking is free in winter and evenings after 6pm in SBC-run car parks.</p> <p>March 2018: Any SBC-run tickets are also transferable for use in all the car parks in the borough. The Coastal Tourism Advisory Board has also highlighted the challenge of communicating this message, suggesting improved signage and flyers to ensure visitors are aware. There is a clear message in the 2018 Discover the Yorkshire Coast holiday guide.</p> <p>May 2018: SBC have been contacted re temporary parking provision. Awaiting response from the Car parks department at SBC.</p> <p>July 2018: SBC cannot provide Grass Protection Paver Panels. They have connections with the church in Robin Hood's Bay and additional car park space may be available there. They will ask and get back to us. Dick/SBC researching if old BT land could also be used.</p> <p>August 2018: NYMNPA developed a guided tour commentary for use on some X93 Arriva buses from Guisborough to Cloughton (and</p>

		<p>return) creating a visitor experience and encouraging more people to use the bus.</p> <p>March 2019: NYMNPA are exploring if the X4 bus route along the coast will be a viable addition to the guided commentary project.</p> <p>SBC will be improving signage at Robin Hood's Bay (2019/20 budget year) to highlight free car parking after 6pm and in winter. Contact Jane Wilson for further details: jane.wilson@scarborough.gov.uk</p> <p>Sustainable transport options for visitors – lots of businesses are joining up to NYMNPA cycle-friendly scheme which provides promotional opportunities to attract active tourists. For more information on this scheme refer to: www.northyorkmoorstourism.com/cycling-friendly.html.</p> <p>For cycle routes visitors can be directed to: www.northyorkmoors.org.uk/cycling</p>
Resources:	SBC	
Costs (Indicative):		
Performance Measures:	<p>Consistent signage & pricing (Staithes) – agree consistent pricing and signage</p> <p>Temporary car park infrastructure - locations, equipment and pricing developed.</p>	
Barriers:	<p>Temporary car park infrastructure: cost vs life span of panels; ability to reuse; inability to find amenable landowners and agree pricing.</p> <p>Consistent signage & pricing for Staithes car park: inability to reach agreement over signage pricing</p> <p>Park & Ride: planning consent</p>	
Reference:	KP3.8	Update
Title:	Lythe Church/Old Stephen's Church	
Description:	Investigate opportunities to develop Ecclesiastical-themed	February 2017: Included in CCF4 project plans.

	<p>experience including Lythe Church and its Anglo Saxon Coffins and Old St Stephen's Church.</p>	<p>March 2018: St Oswald's Church in Lythe was used as a location for the Oscar-winning film Phantom Thread. We have undertaken PR activity to promote the various filming locations with the North York Moors and the church has featured extensively.</p> <p>St Stephen's Church (The Churches Conservation Trust) is benefiting from S106 monies to compensate for the ecological, cultural and access impacts of the mine development and are undertaking a number of significant improvements/repairs.</p> <p>An 'Abbeys, Churches and Sacred Spaces' feature has been added to the National Park website. See www.northyorkmoors.org.uk/visiting/see-and-do/icons/abbeys,-churches-and-sacred-spaces</p> <p>May 2018: Request for layby by Old Stephens Church to have a designated car parking space. Awaiting response from Highways about this.</p> <p>July 2018: Highway engineer from NYCC is liaising with NYCC's transport team to see what is possible.</p> <p>March 2019: Chased and awaiting an update from NYCC. The contact here is: Area3.Whitby@northyorks.gov.uk</p>
Resources:		S106 and CCF4 funding
Costs (Indicative):		
Performance Measures:		
Barriers:		
Reference:	KP3.11	Update
Title:	Digital Fingerposts along our Right of Way	
Description:	<p>Installation of Digital Fingerposts along our access routes that use new mobile phone technology to make it easier for people to search for local walks on the go. New signs which have a QR code and Near Field Communication (NFC) chip would be added to existing wooden sign posts at key car parks along the coastal paths to upgrade them to 'digital fingerposts'. Using the digital signposts, smart phone users will now be able to scan and download</p>	<p>February 2017: Included in CCF4 project plan. We will look at the use of existing apps, collaborating with local businesses, which can be used to create virtual trails around villages.</p> <p>March 2018: Further research has revealed QR codes have not taken off and will not be added to new signage. We have commissioned Sprytar – an app company - to develop a digital walking trail. This is currently under development.</p> <p>December 2018: initial plans to develop a Staithes audio trail using</p>

	quickly and efficiently walks from the North York Moors National Park, Cleveland Way and “top10 trails” websites.	<p>Sprytar, have been delayed due to technical glitches. Working with known app functionality, NYMNP will find another way of using this material and expand the focus to include the length of the CW from Saltburn to Cloughton. We’re aiming to:</p> <ul style="list-style-type: none"> • break the length of the trail into smaller distances (day walk sized) • In each section either insert the relevant coastal amble so people can follow a virtual walk, or if no amble, develop something different for that stretch to create interest • Signpost to nearby settlements and tourism businesses to encourage visitor spend <p>March 2019: The app has an arts theme and promotes workshops, studios and galleries based on the coast. It links in with signage and directs visitors to nearby settlements. This art trail features works of art along 4 coastal sections of the Cleveland Way: just south of Saltburn; Staithes to Ruswick; Whitby to Saltwick Bay; Cloughton. This will be launched early May - after Sprytar’s rebranding has happened – and in time for Cleveland Way 50th celebrations. Malcolm Hodgson will be the contact for this m.hodgson@northyorkmoors.org.uk</p>
Resources:		Sprytar app – CCF4 funding
Costs (Indicative):	£300 for upgrade of signage. Cost for develop bespoke web service TBC	
Performance Measures:		
Barriers:	Any ongoing costs?/Servicing issues?	
Reference:	KP3.12	Update
Title:	Develop an Audio Tour for Staithes	
Description:	Investigate potential for developing an audio tour for Staithes drawing on both natural and cultural heritage.	February 2017: An oral history project titled “ <i>A Portrait of Staithes</i> ” comprising filmed interviews with 8 local residents was undertaken as part of the NYMNP’s CCF Round 3 project and shown at the 2017 Staithes Festival of Arts & Heritage. The filmed interviews are being turned into a series of short films and a longer DVD which will be offered to the Staithes Museum and the Family History Group for

		<p>their own use. A next step would be to develop a downloadable mobile phone walking tour which would bring a visit to life with stories of old village life. We will look to include this as part of the CCF Round 4 project,</p> <p>March 2018: Sprytar have been commissioned to develop a digital walking trail with the intention to include the audio trail (see KP3.11).</p> <p>December 2018: Portrait of Staithes audio trail completed, however launch has been delayed due to technical glitches. Working with known app functionality – or a different platform - NYMNP will find another way of using this material. Will be ready for February half-term 2019.</p> <p>March 2019: See note above in KP3.11. The audio tour for Staithes around the village has been postponed due to: technical issues with the app, excessive data usage, and issues with phone and GPS signal. The technology is being improved and there may be scope for a history trail along the coastal section of the Cleveland Way (along the tops, not down in the villages). The app will be passed over to Malcolm Hodgson to manage – m.hodgson@northyorkmoors.org.uk</p>
Resources:		CCF4 funding
Costs (Indicative):	TBC	
Performance Measures:	Investigate production and equipment costs and themes for developing an audio tour.	
Barriers:	Cost of developing and running the scheme.	
Reference:	KP3.13	Update
Title:	Local flora and fauna information on display boards	
Description:	Make more use of wonderful flora and fauna we have in the area in our local interpretation points to ensure all aspects of both cultural and natural heritage are promoted.	<p>February 2017: This will be incorporated into KP3.5 Interpretation audit to be undertaken in 2018.</p> <p>March 2018: NYMNP has been able to utilise S106 monies and CCF Round 3 monies to undertake a major landscaping project at the entrance of Staithes, highlighted as a particular barrier to visitors. This first stage of this Staithes car park enhancement scheme was completed in 2017. As well as a central focus of a galvanised blue lobster, created by the artist Emma Stothard, it</p>

		features coastal planting, with interpretation explaining the choice of flora.
Resources:	Interpretation Officer and Conservation team, NYMNPA	
Costs (Indicative):		
Performance Measures:	Existing interpretation points that are due for refresh considered for inclusion of flora and fauna information where they are located in areas of rich biodiversity. New interpretation points identified and installed that are located in especially rich flora and fauna locations.	
Barriers:		
Reference:	KP3.14	Update
Title:	Supporting development of good quality accommodation	
Description:	There is some good quality accommodation in the area but this is limited. There is a need to encourage the development of good quality accommodation and to improve the accommodation stock in the area, and to promote the higher quality accommodation. This one activity would make a major difference to perceptions of the area and would significantly increase visitor spend, delivering economic benefits along the coast	February 2017: The National Park Authority's CCF Round 3 project (completed December 2016) included a tourism specific business support programme with an emphasis on understanding market trends. We demonstrated that there is a strong market for premium accommodation and used examples of best practise to showcase high-end accommodation in this area, in the belief that this will help other businesses to improve their standards. More businesses are now aware there is a market demand for good quality accommodation. November 2018: The celebrations market (e.g. big birthdays, anniversaries & family gatherings) is fast-growing, and a good way to attract new, higher spending visitors out of season. A stand-alone website has been developed to promote venues and facilities suitable for the celebrations market, combining a directory with blogs. March 2019: The celebrations website will be launched very shortly
Resources:	NYMNPA	CCF4 funding

	NYMTN	
Costs (Indicative):		
Performance Measures:	Investigate potential funding streams. Promote amongst local accommodation providers.	
Barriers:	Resistance from owners who may not recognise the need to modernise	

Reference:	KP3.15	Update
Title:	Enhance the local environment by reducing litter and recycling	
Description:	<p>There is lots of activity around beach cleans and reducing plastic in the environment. The community are keen to do more with this and keep their beaches clean, which are an important tourism resource</p> <p>Encourage people to not feed the seagulls</p>	<p>October 2018: CCT group are keen to link up with the #2minutebeach campaign and would like to have additional boards. Graham Kemp is keen to have one for RHB and adjacent to his new business. Staithes would also like one, which CCF could part fund. Boggle Hole already run their own. Runswick Bay doesn't have facilities. Graham Kemp has developed some 'Don't feed the seagulls' signs for RHB</p> <p>December 2018: Whitby Beach Sweep have organised lots of clean ups. They're encouraging visitors to do their bit to help too by installing #2minutebeach clean boards at all beaches along the North York Moors coast. We're supporting them by funding 3 boards for Staithes, Runswick and Whitby. https://beachclean.net/boards</p> <p>People can also get involved via Surfers against Sewage campaign - https://www.sas.org.uk/plastic-free-communities/</p> <p>March 2019: a #2minutebeachclean board in Whitby has been launched, with Whitby Surf looking after it. Staithes and Runswick's</p>

		boards will be in situ very soon. You can read about it here in our blog: https://northyorkmoorsnationalpark.wordpress.com/2019/03/04/take-two-minutes/ Whitby Beach Sweep can be contacted via email: whitbybeachsweep@gmail.com
Resources:	NYMNPA	CCF4 funding (#2minute beach clean board)
Costs (Indicative):		
Performance Measures:	Investigate potential funding streams.	
Barriers:		

Long term goals and actions

The CCT remains focused on achieving its short-term and medium-term goals/actions, particularly ensuring that public realm improvements are a priority. Public toilet and car parking provision remains of particular importance, with concerns by CCT members that the visitor experience will be significantly adversely impacted if there are further toilet closures, for example.

NYMNP and the CCT would like to see completion of the Staithes car park enhancement scheme in the long term. This will require a significant financial investment, a source for which has not yet been identified. A Landscape Masterplan has been developed following consultation with the community, and this includes plans for an enhanced play area with a coastal narrative including Old Jack's Boat, improvements to the Gateway Centre; the creation of an Art, heritage & play trail down to the village (this could include incidental facts, play elements, artworks and sculpture). Cycle stands, feature coastal planting and wildflower meadow and feature cobbled thresholds are also included.

Longer term project plans for the CCT will be developed in subsequent workshops and consultations.

A Yorkshire Coast Business Improvement District (BID) was approved in November 2018 and should raise more than £5 million over five years to put back into the communities focused on developing new events, festivals, markets, general improvements and infrastructure, a proportion of which will be ringfenced for coastal villages. Next steps will involve a BID company forming before levy payments are collected and delivery of the BID proposals commences, expected to be in the second half of 2019, after which opportunities for the North York Moors CCT should emerge. See <http://yorkshirecoastbid.co.uk/> for more information.

APPENDIX

Completed actions 2016-18

SBC Tourism Database

SBC is currently developing a Tourism Directory/Database that will store information on event, venues, assets, villages, locations for each destination and enable visitors to more easily find out relevant information. To ensure our villages can maximise the potential of this system is in critical that we understand what it provides and see if it will meet current and future needs.

New management system procured and in place; encouraging businesses in villages along the coast to keep their entries up-to-date and feed in missing data (ongoing).

Tourism Development and Promotion Officer

Fund a part-time officer (NYMNPA-hosted) to work alongside local businesses and community groups to develop new events and festivals and support/develop existing ones (Robin Hood's Bay Victorian Weekend, for example). This would include capacity building, sustainability, sponsorship and funding strategies to ensure our festivals grow. A full-time position could potentially offer administrative assistance to festival/event organisers.

March 2018: NYMNPA's expanded team benefiting from CCF4 and EAFRD funding have been providing support to businesses along the coast. Events and festivals have also been supported through the NYMNPA's Local Distinctiveness & Tourism Grant scheme, including Robin Hood's Bay Victorian Weekend, Whitby Christmas Festival and Musicport. A number of businesses in Robin Hood's Bay are collaboratively looking at new events and festivals. CCF4 and the NYMNPA's grant scheme can be accessed for further support.

“Captain Cook - A Son of Staithes” – 250th year anniversary festival

Develop an event to celebrate the 250 (2018) years since Captain Cook's first voyage, celebrating his links with Staithes and the North York Moors Coast.

February 2017: Planning is underway in Whitby and SBC are using S106 funds to help develop and promote a Festival. For Staithes, maritime heritage is included within CCF4 project.

March 2018: LookOut! Discovery trail – a new family-oriented art and history trail focusing on Captain Cook is under development for the 250th festivities and beyond. Places associated with Cook's early life including Staithes and Whitby will feature.

SBC and Whitby businesses are organising a Captain Cook Festival (6-8 July 2018)

July 2018: LookOut! Discovery trail went live in June. Leaflets widely distributed and featured on NYM website:

www.northyorkmoors.org.uk/captaincook

Captain Cook Festival took place in Whitby and Staithes from 6 - 8 July and featured tall ships, a live cooking theatre, live music, street theatre, sea shanties and a maritime play held at Whitby Abbey.

Community Broadband Scheme - Runswick Bay, Hinderwell, Staithes and Sandsend

Robin Hood's Bay has rolled out RHBMesh.net, a community wireless broadband for residents and visitors to Robin Hood's Bay. Investigate a similar system for visitors for Runswick Bay, Hinderwell, Staithes and Sandsend to provide improved high-speed broadband connectivity for visitors and local residents alike.

The need to rollout a similar model to Robin Hood's Bay community wireless broadband has been superseded by the expansion of the Superfast North Yorkshire programme which has seen superfast broadband rolled out to Hinderwell, Runswick Bay and Staithes.

Additional comment from Graham Kemp:

Robin Hoods Bay community Broadband Scheme Bay Broadband no longer supply internet to visiting tourist, for 1,3, or 7 days. Instead we have actively encouraged cottage owners to have a dedicated Bay Broadband system and a house router installed into every cottage, at just £10 a week. In addition to this we supply all the public houses with Bay Broadband, which is free to use to all customers. This change was made to speed up the connection and improve security, as people connected on phones in their pockets and in a bad connection area, where causing repeat requests for information, which unnecessarily loaded the whole system.

The change has worked extremely well, Bay Broadband neither lost or gained financially and when we do get an occasional Tourist calling in to say they have no internet, we ask them to make a comment about the lack of this facility to the cottage owners.

RNLI Donation Fish

Restore the RNLI-donation fish (Robin Hood's Bay). This listed monument is the oldest known RNLI collection structure known (a cast-iron cod fish). It has been removed due to corrosion.

February 2017: The North York Moors National Park Authority were able to utilise CCF Round 3 Capital monies to have the oldest known RNLI collection box to be restored. Its listed location means that it will always face the brunt of any storms and its condition will need to be monitored. A naming competition was undertaken to celebrate its reinstatement and the once unnamed fish became Codfrey, unveiled at a fish focused event during CCF Round 3.

Install Smart Bins

Install solar powered "compression" bins that crush litter preventing the recognised visual litter problems that occur during busy periods, which result in the bins needing to be emptied less frequently and less litter on the streets.

February 2017: Two were installed in Robin Hood's Bay on a trial basis but were taken away after the trial. Four new bins have been installed but these are not compression bins. CCT to find out from SBC why these were not continued after the trial.

April 2017: the four bins have now been replaced with compression bins by SBC and are working well.