

Annex C

York Tourism Strategy

The below table details the recommendations made by the Economy, Place, Access and Transport Scrutiny Committee which met on 28th November 2023 and a response and / or amendments made to the York Tourism Strategy as a consequence.

| Committee Recommendation | | Response |
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| iii. | To recommend that the Tourism Strategy be reviewed for accessible language | The Tourism Strategy has been reviewed by a professional proof-reader to ensure the language used throughout the document is accessible. Consequently, several changes to the language have been made to improve accessibility and readability. |
| iv. | To recommend that the Tourism Strategy ensure that it promotes the whole of York and not just the city centre | The strategy has been reviewed to ensure it promotes the whole of York and not just the city centre. For example, as part of the Introduction (pp.2 – 3), we emphasise how York’s Tourism Strategy is a visionary roadmap designed to elevate the city’s tourism experience for <i>residents</i> as well as its visitors. In the delivery of the strategy, we will work closely with local business groups to ensure the whole of York is promoted and not just the city centre. On p.15, as part of the ‘A Regenerative Visitor Economy’ priority, we have revised the key outcomes to ensure that new experiences are also created in areas across the city and beyond to encourage new visitor economy businesses to further develop economic growth in outlying areas. Also, as part of the ‘Residents and Localhood’ priority, we have included an action concerning the development of a resident ambassador programme focusing on sense of place and improving product knowledge locally and across the wider region. |
| v. | To recommend that the Tourism Strategy seek to promote accessibility and to increase representation on the York Tourism Advisory Board | One of the key ambitions of the York Tourism Strategy is to ensure York is an inclusive and accessible destination for its residents and visitors. In the strategy we have listed several key recommendations and actions that seek to promote accessibility. For example, on p.18 under the ‘Green York’ priority, we have added the following recommendation: ‘Support York’s vision for an inclusive and accessible transport infrastructure’, and on p.26 under the ‘Residents and Localhood’ priority, we have added the following recommendation: ‘Ensure York is an inclusive and accessible destination, working with partners and local advocacy groups to ensure inclusivity in all tourism offerings.’ The Board will work with local, regional and national partners and advocacy groups to ensure inclusivity in all tourism offerings. This will also |

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| | | <p>include working with Visit England and promoting their Accessible and Inclusive Tourism Toolkit for businesses.</p> <p>The Tourism Advisory Board is an open board with representatives from tourism and hospitality businesses, public sector bodies, Elected Members, and universities. The Board is continually reviewing its membership to ensure it is appropriate and representative of all relevant stakeholder groups. More recently, we have welcomed representation from organisations that represent young people and families. We have also contacted a local disability rights forum and extended an invitation to join the Advisory Board.</p> |
| vi. | To recommend that the Tourism Strategy ensure a focus is presented on promoting tourist attractions to residents | <p>The York Tourism Strategy has been designed to ensure that tourism activities are promoted to and benefit residents. 5 key priorities have been identified, one of which is 'Residents and Localhood'. The strategy provides a framework to ensure that local people experience the very best of their city alongside its visitors, with tourism contributing to the quality of life in York and beyond. This will include, for example, developing and creating special resident-specific offers and incentives and encouraging residents to be proactive participants in York's tourism offer, and to feel valued by and part of their city.</p> <p>We will also work with key partners from across the city and wider region to develop a resident ambassador programme focusing on sense of place and improving product knowledge locally and across the wider region.</p> <p>The strategy recognises the wellbeing opportunities tourism presents, with key ambitions identified that are designed to enhance the well-being of York's communities through tourism activities. Alongside the Culture Strategy and the Health and Wellbeing Strategy, the York Tourism Strategy will ensure that there are cultural and creative activities that residents can benefit from, to support their wellbeing and to tackle barriers to engagement.</p> |
| vii | To recommend that the Tourism Strategy set clear targets and focus on how it will attract target tourist groups to the city | <p>The York Tourism Strategy has identified as series of recommendations and actions for each of the 5 priority areas. These have been informed by extensive consultation, including through Group NAO's research, input and direction from the city's Tourism Advisory Board, feedback from city leaders and stakeholders, resident views through City of York Council's Our Big Conversation, My City Centre Residents Survey and the 2023 Residents Festival Survey, the Visit York Visitor Survey, and participation from the Cultural Leaders Group (now the York Culture Forum). The vision for</p> |

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| | <p>tourism in York is that by 2032, York is known as an inclusive and welcoming city with a thriving and regenerative visitor economy, world-leading in its commitment to protecting the environment, renowned for its culture and heritage, where localhood enables locals to experience the uniqueness of their city, and visitors to feel it is always a place to call home.</p> <p>The Board has identified a series of specific overarching targets for tourism in the city. This includes: By 2032, we will have grown York’s £1.7 billion visitor economy sustainably and be members of the Global Destinations Sustainability Index, committed to improving and recognising sustainability, performance, and regeneration.</p> <p>Following the launch of the strategy, specific action plans will be created, with short-term, medium-term and long-term objectives identified, with specific targets and levels of responsibility and accountability identified. Part of the remit of the Tourism Advisory Board is to work with partners to support the implantation of the strategy. This will include working with Make It York on developing an action plan on how it will attract target tourist groups to the city.</p> <p>The oversight and leadership provided by the Tourism Advisory Board will enable ‘Task and Finish Groups’ to focus on specific elements of strategy delivery and ensure that shared interests between individual organisations and individuals are aligned to the five Key Priorities. Key outcomes identified for each priority area will be used to inform Key Performance Indicators (KPI’s).</p> <p>Working with North Yorkshire Council and the York and North Yorkshire Mayoral Combined Authority through the new York and North Yorkshire Local Visitor Economy Partnership (LVEP), we will develop joint approaches to visitor economy and tourism at a strategic level, which align with the York Tourism Strategy and North Yorkshire Destination Management Plan.</p> |
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