

Meeting	Executive
Date	20 February 2024
Present	Councillors Douglas (Chair), Kilbane (Vice-Chair), Coles, Kent, Lomas and Webb
Apologies	Councillors Pavlovic and Ravilious
In Attendance	Councillor Widdowson
Officers in Attendance	Ian Floyd – Chief Operating Officer Bryn Roberts – Director of Governance Debbie Mitchell – Chief Finance Officer Martin Kelly - Corporate Director Children, Families and Education Michael Melvin – Interim Corporate Director of Adults and Integration Peter Roderick – Director of Public Health James Gilchrist - Director of Transport, Environment and Planning Claire Foale - Assistant Director Policy and Strategy Michael Howard - Head of Highways and Transport Shaun Gibbons - Head of Climate Reduction Kathryn Daly - Head of City Development Simon Brereton - Head of Economy Niall McVicar - Head of Innovation and Children’s Champion Abid Mumtaz - Head of All Age Commissioning and Contracting

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## **PART B - MATTERS REFERRED TO COUNCIL**

### **101. York Tourism Strategy**

Officers introduced the report and confirmed that the strategy was a partnership piece of work with city partners and asked that the Executive recommend it to Council to approve on behalf of the city. They noted that a section on the Local Visitor Economy and Partnerships should have been included, it was

confirmed that York and North Yorkshire had been successful in their bid to be recognised as a LVEP partnership, LVEP work will see the Council match its tourism strategy with the emerging Combined Authority.

The Executive Member for Economy and Transport thanked partners for their work in developing the strategy.

Recommended:

- i. Thanked the Tourist Advisory Board (TAB) for their work in preparing a new York Tourism Strategy and recommended the strategy to Full Council so that it can be adopted on behalf of the city.

Reason: To recognise the work undertaken by TAB and industry partners in preparing the strategy, and to support the growth of the York economy and the Council's priorities of affordability, environment, equalities and human rights, and health and wellbeing.

Cllr Douglas, Chair

[The meeting started at 17:31 and finished 20:06].