

## **North Yorkshire Councillor report October 2024**

### **New charter for public to shape future of health and social care**

Communities are set to benefit from a new charter that has been launched to help shape the future of services across North Yorkshire.

Officers from North Yorkshire Council's health and adult services will work with communities to help plan, develop and deliver crucial public health and social care services in the county.

Published on Monday (September 30), the charter and its framework sets out the council's commitment to put individuals and communities at the heart of the development and day-to-day delivery of services and support. This charter will help ensure that the council is working in close partnership with people using public health and care services.

The charter is an example of what is known as co-production, with the council working together with people from a range of local groups to develop the new initiative.

The groups include the North Yorkshire Learning Disability Partnership Board, the North Yorkshire Disability Forum, a mental health service users' and carers' involvement group and North Yorkshire Connected Spaces, a collective voice for people recovering from drug and alcohol use.

Sharing ideas through conversations, games and other activities, the group has come together over the past year, both online and in-person, to discuss what matters to them and their communities, and how they want to be involved in shaping the future of social care and public health.

Many of the groups involved in the development of the charter have praised the collaborative approach and encouraged others to have their say.

The council is keen to hear from other people and groups who are interested in sharing their, experiences, skills and ideas to help shape the future of health and adult services across North Yorkshire.

As part of a drive to help people in North Yorkshire live longer, healthier and independent lives, it's important to listen to and learn from people across our communities. As whatever your background or experiences, there's many ways to get involved, taking part in creative activities, attending events, giving feedback about your experiences or taking part in recruitment panels.

A number of further events have been planned for people to find out more and talk about how they would like to get involved in future projects. Everyone who lives,

works or volunteers in North Yorkshire is invited to drop-in, have a chat and share their ideas.

Events planned so far include:

Wednesday, October 16, The Street, Scarborough, from 12pm to 2pm.

Tuesday, November 12, Selby Community House, from 12.30pm to 2.30pm.

Thursday, November 14, Leyburn Arts Centre, from 11am to 1pm.

For further details about these and other future events, to book a place or find out more about getting involved, email [HASengagement@northyorks.gov.uk](mailto:HASengagement@northyorks.gov.uk) or call 01609 534916.

To view the involvement charter and framework, visit [www.northyorks.gov.uk/getinvolved](http://www.northyorks.gov.uk/getinvolved). Printed copies of the framework will also be available in libraries across North Yorkshire.

## **Work begins to create outdoor learning facilities fit for 21st century**

A multi-million pound redevelopment of outdoor education centres in North Yorkshire is under way to modernise facilities that have welcomed visitors for generations.

Construction work has officially begun on the £4.2 million scheme to redevelop and upgrade the centres run by North Yorkshire Council.

The first phase will see a range of improvements to breathe new life into Bewerley Park in the Nidderdale National Landscape, Area of Outstanding Natural Beauty, including the creation of a new 95-bed accommodation block which is due to be completed by summer next year.

The facility will boast 14 ensuite rooms, accommodation for visiting staff, a drying room and break out spaces for future residential school trips.

Work to modernise the East Barnby site, which is soon to begin, is set to see low carbon technologies introduced and changes to the dining and all accommodation blocks.

A separate decision on phase two of the redevelopment programme is expected in the 2027/28 financial year. More information about the outdoor learning centres and current offers is available at [www.outdoored.co.uk/residentialoffers](http://www.outdoored.co.uk/residentialoffers)

## **Prestigious national accolade for council's catering team**

School children across North Yorkshire are being given the opportunity to sample some of the healthiest and nutritious meals in the country after the county's service

has been recognised nationally, winning a national award for delivering the best choice of meals to schools in the region.

They beat fierce competition from other local authorities' catering services to be crowned the best service team title at the Association of Public Service Excellence (APSE) annual charity awards dinner held last month (September).

The APSE awards recognise the very best in public services and this year's awards received hundreds of nominations from across the UK.

Judges were impressed by North Yorkshire Council's clear strategy and business plans, leadership, vision, the ability to consistently meet or even exceed customer expectations and future ambitions.

The council's catering team has achieved a remarkable turnaround within the last 12 months after facing spiralling costs and a trading deficit, the service has delivered a strategy involving frontline kitchen staff, schools, parents, carers, and children delivering increased meal uptake and customer satisfaction levels.

They serve more than 220 schools not just within the North Yorkshire Council area, but across the wider Yorkshire and Humber region and the Teesside area too.

## **Vision drawn up to promote multi-billion pound visitor economy**

Tourism businesses in North Yorkshire have come together to develop an ambitious vision for the future in the first strategy of its kind designed to help the county's multi-billion pound visitor economy reach its full potential.

More than £4 billion is brought into North Yorkshire's economy each year through tourism and the industry supports 38,500 jobs. The proposed new strategy spanning the next decade is set to become the first countywide approach to support the visitor economy.

In proposals being brought before the Executive members, a strategy is outlined aimed at capitalising on the diversity of what is on offer in the county, including its famous countryside, stately homes and gardens and history and heritage. The draft plan is also due to highlight the county's arts and culture, health and wellbeing and a growing reputation as a location for film and television. Building on the popularity of North Yorkshire's coastal towns, such as Scarborough, Whitby and Filey, and other established destinations including Harrogate are also set to be a focus of the strategy.

North Yorkshire Council's executive member for open to business, Cllr Mark Crane, whose responsibilities include the visitor economy, said: "The visitor economy is a major driver of North Yorkshire's local economy.

Aimed at promoting a vibrant visitor economy, that not only supports businesses directly within the tourism industry, but also supports in attracting investment and making the county a truly great place to live, This 10-year destination management plan comes at a critical time for North Yorkshire, providing the first opportunity to have a countywide strategy to promote the visitor economy.

The draft destination management plan has been drawn up following a wide-ranging consultation involving one-to-one interviews and more than 40 face-to-face and online workshops during 2023 and this year to gather the views of over 500 key stakeholders.

These discussions highlighted not only opportunities presented by North Yorkshire's stunning landscapes for past-times such as cycling and walking and a desire by the industry and also the council to invest and develop the visitor economy, but also the potential of Market towns with a host of independent businesses and the high-quality produce available.

The engagement also recognised the importance of public transport links, the chance to extend the peak tourism season and the need to improve digital connectivity in parts of the county.

A strong and clearly defined approach to marketing to help dispel some of the myths that North Yorkshire is often perceived as an "old-fashioned" destination partly due to its countryside and deeply rural locations, was also cited.

A separate survey that was conducted last year with an external company, Emotional Logic, gave an insight into the habits of visitors.

A total of 69 per cent of visitors come to North Yorkshire from within a two-hour drive, and nearly eight out of nine of visitors rated their trip either very good or good – with 90 per cent stating that they would like to return.

The most popular activities among day visitors were walking, visiting cafes and tearooms and sightseeing, while overnight stays saw tourists most likely to go to pubs, eat in restaurants and visit towns.

One of the central themes of the proposed destination management plan is aimed at increasing the value of the visitor economy rather than the actual number of visitors.

Targets have been set to grow the value of the visitor economy over the rate of inflation by a fifth in the next decade and increase the percentage of overnight visitors from 20 to 23 per cent during the same period.

Specific trends that have been identified as opportunities for growing the market include environmentally-friendly travel, stays that are off-grid and away from the pressures of modern life and also attracting business travellers to spend leisure time in the county.

The opportunity of promoting North Yorkshire's links to locations linked to film, television and literature has also been highlighted. For instance, Fountains Abbey was used as a location for the Netflix series, *The Witcher*, and the North Yorkshire Moors Railway has featured in the *Harry Potter* films.

If the draft plan is approved by the executive next week, it will be reviewed annually to ensure changing economic conditions are taken into account and future opportunities are capitalised on.