

## **Boosting the Tourism Economy in Whitby and the Esk Valley**

### **NYCC / NYMNPA LSTF Bid - Core Elements**

The core element of the bid is the provision of a park and ride site and services. This is the element of the bid that the County Council believe will bring the greatest benefits to the local tourist economy whilst at the same time encouraging mode shift and the resultant carbon reduction.

Local businesses are very supportive of the P&R proposals with strong support expressed in the original consultation on the proposals including from local businesses and associations, such as the Whitby Hoteliers Association and the Whitby Museum. In addition, significant support was received from businesses on the West Cliff for routeing of the park and ride service through that area. The 2010 consultation on the complementary parking measures also saw strong support from local residents and businesses with 70% of respondents being in favour of the principle of the parking measures and park and ride.

Furthermore, Welcome to Yorkshire's Area Tourism Director, Janet Deacon was involved in the development of the bid and along with the Yorkshire Coast Tourism Advisory Board welcomes the package of measures, which support sustainable growth in the tourism economy.

The County Council has prepared a detailed revenue business case for the long term (post LSTF) operation of the P&R site & services. Based on medium income scenarios from the bus fares and newly introduced parking charges this indicated that by 2017/18 the service would operate on a break even basis. On low and high income scenarios there is a small annual deficit or profit. On this basis the County Council have concluded that the P&R is viable in the longer term. This includes the operating costs of the P&R Hopper service. As stated in the original bid this is an experimental service. Should this not prove successful as a fall back position the service might be discontinued. Should this be the case the revenue business case is extremely robust with a significant operating surplus for all three scenarios.

This business case has been developed based on experience gained through our operation of two park and ride sites in Scarborough. Whilst these sites are slightly different to the proposed Whitby site, in that they operate year round, they still are able to give us an appreciation of how the business will develop and also mean that we have a greater understanding of the issues inherent in operating similar park and ride services.


A revised section C2 detailing the capital and revenue funding sought in the bid is included as table 1 below.

This includes measures that primarily benefit the tourism economy of Whitby as well as measures to benefit the tourist economy of our partner bidders the North York Moors National Park.

Table 1 -Revised section C2

Project	Spend Type	2012/13	2013/14	2014/15	Total
Park and Ride Site Construction*	Revenue	0	0	0	0
	Capital	200	2108	500	2808
	<b>Total</b>	<b>200</b>	<b>2108</b>	<b>500</b>	<b>2808</b>
Introduction of parking measures	Revenue	0	0	0	0
	Capital	238	209	0	447
	<b>Total</b>	<b>238</b>	<b>209</b>	<b>0</b>	<b>447</b>
Park and ride site operation	Revenue	0	0	70	70
	Capital	0	0	0	0
	<b>Total</b>	<b>0</b>	<b>0</b>	<b>70</b>	<b>70</b>
Hopper service operation	Revenue	0	0	100	100
	Capital	0	0	0	0
	<b>Total</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>100</b>
Park and ride and hopper service marketing	Revenue	0	25	25	50
	Capital	0	0	0	0
	<b>Total</b>	<b>0</b>	<b>25</b>	<b>25</b>	<b>50</b>
Plugging the gaps on the ROW network	Revenue	100	86	0	186
	Capital	0	0	0	0
	<b>Total</b>	<b>100</b>	<b>86</b>	<b>0</b>	<b>186</b>
<b>Grand Total</b>		<b>538</b>	<b>2428</b>	<b>695</b>	<b>3661</b>

 - Elements of the bid intended to boost the tourist economy of Whitby

 - Elements of the bid intended to boost the tourist economy of the North York Moors National Park

The local contributions towards the package elements remain as shown in the Bid. These are:

- £500k capital contribution from NYCC to the Park and Ride site
- £682k revenue contribution to the site and service operating costs
- £55k contribution from the North York Moors National Park Authority towards the ROW network works