

# Making Selby District a Great Place...

## Visitor Economy Strategy : 2018 – 2022 and beyond

2018 - ORGANISE	2019 - DEVELOP	2020 - ACCELERATE	2021 - 2022 & BEYOND
<p><b>DETERMINE RESOURCES TO DELIVER</b></p> <ul style="list-style-type: none"> <li>Tourism Destination project development <sup>1</sup></li> <li>Arts, heritage and events project development <sup>1</sup></li> <li>Establish Tourism Advisory Board <sup>1</sup></li> </ul>	<p><b>DELIVER ABBEY 950<sup>TH</sup> CELEBRATIONS</b></p> <ul style="list-style-type: none"> <li>Working with the Abbey and community groups to deliver a programme of events and legacy, to celebrate the Abbey's 950th anniversary</li> </ul>	<p><b>ABBOTTS STAITHE</b></p> <ul style="list-style-type: none"> <li>Examine feasibility of developing the building in to a cultural centre <sup>1,2</sup></li> </ul>	
<p><b>PLAN SELBY ABBEY 950<sup>TH</sup> CELEBRATIONS</b></p> <ul style="list-style-type: none"> <li>Work with the Abbey plus community groups to develop a District-wide range of events to celebrate its 950th anniversary</li> </ul>	<p><b>BRAND IMAGE</b></p> <ul style="list-style-type: none"> <li>Commence work on the <i>Heart of Yorkshire</i> identity and brand image of the District for the visitor economy <sup>1</sup></li> </ul>	<p><b>DELIVER ON BIGGER DEVELOPMENT PROJECTS</b></p> <ul style="list-style-type: none"> <li>Brewing visitor centre, motor museum, canal/river experience</li> </ul>	
<p><b>INITIATE TOURISM PROJECTS</b></p> <ul style="list-style-type: none"> <li>Establish and obtain the baseline visitor numbers</li> <li>Establish a network of visitor information points <sup>1</sup></li> <li>Create a series of trail maps to take advantage of niche tourism opportunities <sup>1</sup></li> <li>Support Church Fenton Film Studios to develop a tourism offer based around film</li> </ul>	<p><b>FESTIVALS &amp; EXPERIENCES</b></p> <ul style="list-style-type: none"> <li>Explore ideas of beer and canal/river experiences</li> <li>Develop Christmas Experience within the District</li> <li>Encourage local development of a vintage motor museum project in the Sherburn area</li> </ul>	<p><b>BUILD FUTURE PROJECTS</b></p> <ul style="list-style-type: none"> <li>Identify a series of more ambitious projects that reflect the confidence of the District e.g. bidding for a national/world niche championship, competing seriously in Britain in Bloom, creating a world record</li> </ul>	
<p><b>ENGAGE TOURISM SECTOR</b></p> <ul style="list-style-type: none"> <li>Build relationships with neighbouring, regional, national and international DMOs <sup>1</sup></li> <li>Promotion of District's assets, including focus towards American and Chinese markets</li> </ul>	<p><b>ARTISTIC STORYBOARDS</b></p> <ul style="list-style-type: none"> <li>Develop artistic interpretation 'storyboards' to bring to life the District's history and heritage and to encourage touring</li> </ul>	<p><b>DISTRICT 'TWINNING' OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>Exploit twinning opportunities with Selby's and Tadcaster's twin towns</li> </ul>	
<p><b>EXPLORE CYCLING OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>Explore opportunities of Tour de Yorkshire and UCI World Cycling Championships to promote the District</li> </ul>	<p><b>SELBY GATEWAYS</b></p> <ul style="list-style-type: none"> <li>Arts and skills project to develop the Barby Rd entrance to the town <sup>1,2</sup></li> <li>Explore partnership project around the district railways stations</li> </ul>		
<p><b>FOOD, DRINK AND HOSPITALITY</b></p> <ul style="list-style-type: none"> <li>Work to improve the food and drink experience within the District</li> </ul>	<p><b>SHOP IMPROVEMENTS INITIATIVE</b></p> <ul style="list-style-type: none"> <li>Devise funding framework which supports town centre shops and realm improvement</li> <li>Business Improvement District feasibility project</li> </ul>		
	<p><b>FOOD, DRINK AND HOSPITALITY</b></p> <ul style="list-style-type: none"> <li>Further support for the development of the food and drink offer in the District, with the aim to increase visitor 'dwell' time</li> </ul>		
	<p><b>AESTHETICS &amp; TRANSPORT</b></p> <ul style="list-style-type: none"> <li>Improvements to the aesthetics of the District e.g. building illuminations, signage, planting schemes, townscape projects</li> <li>Engage with transport operators to improve access to and within the District</li> <li>Include coach parking in town centre car park improvements programme</li> </ul>		
	<p><b>HOTEL AND ACCOMMODATION PROVISION</b></p> <ul style="list-style-type: none"> <li>Review gaps in current accommodation offers and attract appropriate new providers</li> </ul>		

**KEY**  
 1 = Included in Budget  
 2 = Subject to Further Business Case