

Northallerton Business Improvement District

Baseline Agreements 2022-2027*

- Due to Local Government cost pressures, our initial proposal is that these costs are reviewed on an annual basis as per national BID guidance. The baselines here are for 2022/2023
- These Agreements are also subject to change due to the Governments proposals for local government re-organisation, consultation for which is currently ongoing.

The purpose of this baseline agreement is to set out, for the avoidance of doubt, the **STANDARD SERVICES** provided by Hambleton District Council within the BID area and to set the benchmark criteria against which the provisions of additional services will be assessed. These are services that the Council is required to undertake as part of statutory functions.

Any services provided by the BID levy are *complementary* to these baseline services.

Service	Tourism Support
Head of Service	Sam Swinbank / Nicole Patterson – Interim Head of Economic Development
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Baseline activity	Tourism Support
Service specification	<p>In 2021 the Council produced a tourism plan to help the sector respond from the effects of the Covid-19 pandemic. Priority actions to be implemented include:</p> <ul style="list-style-type: none"> • Appoint Tourism Advisor • Establish a Tourism Forum to help drive the development and growth of the sector • Develop a new digital platform, # Discover Hambleton to support businesses within the Market Towns and those within the tourism sector across the district. • Develop Hambleton as a welcoming destination for coach operators and group organisers. • Identify key markets to support Hambleton’s tourism economy • Promote Hambleton as a recognised destination for Food and Drink.
Statutory or discretionary?	Discretionary
Timing of activity	Throughout the year
Staffing and equipment	Appointed Tourism Advisor
	Measure

Key performance measures	Networking events	2 p/a	
	Business workshops	2 p/a	
	Event promotion / PR coverage	As required	
Non-compliance procedure	Quarterly monitoring meetings held to track progress on delivery		
Existing value of contract/ service	£30k net (contracted Tourism Advisor)		
Boundary area	As per agreed BID boundary		
Proposed additional BID activity	To be determined in conjunction with HDC and W2Y but to include annual series of events and associated marketing.		
Cost of additional BID activity	To be confirmed		