

Responses

In response to request 1

Scarborough Borough Council work in partnership with Welcome to Yorkshire under a Memorandum of Understanding, delivering activity and services to a list of clear objectives. Welcome to Yorkshire make a payment of £60k to support the activity and resources to deliver these objectives. SBC permit the Tourism Manager to act as WTY Area Director as part of this agreement. Staff across both organisations deliver activity at both a regional and local level for the area. Scarborough Borough Council also make a payment to Welcome to Yorkshire as does all Local Authorities as part of their Membership contribution of £20k each year towards the delivery of Yorkshire promotion.

In response to request 2

Welcome to Yorkshire's Business Development Officer works closely with the local Tourism Office Team to support attracting membership and business advertising for campaigns and has a workstation within the Town Hall. The Officer also communicates the benefits of the aligned campaign and resource activity and provides support at events and exhibitions. Other regional WTY officers based in Leeds also work with the team on the development and delivery of campaigns. The staff range from public Relations, digital, marketing and membership.

In response to request 3

Scarborough Borough Council's Tourism management structure is provided below

