

Good afternoon,

Please find below the comments from the Economic Development Team on the application for Bagby Airfield, Thirsk.

We understand that the revised application has reduced the scale of the original application - 08/01109/FUL and therefore we would still support the application to provide the facilities that have been outlined. The provision of high quality accommodation in the Thirsk area will fill a gap as there is currently no similar provision within the direct area surrounding Thirsk. There is no reason why there should be a negative effect on local businesses as the applicant is catering to a different niche in the market place. By providing high quality accommodation in conjunction with the airfield it will provide a facility to business travellers to and from the region, especially those with limited time available. The North Yorkshire region is focussed on increasing its skilled workforce and therefore it is essential that the infrastructure is capable of supporting growing businesses within our region. This proposal will very much complement the aspirations of the forward thinking businesses in the area and as such should be supported.

The development would also link to a number of key objectives in both the sub-regional and regional Tourism Strategies and contribute to the overall increase in total visitor expenditure i.e.

**Yorkshire Moors and Coast Tourism Strategy 2006-2009**

Key Principles;

To support innovation and seek new products and opportunities to continue to develop and enhance the tourism product of the Moors and Coast Area.

Key Aims;

To maximise economic impact through increasing the value of each visit and encouraging additional visits particularly at shoulder and off-peak times and to achieve a 5% annual increase in total visitor expenditure year on year till 2010(This is a regional aspirational target set by Yorkshire Forward)

**Yorkshire Forwards Strategic Framework for the Visitor Economy**

Priorities and Objectives;

Innovation & Product Development, to foster innovation in tourism and support 'step changes' of the tourism product

Quality & Quality of Place, to achieve increases in visitor satisfaction by improving quality of place and quality of product

**Yorkshire Tourist Board, The Tourism Marketing Strategy for the Yorkshire & Humber 2006-2010**

The Business Tourism Market is a key segment in this strategy targeting;

\*National Association

\*Corporate Organisations

\*Conference & Meeting Intermediaries

\*International Associations

In addition the development has the potential to contribute to the domestic leisure market targeting affluent short-break takers focusing within the region and on London, the South East and Midlands areas.

Kind regards  
Judith

Judith Wox  
Economic Development Officer  
Hambleton District Council

Tel: 01609 767050 (direct line)  
Fax: 01609 767228  
Email: [judith.wox@hambleton.gov.uk](mailto:judith.wox@hambleton.gov.uk)  
Website: [www.hambleton.gov.uk](http://www.hambleton.gov.uk)

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