

Co-Chairs statement on continuing work around destination marketing

Local authority officers are currently liaising with key business and sector forums in the four sub regions across Yorkshire, to test the feedback from previous engagement undertaken with both private and public organisations and understand ambitions for a sustainable region wide destination marketing organisation.

This includes positive initial dialogue with the new owners of Welcome to Yorkshire's previous assets, Silicon Dales, to understand their aspirations and intentions. It is important that this is done right, and so these vital conversations across a range of stakeholders and service providers will take place throughout the early summer to help shape the remit and form of a new regional organisation.

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Editor's note: The Yorkshire Leaders Board is a partnership of 22 local authorities and two mayoral combined authorities working together for the betterment of the whole of the Yorkshire and the Humber region. More information on its members can be found at www.yhcouncils.org.uk

The Co-Chairs of the Yorkshire Leaders Board are Cllr Carl Les (Leader of North Yorkshire County Council) and Cllr Stephen Houghton (Leader of Barnsley Council).