

APPENDIX A

PORTS STRATEGY

Port Authority of Scarborough, Whitby and Filey Coble Landing

Mission

The Port Authority of Scarborough, Whitby and Filey Coble Landing strive to support the economic progression and sustainable future of the Port undertakings on behalf of current and future stakeholders whilst maintaining their historic and social value.

Vision

To continually improve the ports of Scarborough, Whitby and Filey Coble Landing to make them the safest, most efficient and sustainable port undertakings practicable and to create value for our customers by developing a diverse and adaptable approach to management, operations, infrastructure and investment in order to capitalize on growth markets and secure the ongoing success of the Ports for generations to come.

Ultimately, by working in partnership with our stakeholders to provide the country's leading Port undertakings of their kind by 2030.

Strategic Objectives

1. *To provide the highest possible levels of service to our customers and stakeholders.*
2. *To consolidate and optimise operations and practice together with the utilisation of resources to drive up commercial viability of the Harbour undertakings.*
3. *To invest in the overarching infrastructure necessary to secure sustainable and competitive current and future Port activity.*
4. *To provide a significant focus of effort on the development of growth markets and opportunities in all sectors including commercial fishing, leisure, tourism, commerce and the renewables sector.*
5. *To create a welcoming environment for innovation, business and investment.*
6. *To maintain and improve the social and community value of the port undertakings recognizing their historic and future role within the communities in which they are located.*

In order to achieve the strategic objectives the Port Authority will take on the function of an enterprising developer, focusing on the customer and working towards a flexible, efficient organisation whilst striving to deliver excellent quality from all its activities.