



Vibrant Market Towns: **BEDALE**



1. Community Projects

- BASA refurbishment & upgrade (BASA - s106/CIL)
- Bedale Juniors FC extension/expansion (BJFC - s106/CIL)
- Pedestrian safety/footpath/improvements (BVF)
- Heritage lighting scheme (BVF)
- Additional seating (BTC - s106/CIL)
- Burrill Road open space improvements (BTC - s106/CIL)
- Town Trail (BVF - s106/CIL)

2. Events

- Annual Bonfire
- BAMfest
- Annual beer festival
- Weekly Car Boot sales

3. Projects

- Gateway public art (HDC - HDC/Arts Council)
- Cycleways project (HDC - s106/CIL)
- New Gateway car park (HDC - HDC)
- Assessment of options for the future of the Auction Mart car park (HDC)

4. Opportunities or assets to exploit

- Bedale Hall
- Georgian market square
- Bedale Park
- Bedale Golf Club
- Wensleydale Railway
- Gateway entrance to the Dales
- Bedale Leisure Centre

5. Initiatives

- Bedale 'BID' exploration, or similar (Businesses - Levy on rates) or improve joint businesses working
- Marketing Bedale project (BVF - s106/CIL)
- Promotion of Bedale as a market town (W2Y - HDC)
- WRA linkages (HDC)
- Neighbourhood Plan (BTC)
- "Buy Local" campaign (HDC)
- Benefits of CCTV
- "Buy Hambleton First" campaign

6. Others/Ideas

- Linking new development with market town centre via planning
- Identifying unique selling points for Bedale
- Coach trips
- Tourism improvements

BVF = Bedale Villages Forum

BASA = Bedale Amateur Sports Association

BJFC = Bedale Junior Football Club

BTC = Bedale Town Council

W2Y = Welcome to Yorkshire

WRA = Wensleydale Railway Association



Vibrant Market Towns: **EASINGWOLD**



1. Community Projects

- Easingwold Cricket Club (ECC -s106/CIL)
- Easingwold Bowls Club (EBC -s106/CIL)
- Easingwold Town FC (ETFC -s106/CIL)
- Easingwold Golf Club - young people, mini golf (EGC -s106/CIL)
- Galtres improvements scheme (Galtres Centre -s106/CIL)
- Wildlife projects: Chase Garth & Millfields (ETC -s106/CIL)

2. Events

- Scouts annual road race

3. Projects

- School/Community Sports Facilities (School -s106/CIL)

4. Opportunities or assets to exploit

- Market and farmers market (monthly)
- Attractive market town centre
- Excellent community assets
- Excellent coffee shops/deli's
- Housing to town centre cycle routes
- Golf Club

5. Initiatives

- Development on Wi-Fi Phase 2 (HDC)
- Neighbourhood Plan (ETC)
- Easingwold 'BID' exploration, or similar (Businesses – Levy on rates) or improve joint businesses working
- Promotion of Easingwold as a market town (W2Y - HDC)
- Community asset transfer - Galtres Centre (HDC - HDC)
- "Buy Local" campaign (HDC)
- Benefits of CCTV
- "Buy Hambleton First" campaign

6. Others/Ideas

- Linking new development with market town centre via planning
- Identifying the unique selling points for Easingwold
- Coach trips
- Tourism improvements

*ECC = Easingwold Cricket club
EBC = Easingwold Bowls Club
ETFC = Easingwold Town Football Club*

*ETC = Easingwold Town Council
W2Y = Welcome to Yorkshire*



Vibrant Market Towns: GREATAYTON



1. Community Projects

- Enhance public toilets (GAPC/s106)
- Linkage to Nunthorpe for Endeavour cycle way
- Great Ayton Cricket and Football Club
- Great Ayton Discovery Centre (former library) extension
- Captain Cook School Room Museum
- Great Ayton Bowling Club
- Allotments

2. Events

- Tour de Yorkshire cycle race (HDC - HDC)
- Bi-annual Summer Fete
- Captain Cook birthday celebrations

3. Projects

- Stokesley to Great Ayton Cycle Way (with possible link to Nunthorpe)

4. Opportunities or assets to exploit

- Captain Cook statue
- Captain Cook Schoolroom Museum
- Captain Cook monument
- Roseberry Topping
- River/green areas
- Broadacres Hall
- Great Ayton Station - links with NY Moors Railway, Grosmont, Whitby etc.
- Walking/Rambling

5. Initiatives

- Great Ayton 'BID' exploration, or similar (Businesses - Levy on rates) or improve joint businesses working
- Wi-Fi installation
- Exploit Captain Cook connections
- Exploit railway line connections
- Neighbourhood Plan (GAPC)
- Marketing - first village from Middlesbrough - derelict property initiatives?
- 105 High Street
- Christmas Market
- "Buy Local" campaign (HDC)
- Benefits of CCTV
- "Buy Hambleton First" campaign

6. Others/Ideas

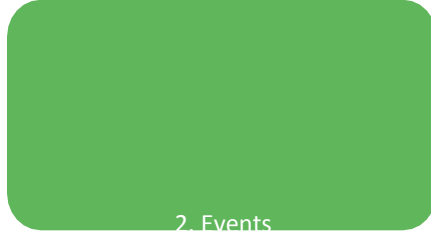
- Linking new development with market town centre via planning
- Identifying the unique selling points for Great Ayton
- Coach trips
- Tourism improvements
- Parking initiative (limited availability) - link with coach trips



Vibrant Market Towns: **NORTHALLERTON/ ROMANBY**

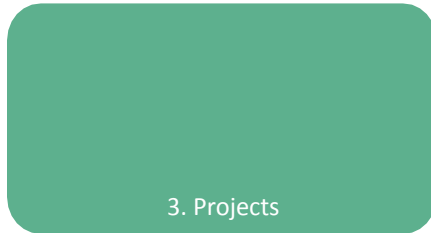


- Northallerton Junior FC development/extension (NTJFC - s106/CIL)
- Northallerton Bowling Club – extension (NBC - s106/CIL)
- Northallerton Rugby & Squash Club – improvements (NRUFC - s106/CIL)
- Enhance Northallerton High Street (NTC - s106/CIL)
- Public Open Space improvements (NTC - s106/CIL)



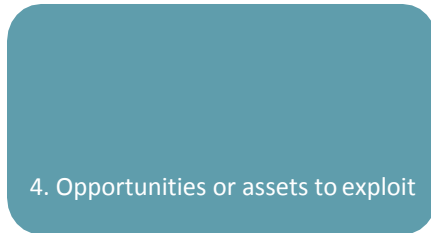
2. Events

- Silver band re-house (NSB - ?)
- Pendragon multi-sensory centre (Pendragon Trust - ?)
- Northallerton skate park (Nthtn Wheelers - ?)



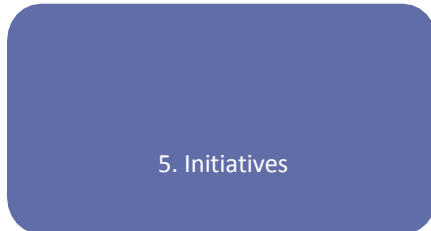
3. Projects

- Tour de Yorkshire - event (HDC - HDC)
- Pendragon 10k road race - event (Pendragon Trust)
- Northallerton Food Festival promotion - enhance



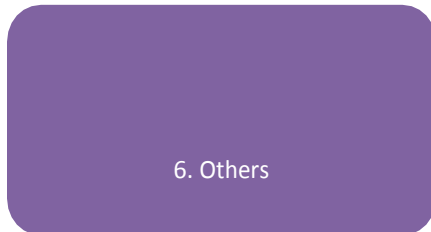
4. Opportunities or assets to exploit

- Northallerton Sports Village (HDC - Grants)
- Hambleton Leisure Centre improvements (HDC - HDC)
- Prison site development (HDC - LABV)
- NDA (HDC/developers - LEP/developers)
- WRA - Heritage railway & Link to Northallerton



5. Initiatives

- Reputation for shopping
- Attractive market town
- Annual May Fair



6. Others

- Northallerton 'BID' exploration (Businesses - Levy on rates)
- Promotion of Northallerton as a market town (W2Y - HDC)
- Phase 2 of wi-fi; extension in town (HDC - HDC)
- Neighbourhood Plan (NTC)
- "Buy Local" campaign (HDC)
- Benefits of CCTV
- "Buy Hambleton First" campaign
- Street Angels

- 'May Fair' - perception
- Adverts on fences/tidy up appearance
- Review the Wednesday/Saturday market
- Disability/Ageing population
- 'A' boards/dimension inclusion
- Review car parking - from Economic Development perspective
- Charity shops - can we limit them in number?
- Night time economy - Yarm?
- Linking new development with market town centre via planning
- Identifying the unique selling points for Northallerton
- Coach trips
- Tourism improvements



Vibrant Market Towns: **STOKESLEY**



1. Community Projects

- Children's Play areas (SPC - s106/CIL)
- River Leven improvements (River Leven group - ?)
- Stokesley Cricket Club (SCC - s106/CIL)
- Stokesley Junior FC - changing and equipment (SJFC - s106/CIL)
- 57 allotments (SPC - s106/CIL)
- Endeavour cycle tour/route (SVF - s106/CIL)

2. Events

- Tour de Yorkshire - event (HDC - HDC)
- Stokesley Food Week

3. Projects

- Technology 'hub' development (HDC/LEP - LEP)
- Stokesley Sports Village (Sports club/HDC/secondary school/NRCFA - ?)

4. Opportunities or assets to exploit

- River Leven
- Proximity to Teesside

5. Initiatives

- Stokesley 'BID' exploration, or similar (Businesses - Levy on rates) or improve joint businesses working
- Lunch and Learns
- Business breakfasts
- Town centre wi-fi (HDC)
- Neighbourhood Plan (SPC)
- "Buy Local" campaign (HDC)
- Benefits of CCTV
- "Buy Hambleton First" campaign

6. Others

- Linking new development with market town centre via planning
- Unique selling points for Stokesley
- Coach trips
- Tourism improvements

NRCFA = North Riding County Football Association

SCC = Stokesley Cricket Club

STFC = Stokesley Junior Football Club

SPC = Stokesley Parish Council

SVF = Stokesley Villages Forum



Vibrant Market Towns: THIRSK/SOWERBY



1. Community Projects

- Station Road play space (SPC - s106/CIL)
- Thirsk Athletic Club refurbishment (TAC - various)

2. Events

- Build on the Tour de Yorkshire
- Tour de Yorkshire - event (HDC - HDC)
- WOJH Birthday - event (WOJH - WOJH)
- Annual yarn bomb

3. Projects

- Sowerby Sports Village (HDC - s106)

4. Opportunities or assets to exploit

- Racecourse, added value - pubs/cafes etc
- Rural Arts North Yorkshire
- Opportunities from Railway Station changes
- Thirsk and Sowerby Leisure Centre
- Exploiting attractive market square - appearance/function

5. Initiatives

- Thirsk 'BID' exploration , or similar (Businesses - Levy on rates) or improve joint businesses working
- Promotion of Thirsk as a market town (W2Y - HDC)
- Window dressing training
- Neighbourhood Plan (TTC)
- Engagement with Thirsk High School
- "Buy Local" campaign (HDC)
- Benefits of CCTV
- "Buy Hambleton First" campaign

6. Others

- Thirsk market issues
- Dealing with vacant properties e.g. Aspire/pop-up shops
- Sufficient marketing of assets
- Linking new development with market town centre via planning
- Identifying the unique selling points for Thirsk
- Coach trips
- Tourism improvements

WOJH = World of James Herriot
TAC = Thirsk Athletic Club

SPC = Sowerby Parish Council
TTC = Thirsk Town Council
W2Y = Welcome to Yorkshire