

**HAMBLETON DISTRICT COUNCIL**

**Report To:** Cabinet  
19 March 2013

**Subject: CAPITAL GRANT FOR THE WORLD OF JAMES HERRIOT**

**Thirsk Ward  
Portfolio Holder for Customer Services: Councillor T Swales**

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**1.0 PURPOSE AND BACKGROUND:**

- 1.1 The purpose of this report is to seek approval to allocate a grant of £12,000 to the Herriot Country Tourism Group. The capital will be used to support improved levels of income generation for The World of James Herriot through the installation of a memorabilia room in the attraction.
- 1.2 The District Council agreed on 21 February 2012 to transfer The World of James Herriot from a Council managed service to a new company with community interest and with a particular focus on tourism. As part of that decision, Cabinet agreed to make a provision of £50,000 of capital to invest in the facility subject to further reports. Cabinet approved a grant of £37,440 to the Group in September 2012 for the installation of solar panels and the development of an electronic marketing application. The £12,000 grant will be the final allocation of the remaining capital.
- 1.3 The proposal involves the purchase of the largest collection of James Herriot memorabilia from a private collector and the necessary works required to display it in one of the rooms at the attraction. This addition will provide an opportunity to further promote The World of James Herriot through their website, e-marketing tools and leaflets.

**2.0 LINK TO COUNCIL PRIORITIES:**

- 2.1 This decision will support the Council in achieving its priority of supporting local economic growth, enabling The World of James Herriot to improve its financial position in line with its Business Plan.

**3.0 RISK ASSESSMENT:**

There are no significant risks in approving the recommendation

**4.0 FINANCIAL IMPLICATIONS:**

- 4.1 There are no revenue implications of the decision.
- 4.2 In terms of capital expenditure provision has been made for expenditure on the World of James Herriot, summarised as follows:-

<b>Capital Expenditure</b>	<b>2012/13 £</b>	<b>2013/14 £</b>	<b>2014/15 £</b>	<b>20015/16 £</b>
Cost of memorabilia collection, display cabinets and decorative works	<u>12,000</u>	<u>0</u>	<u>0</u>	<u>0</u>
Financed by:				
Capital Programme				
	<b><u>12,000</u></b>	<b><u>0</u></b>	<b><u>0</u></b>	<b><u>0</u></b>

**5.0 RECOMMENDATION:**

- 5.1 To approve a grant of £12,000 financed from the Capital Programme for the purchase and installation of a memorabilia collection at The World of James Herriot.

SANDRA WALBRAN

**Background papers:** Nil

**Author ref:** SW

**Contact:** Sandra Walbran  
Director of Customer Services  
767235

## **CAPITAL PROGRAMME**

### **Capital Scheme :**

The World of James Herriot

### **Description of Project :**

To purchase the largest collection of James Herriot memorabilia from a private collector, the installation of 5 purpose built display cabinets and the necessary decorative improvements required to the room located within the World of James Herriot. The collection will encompass all aspects of Alf Wight's life during his boyhood through to the latter years of his life, telling the story of "James Herriot".

### **Revenue Implications and how they are to be financed :**

Nil

### **Community/Business Benefits :**

The Herriot Country Tourism Group took over responsibility for the World of James Herriot tourist attraction in 2012. The attraction has social and economic importance locally in Thirsk for both communities and businesses and more widely within the District for attracting visitors to the area as a tourist destination. The Council has a priority of supporting local economic growth and has directed £50,000 of capital to enable The World of James Herriot to improve its financial position in line with its Business Plan.