

## **Hambleton District Council**

**Report To:** Cabinet

**Date:** 5 July 2022

**Subject:** **Market Town Investment Plans**

**Portfolio Holder:** Economic Development and Finance  
Councillor P R Wilkinson

**Wards Affected:** Bedale, Easingwold, Great Ayton, Northallerton, Stokesley, Thirsk

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### **1.0 Purpose and Background**

1.1 This purpose of this report is to:

- Update Members on progress made in the development of Market Town Investment Plans for Bedale, Easingwold, Stokesley & Great Ayton and Thirsk.
- Advise on and agree the priority projects selected by Ward Members to take forward for further business case development.
- Advise and agree projects selected by ward members to utilise a £50k per town capital budget allocated in the 2022/23 Capital Programme approved by Cabinet in December 2021 for Bedale, Easingwold, Stokesley & Great Ayton, Northallerton and Thirsk.

1.2 In July 2021 the Council commissioned Genecon and Gillespies to develop Market Town Investment Plans. The intention of these plans is to:

- Provide an up to date economic analysis of each town
- Capture challenges and opportunities and define each towns ambitions
- Review against local, regional and national economic policy priorities
- Propose a series of interventions to ensure our towns future prosperity and deliver on local ambition
- Develop a capital project pipeline for Hambleton's market towns which can be used by the new North Yorkshire Council
- Work up priority projects to business cases stage to maximise potential funding opportunities

1.3 Work on Stages 1 and 2 of the Investment Plans has been completed, each town has a complete place based analysis and a long list of investment priorities and opportunities. A composite list of the projects for each town is attached as Annex A.

1.4 At Ward Member workshops held in May and June the projects were considered and priorities selected for:

- Further development to outline business case stage to have investment ready projects to feed into funding bids. These are outlined at Annex A section 2.1.

- Delivery through the £50k budget allocated in the current financial year for capital projects to support vibrant market towns. These are outlined at Annex A section 2.2.

1.5 Priority projects will be fed through to processes such as the Local Government Review Economic Development workstream on Capital Projects to ensure they are well positioned for consideration when funding streams such as Levelling Up and Shared Prosperity Fund become available.

## 2.0 Link to Council Priorities

2.1 The Market Town Investment Plans support the Council's priority of Driving Economic Vitality; specifically supporting the development vibrant market towns and the future sustainability of our High Streets. The plans also deliver on a number of the measures listed in the Council's Economic Response and Recovery Plan.

## 3.0 Risk Assessment

3.1 The key risk is in not approving the recommendation as shown below:-

Risk	Implication	Gross Prob	Gross Imp	Gross Total	Preventative Action	Net Prob	Net Imp	Net total
Lack of investment ready projects	Reduced ability to secure funding to improve market towns vitality and viability	4	4	16	Approve the projects selected for further development	2	2	4
Projects not agreed to utilise available budget	Funds are unspent and early investment opportunities are missed	5	4	20	Approve the projects selected for delivery	2	2	4

3.2 The risk of not agreeing with the recommendation outweighs the risk of agreeing with the recommendation. It is therefore considered acceptable to approve the recommendation.

## 4.0 Financial Implications

4.1 There is no further funding requirement of the Council for the outline business case development as this was included in the original consultants brief for the Investment Plans. This was included in the Economic Development Fund budget.

4.2 There is no additional financial implication to the Council for the projects selected to utilise the £50k per town budget in the current year's Capital Programme.

## **5.0 Legal Implications**

5.1 Legal issues have been considered. There are no implications involved in the approval of the projects.

## **6.0 Equality/Diversity Issues**

6.1 Equality and Diversity Issues have been considered however there are no issues associated with this report.

## **7.0 Recommendation**

7.1 That Cabinet:

- (1) notes progress made in the development of a series of Market Town Investment Plans for Bedale, Easingwold, Stokesley & Great Ayton and Thirsk;
- (2) approves further development of the projects set out in Annex A section 2.1 of the report to business case stage;
- (3) approves the delivery of the projects set out at Annex A section 2.2 of the report using the vibrant market town budget in the 2022/23 Capital Programme; and
- (4) delegates the decision for allocation of the Northallerton £50,000 to the Deputy Chief Executive in consultation with the Deputy Leader.

Mick Jewitt  
Deputy Chief Executive

**Background papers:** None

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# **Annex A – Mark Town Investment Plan Projects**

## Section 1: Project Long List

# BEDALE

Project	Lead	Order of Cost	Outcomes / Impacts	Success Measures	Theme
<b>B1 - Artisan Quarter Masterplan</b>					
<p>Develop a masterplan to explore the regeneration potential of space behind Market Place adjacent to long-stay parking to form an Artisan Quarter. This could provide a variety of uses for small business</p>  <p>space such as food retail, café, craft businesses other small businesses to add an interesting space at the end of a new active travel route between Bedale and Aiskew and between the long-stay car park and Market Place.</p>	HDC, Private Sector or PPP	££££	<ul style="list-style-type: none"> <li>Short and medium-term increase in footfall</li> <li>Economic diversification via medium to long-term increases in start-ups, increased business density. Potential for employment growth</li> <li>Improved links between town centre, The Wynd and Aiskew</li> </ul>	<p><b>Short to Medium-term:</b></p> <ul style="list-style-type: none"> <li>Lower High St &amp; Market Place vacancy rates</li> <li>Daytime footfall increase</li> </ul> <p><b>Medium to long-term:</b></p> <ul style="list-style-type: none"> <li>Increase in business density and economic diversity</li> <li>Employment growth</li> </ul>	Regeneration
<b>B2 - Market Place Enhancements</b>					
Installation of heritage style lighting, improvements to gateway approaches, and signage to market place to improve character and wayfinding around the town and its features.	HDC	££	<ul style="list-style-type: none"> <li>Enhances character of Bedale and presents as a more attractive and vibrant town centre.</li> <li>Enables visitors to get the most out of a visit to Bedale and encourages increased dwell time and repeat visits.</li> </ul>	<ul style="list-style-type: none"> <li>Increased visitor numbers, dwell times, repeat visits and town centre spend</li> </ul>	Public realm improvements
<p>Creation of pavement 'Piazza' along the wider sections of pavement on Market Place (North End particularly lends itself to this purpose, however other locations may also be possible).</p> <p>These could vary from temporary cordoned-off areas of pavement to covered, semi-permanent</p>	HDC	£££	<ul style="list-style-type: none"> <li>Enhances character of Bedale and presents as a more attractive and vibrant town centre.</li> <li>Enables visitors to get the most out of a visit to Bedale and encourages</li> </ul>	<ul style="list-style-type: none"> <li>Daytime footfall increase</li> <li>Increased visitor numbers, dwell times, repeat visits and town centre spend</li> <li>Lower Market Place vacancy rates</li> </ul>	Public realm improvements

<p>fixtures with lighting and heating to extend use into evenings and seasons (see Appendix A). They would most likely take the form of moveable/temporary staging solutions developed with Town Councils, as they are the likely operators/managers of these spaces.</p>			<p>increased dwell time and repeat visits.</p> <ul style="list-style-type: none"> <li>• Provide space for spill-out and events</li> </ul>		
<p><b>B3 - Digital Infrastructure Improvements</b></p>					
<p>Investment in digital connectivity to enable more diverse and technology-rich economic activity:</p> <ul style="list-style-type: none"> <li>- Improved fibre to the premises connectivity to encourage home workers and digital businesses</li> <li>- Improved mobile network coverage</li> </ul> <p>Public Wi-Fi improvements to match recent improvements in other towns providing better connectivity for local people and visitors.</p>	<p>HDC/NYNet/ Private sector</p>	<p>££</p>	<ul style="list-style-type: none"> <li>• Improved resident and visitor digital services will help appeal to younger professional demographic with potential to encourage higher GVA home workers.</li> </ul>	<p><b>Short to Medium Term:</b></p> <ul style="list-style-type: none"> <li>• Improved connectivity for resident and visitors</li> <li>• Appeal to home worker families looking for quality of life improvements, help to balance demographics</li> </ul> <p><b>Long term</b></p> <ul style="list-style-type: none"> <li>• Diversification of economy</li> </ul>	<p>Digital</p>
<p><b>B4 - Pedestrian and cycle route creation</b></p>					
<p>Improvements linking together Aiskew, Bedale Town Centre, Bedale Beck and Wensleydale Railway. Although this is a long-standing potential project for Bedale that has proved difficult to deliver due to cost/feasibility issues it remains an important improvement.</p> <p>A key part of this long standing project that has faced difficulties with delivery is the improvements to Bedale Bridge to provide a safer foot and cycle route between the town centre and Bedale Station. The formation of the new unitary authority may improve the prospects of being able to realise this project. Stakeholders need to decide whether to continue to pursue this project and whether to shortlist this project for further scoping in Stage 2.</p>	<p>HDC/NYC</p>	<p>££££</p>	<ul style="list-style-type: none"> <li>• Increases visitor economy through stronger links between key visitor destinations</li> <li>• Reduced need for vehicular travel locally presents a modern, progressive town.</li> </ul>	<ul style="list-style-type: none"> <li>• Daytime footfall increase</li> <li>• Increased visitor numbers, dwell times and town centre spend</li> <li>• Reduced car journeys / carbon savings and improved air quality / improved health/wellbeing (liveability)</li> <li>• Lower High St &amp; Market Place vacancy rates</li> </ul>	<p>Public realm enhancement</p>

# EASINGWOLD

Project	Lead	Order of Cost	Outcomes / Impacts	Success Measures	Theme
<b>E1 – Town Hall: improved utilisation</b>					
<p>Investment in the Town Hall building as a retail incubator space on the ground floor and office space to the first floor. This would help to increase the retail offer improving the towns service centre function. Business space to the upper floor would help diversify the economic base of the town centre. This would require working with/relocating the existing business.</p> <p>Improvements could be considered to increase the building’s flexibility for events that extend the night-time and weekend economies.</p> <p>The Investment in such a facility would also complement and reinforce a new events space in front of the building, and vice-versa.</p>	HDC	£££	<ul style="list-style-type: none"> <li>Increases town centre vitality and footfall</li> <li>Supports business creation and growth</li> <li>Economic diversification through medium to long term increases in start ups</li> <li>Increased business density in town centre</li> </ul>	<p><b>Short to Medium Term:</b></p> <ul style="list-style-type: none"> <li>Daytime footfall and spend increase</li> <li>Increased town centre workers - repeat visits, linked trips and increased town centre spend</li> </ul> <p><b>Long term:</b></p> <ul style="list-style-type: none"> <li>A strong independent high street</li> <li>Increase in business density</li> <li>Employment growth</li> </ul>	Regeneration
<b>E2 - Market Place enhancements</b>					
<ul style="list-style-type: none"> <li><b>A modern, flexible town centre events space</b> to the east of the Town Hall that facilitates different types and scales of events to add quality daytime, weekend and evening economy opportunities.</li> </ul>	HDC	£££	<ul style="list-style-type: none"> <li>Enhances character of Easingwold and presents as a more attractive and vibrant town centre.</li> <li>Provide space for spill-out and events</li> </ul>	<ul style="list-style-type: none"> <li>Daytime footfall increase</li> <li>Increased visitor numbers, dwell times, repeat visits and town centre spend</li> <li>Lower town centre vacancy rates and no more loss of retail units.</li> <li>Long term sustainability of a more diverse retail offer.</li> </ul>	Public realm improvements
<ul style="list-style-type: none"> <li><b>Creation of pavement ‘Piazza’</b> along the wider sections of pavement in the Market Place, and potentially along Long Street, building on the CIL funded investment to improve pedestrian routes across the Market Place cobbles.</li> </ul>	HDC	£££	<ul style="list-style-type: none"> <li>Enhances character of Easingwold and presents as a more attractive and vibrant town centre.</li> </ul>	<ul style="list-style-type: none"> <li>Daytime footfall increase</li> <li>Increased visitor numbers, dwell times, repeat visits and town centre spend</li> </ul>	Public realm improvements

These could vary from temporary cordoned-off areas of pavement to covered, semi-permanent fixtures with lighting and heating to extend use into evenings and seasons (see Appendix A). They would most likely take the form of moveable/temporary staging solutions developed with Town Councils, as they are the likely operators/managers of these spaces.			<ul style="list-style-type: none"> <li>Enables visitors to get the most out of a visit to Easingwold and encourages increased dwell time and repeat visits.</li> </ul>	<ul style="list-style-type: none"> <li>Lower Market Place vacancy rates</li> </ul>	
<ul style="list-style-type: none"> <li>Installation of heritage style lighting and signage to the market place to improve character and wayfinding around the town and its features.</li> </ul>	HDC	££	<ul style="list-style-type: none"> <li>Enhances character of Easingwold and presents as a more attractive and vibrant town centre.</li> <li>Enables visitors to get the most out of a visit to Easingwold and encourages increased dwell time and repeat visits.</li> </ul>	<ul style="list-style-type: none"> <li>Increased visitor numbers, dwell times, repeat visits and town centre spend</li> </ul>	Public realm improvements
<b>E3 - Increased long stay parking capacity</b>					
Develop new long-stay car park capacity at the old Health Centre on Crabmill Lane and Market Place. Proposal could also include enhanced facilities for cyclists.	ETC / HDC	£££	<ul style="list-style-type: none"> <li>Enables visitors to get the most out of a visit to Easingwold and encourages increased dwell time and repeat visits.</li> <li>Removes pressure and congestion from market place parking</li> </ul>	<ul style="list-style-type: none"> <li>Daytime footfall increase</li> <li>Increased visitor numbers, dwell times, repeat visits and town centre spend</li> <li>Lower town centre vacancy rates and reduced loss of retail units.</li> <li>Long term sustainability of a more diverse retail offer.</li> </ul>	Visitor economy / Regeneration
<b>E4 - Digital Infrastructure Improvements</b>					
Investment in digital connectivity to enable more diverse and technology-rich economic activity: <ul style="list-style-type: none"> <li>Improved fibre to the premises connectivity to encourage home workers and digital businesses</li> <li>Improved mobile network coverage</li> <li>Extension of new public Wifi to cover wider areas of town centre</li> </ul>	HDC/NYNet/ Private sector	££	<ul style="list-style-type: none"> <li>Improved resident and visitor digital services will help appeal to younger professional demographic with potential to encourage higher GVA home workers.</li> </ul>	<p><b>Short to Medium Term:</b></p> <ul style="list-style-type: none"> <li>Improved connectivity for resident and visitors</li> <li>Appeal to home worker families looking for quality of life improvements, help to balance demographics</li> </ul> <p><b>Long term</b></p> <ul style="list-style-type: none"> <li>Diversification of economy</li> </ul>	Digital

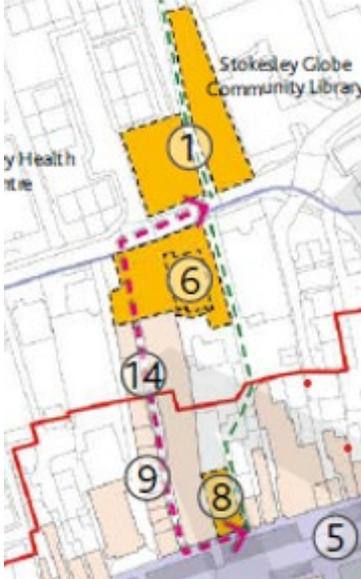
# THIRSK

Project	Lead	Order of Cost	Outcomes / Impacts	Success Measures	Theme
<b>T1 – Market Place Enhancements</b>					
<p>Given the topography and conservation area status of the Market Square and the cobbled surface some areas may benefit from dedicated decking areas (see Appendix A). These could vary from temporary cordoned-off areas of pavement to covered, semi-permanent fixtures with lighting and heating to extend use into evenings and seasons. They would most likely take the form of moveable/temporary staging solutions developed with Town Councils, as they are the likely operators/managers of these spaces.</p> <ul style="list-style-type: none"> <li>• <b>Masterplan of better usage of square</b> – not to rationalise any parking but to lay it out better to make more public realm available</li> <li>• <b>A modern, flexible town centre events space</b> that facilitates different types and scales of events to add quality daytime, weekend and evening economy opportunities. There is the potential for a central space that could be extended for occasional larger events to boost the visitor economy.</li> <li>• <b>Improved pavement spaces that enable spill-out retail activity</b> of a quality that adds to the visual appeal of the town centre should be created. A pavement plan around the Market Square to identify a number of such spaces should be considered</li> <li>• <b>Improved visitor signage and paving treatment</b> that links important arts, heritage and cultural assets to each other and to the town centre.</li> </ul>	HDC	£££	<ul style="list-style-type: none"> <li>• Enhances character of Thirsk and presents as a progressive, attractive and vibrant town centre with capacity for significant events.</li> <li>• Enables visitors to get the most out of a visit to Thirsk and encourages greater dwell time, increased visitor spend and repeat visits.</li> <li>• Enables visitors to get the most out of a visit to Thirsk and encourages increased dwell time and repeat visits.</li> </ul>	<p><b>Short to Medium Term:</b></p> <ul style="list-style-type: none"> <li>• Daytime footfall and spend increase</li> <li>• Increased visitor numbers, dwell times, repeat visits and town centre spend</li> </ul> <p><b>Long term:</b></p> <ul style="list-style-type: none"> <li>• A very strong independent high street</li> <li>• Stronger day and night time economies</li> <li>• Visitor economy growth.</li> </ul>	Public Realm

<b>T2 - Digital Infrastructure Improvements</b>					
<p>Broadband speeds for businesses require improvement, and improving speeds for residents is also important to enable working from home and realise business growth and start-up potential.</p> <p>Investment in digital connectivity to enable more diverse and technology-rich economic activity:</p> <ul style="list-style-type: none"> <li>- Extend the fibre to the premises connectivity enjoyed by new developments more widely to encourage home workers and digital businesses</li> <li>- Improved 5G mobile network coverage to serve more rural areas with high speed broadband</li> <li>- Potential expansion of public wifi to support development of digital tourism offer.</li> </ul>	HDC/NYNet/ Private sector	£££	Improved resident and visitor digital services will help appeal to younger professional demographic with potential to encourage higher GVA home workers.	<p><b>Short to Medium Term:</b></p> <ul style="list-style-type: none"> <li>• Improved connectivity for resident and visitors</li> <li>• Appeal to home worker families looking for quality of life improvements, help to balance demographics</li> </ul> <p><b>Long term</b></p> <ul style="list-style-type: none"> <li>• Diversification of economy</li> </ul>	Digital
<b>T3 - Visitor information and trails digital enhancement</b>					
<p>Improving the digital information for visitors and also enhancing the Past and Present and Blue Plaque trails by investing in digital enhancements using smart phone accessible tech such as QR codes, Augmented Reality Trails, archive film and photographic footage.</p> <p>Building on the renewed popularity from current TV programming a new digital Herriot Trail could also be developed exploring the lives and places associated with the real and fictional characters.</p>	HDC	££	<ul style="list-style-type: none"> <li>• Utilisation of digital technology to enhance visitor information and form trails will encourage more visits, greater exploration and increase dwell times.</li> </ul>	<ul style="list-style-type: none"> <li>• Daytime footfall and spend increase</li> <li>• Increased visitor numbers, dwell times, repeat visits and town centre spend</li> </ul>	Visitor economy / Digital
<b>T4 - Cycling Infrastructure enhancement</b>					
<p>Radically improved link between Thirsk railway station and Thirsk town centre through a segregated pedestrian and cycle path that runs past Tesco and Lidl, through the Castle gardens into the town centre.</p>			<ul style="list-style-type: none"> <li>• Enables and encourages greater use of travel by foot and cycle for local residents through improved connectivity.</li> </ul>	<p><b>Short to Medium-term:</b></p> <ul style="list-style-type: none"> <li>• Daytime footfall increase</li> <li>• Increased visitor numbers, dwell times and town centre spend</li> </ul>	Public realm/visitor economy

<p>A cycle hub at Thirsk station could be developed to enable visitor access to the town centre via cycle hire. Such a facility would also enable rail commuters to cycle to the station and park bikes securely and access suitable facilities. This facility could also help build the cycle visitor economy.</p> <p>Improve the National Cycle Route 657 from Sowerby to Thirsk Town Centre, augmenting the safer route through Sowerby Flatts. Provide secure covered parking in Nursery car park enabling cyclists to access to leisure centre facilities (showers etc.) as well as easy access to town centre.</p> <p>Develop and provide trail information, in paper and digital form, showing routes around the local area and highlighting cycle friendly accommodation.</p>			<ul style="list-style-type: none"> <li>• Increases visitor economy through stronger links between key assets and share of green/low carbon holiday market</li> <li>• Enhances the leisure cycling holidays as a key feature of the visitor economy</li> <li>• Increases town centre vitality</li> <li>• Reduced need for vehicular travel locally presents a modern, progressive town.</li> <li>• Adds value to key housing and employment sites.</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced car journeys / carbon savings and improved air quality / improved health/wellbeing (liveability)</li> </ul> <p><b>Long term:</b></p> <ul style="list-style-type: none"> <li>• Builds reputation and capacity of the cycle economy.</li> <li>• Increased business density and diversity</li> <li>• Employment growth</li> <li>• Visitor economy growth.</li> <li>• Life satisfaction improves for residents.</li> </ul>	
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# STOKESLEY & GREAT AYTON

Project	Lead	Order of Cost	Outcomes / Impacts	Success Measures	Theme
<b>S1 – Stokesley Town Centre North – mini masterplan</b>					
<p>The north end of Stokesley Town Centre presents a key regeneration opportunity in the town with the potential for high economic impact. This will require a mini-masterplan to develop feasible projects for this area.</p>  <p>Consolidating sites including: the Fire Station; The British Legion building and adjacent vacant site); and improvements to the Three Tuns Wynd, would create options to add activity that boosts the local economy:</p>	<p>HDC, Private sector or PPP</p>	<p>££££</p>	<ul style="list-style-type: none"> <li>• Increased business density and employment density.</li> <li>• Increase town 'liveability' for working age population – attracts a younger demographic to live/work in Stokesley.</li> <li>• Boost to the visitor economy, potentially including overnight VE extension.</li> <li>• Short-medium term response to pandemic homeworking trend by pulling more people into town centres and increases spend</li> <li>• Short and medium-term increase in footfall</li> <li>• Economic diversification via medium to long-term increases in start-ups, increased business density; increase in Digital businesses.</li> </ul>	<p><b>Short to Medium-term:</b></p> <ul style="list-style-type: none"> <li>• Lower retail vacancy rates</li> <li>• Daytime footfall increase</li> <li>• Overnight visitor economy strengthened.</li> </ul> <p><b>Medium to long-term:</b></p> <ul style="list-style-type: none"> <li>• Increase in business density and economic diversity</li> <li>• Employment growth</li> </ul>	<p>Regeneration</p>

<p>a) Improve long stay parking and generate vibrancy and footfall along the pedestrian route to the Town centre.</p> <p>b) Develop modern office space to attract digital businesses and employment to Stokesley.</p> <p>c) Development of a hotel to prime a stronger overnight visitor economy in Stokesley.</p> <p>There is scope to include the Town Hall/Police station area in this project should there be a review of Police and Fire Service asset use.</p>			<p>Potential for employment growth</p>		
<p><b>S2 – Town Square and Pavement Piazzas</b></p>					
<p><b>Town Square</b> - opportunity to enhance parking area alongside the Town Hall with new modern events and spill out-space</p> <p><b>Pavement ‘Piazzas’</b> – could be created along the High Street. These could vary from temporary cordoned-off areas of pavement to covered, semi-permanent fixtures with lighting and heating to extend use into evenings and seasons. They would most likely take the form of moveable/temporary staging solutions developed with Town Councils, as they are the likely operators/managers of these spaces</p>			<ul style="list-style-type: none"> <li>• Enhances character of Stokesley and presents as a more attractive and vibrant town centre.</li> <li>• Enables visitors to get the most out of a visit to Stokesley and encourages increased dwell time and repeat visits.</li> <li>• Provide space for spill-out and events</li> </ul>	<p><b>Short to Medium Term:</b></p> <ul style="list-style-type: none"> <li>• Daytime footfall and spend increase</li> <li>• Increased visitor numbers, dwell times, repeat visits and town centre spend</li> </ul> <p><b>Long term:</b></p> <ul style="list-style-type: none"> <li>• A strong independent high street</li> </ul> <p>Stronger day and night time economies</p>	<p>Public Realm</p>
<p><b>S3 – Town Hall Adaptations</b></p>					
<p>Explore the potential to make improvements to the town hall which can contribute more to the town centre. Potentially explore:</p>		<p>££</p>	<ul style="list-style-type: none"> <li>• Increases town centre footfall and vitality</li> </ul>	<p><b>Short to Medium Term:</b></p> <ul style="list-style-type: none"> <li>• Daytime footfall and spend increase</li> </ul>	<p>Regeneration</p>

<ul style="list-style-type: none"> <li>- Investment in the Town Hall building as a local produce / food retail centre, complementing Stokesley’s reputation developed from the award winning farmers markets</li> <li>- Retail incubation space to encourage new business starts, to create and sustain jobs, add vibrancy and help extend the visitor economy.</li> <li>- Improvements to increase the building’s flexibility for events that extend the night-time and weekend economies. Investment in such a facility would also complement and reinforce a new events space in front of the building, and vice-versa.</li> </ul> <p>As mentioned at S1 if there is a review of Police and Fire Service asset use projects S2 &amp; S3 could form part of the masterplan project.</p>	<p>STC with HDC support</p>		<ul style="list-style-type: none"> <li>• Supports business creation and growth</li> <li>• Enables visitors to get the most out of a visit to Stokesley and encourages increased dwell time and repeat visits.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased visitor numbers, dwell times, repeat visits and town centre spend</li> </ul> <p><b>Long term:</b></p> <ul style="list-style-type: none"> <li>• A strong independent high street</li> <li>• Stronger day and night time economies</li> <li>• Increase in business density</li> <li>• Employment growth</li> </ul>	
<b>S4 - Digital Infrastructure Improvements</b>					
<p>Broadband speeds for businesses require improvement, including the Business Park, and improving speeds in for residents is also important to enable working from home and business start-up potential. In particular accelerating the roll-out of FTTP and Mobile-broadband (5G) coverage are required to improve connectivity and speeds.</p>			<ul style="list-style-type: none"> <li>• Improved resident and visitor digital services will help appeal to younger professional demographic with potential to encourage higher GVA home workers.</li> </ul>	<p><b>Short to Medium Term:</b></p> <ul style="list-style-type: none"> <li>• Improved connectivity for resident and visitors</li> <li>• Appeal to home worker families looking for quality of life</li> </ul>	<p>Digital</p>

				<p>improvements, help to balance demographics</p> <p><b>Long term:</b></p> <ul style="list-style-type: none"> <li>• Diversification of economy</li> </ul>	
<b>S5/GA1 - Improved cycle and pedestrian infrastructure</b>					
<ul style="list-style-type: none"> <li>• <b>Endeavor Way</b> – Creation of traffic free links between Stokesley and Great Ayton and onto the Station to increase connectivity and boost the cycle economy.</li> <li>• <b>Improved footpath and cycle route connections</b> through Stokesley particularly links between residential locations, the Business Park and the Town Centre</li> <li>• <b>River Leven footpath improvements</b> between jubilee bridge and Helmsley Road</li> <li>• <b>Improved signage and enhanced lighting</b> to improve wayfinding and character of town centre.</li> <li>• <b>Facilitate leisure cycling and low carbon holidays</b> through enhancement of the existing cycle hub near the railway station as part of the Endeavour Way development. Modest cycle facilities in Great Ayton too, e.g. secure parking,</li> </ul>	<p>HDC</p> <p>HDC</p> <p>STC with HDC support</p> <p>HDC/Rail operator</p>	<p>£££</p> <p>£££</p> <p>££</p> <p>££</p>	<ul style="list-style-type: none"> <li>• Delivers greater connectivity between Great Ayton and Stokesley for services, schools and employment; improves rail access.</li> <li>• Increases visitor economy through stronger links between key visitor attractions and services</li> <li>• Increases town centre vitality</li> <li>• Enhances the cycle economy as a key feature of the visitor economy</li> <li>• Reduced need for vehicular travel locally presents a modern, progressive town</li> </ul>	<p><b>Short to Medium-term:</b></p> <ul style="list-style-type: none"> <li>• Improves resident economic and social wellbeing through better access.</li> <li>• Daytime footfall increase</li> <li>• Increased visitor numbers, dwell times and town centre spend</li> <li>• Reduced car journeys / carbon savings and improved air quality / improved health/wellbeing (liveability).</li> </ul> <p><b>Long term:</b></p> <ul style="list-style-type: none"> <li>• Builds reputation and capacity of the cycle economy.</li> <li>• Increased business density and diversity</li> <li>• Employment growth</li> <li>• Visitor economy growth.</li> <li>• Life satisfaction improves for residents</li> </ul>	<p>Public Realm / visitor economy</p>

would facilitate stops and exploration of the town.					
<b>GA3 - Cultural Asset Investments</b>					
<p>Investment into the promotion of Great Ayton town centre attractions – particularly using the historic link to Captain Cook and local produce suppliers:</p> <ul style="list-style-type: none"> <li>• Potential to focus on Captain Cook, Green Holiday destination and family friendly/accessible tourist location.</li> <li>• Investment in visitor technology to provide activities and information, e.g. the use of QR codes as part of guided walks; the provision of town guides and maps;</li> <li>• Utilisation of technology to help develop trails and boost tourism e.g. reconstruction of Cooks Cottage via an Augmented Reality (AR) rendering of the original Cooks Cottage (now located in</li> </ul>  <p><small>Cooks Cottage in Yorkshires, England, just before it was dismantled and packed in 1934.</small></p> <p>Australia) bringing it back to life in Great Ayton via AR.</p>	GATC with HDC support	££	<ul style="list-style-type: none"> <li>• Enables visitors to get the most out of a visit to Great Ayton and encourages increased dwell time and repeat visits.</li> <li>• Supports Green Tourism Growth in and around Great Ayton</li> <li>• Encourages healthy lifestyles through increased walking</li> <li>• Increased tourist Visitor numbers will improve the case for Endeavour Way route improvements.</li> </ul>	<p><b>Short to Medium Term:</b></p> <ul style="list-style-type: none"> <li>• Daytime footfall and spend increase</li> <li>• Increased visitor numbers, dwell times, repeat visits and town centre spend</li> </ul> <p><b>Long term:</b></p> <ul style="list-style-type: none"> <li>• A very strong independent high street</li> <li>• Stronger day and night time economies</li> </ul>	Visitor economy / digital

**GA3 - Digital and Technological**

**Investment in digital connectivity to enable more diverse and technology-rich economic activity:**

- Improved fibre connectivity to encourage home workers and digital businesses
- Improved mobile network coverage
- Public Wifi network installation

- Improved resident and visitor digital services will help appeal to younger professional demographic with potential to encourage higher GVA home workers.

Utilisation of digital technology to enhance visitor information and form trails will encourage more visits, greater exploration and increase dwell times.

**Short to Medium Term:**

- Improved connectivity for resident and visitors
- Appeal to home worker families looking for quality of life improvements, help to balance demographics
- Improved tourism offer which increases visitor exploration, dwell time and expenditure.

**Long term:**

- Diversification of economy

Digital

## Section 2: Project Short List

<b>2.1: Projects to be taken forward to Outline Business Case Stage</b>	
Bedale	Market Place Enhancements
Easingwold	Town Hall improved utilisation
Stokesley & Great Ayton	North Road & Market Place Masterplan to include central performance area
Thirsk	Market Place enhancements – business case for optimisation of spatial uses of public realm

<b>2.2: Projects to be delivered with £50k capital programme funding</b>	
Bedale	Heritage Style Street Lighting (focus on central area) Improved Signage to Car Parks, Improved wi-fi
Easingwold	Improved signage into and within the town
Northallerton	
Stokesley & Great Ayton	River Leven Footpath Improvements including development of a heritage trail incorporating digital technology e.g. augmented reality and QR codes.
Thirsk	Market Place Masterplan – examine and optimise spatial uses of public realm