

## **Statement by the Cabinet Portfolio Holder for Economic Development and Finance**

**18 October 2022**

### **Heritage Hub**

The High Street Heritage Action Zone Heritage Hub, located at 90 High Street, has received over 1200 visitors since opening its doors in May. The facility is hosting a range of artefacts, has rotating displays and has delivered a range of themed workshops about the history of Northallerton.

It has excelled in its purpose to engage people with the heritage of the town and the work of the Heritage Action Zone and is being promoted by Historic England as an example of good practice.

In terms of community engagement its benefit goes beyond allowing people to explore the town's past. It is providing an opportunity for people to contribute their own memories, artefacts and stories building a rich collection of material. In addition, it is helping to reduce social isolation and combat loneliness. A number of outreach sessions in conjunction with local groups are being planned to extend the hub's reach and benefit.

School parties have also visited the hub and it has had equal appeal to the younger generation with pupils fascinated by the history of their home town.

The materials that have been gathered are being curated and posted in the digital depository, a dedicated website which has been launched as part of the project [www.northallertonheritage.uk](http://www.northallertonheritage.uk)

As the initial phase of the project has been so successful, an extension for a further 6 months has been secured taking the project through to the end of April 2023. We are now investigating both the potential of volunteer support for the hub as well as future funding streams which may be able to support its delivery in the longer term.

### **Augmented Reality Heritage Trail**

Included as part of our High Street Heritage Action Zone is another project which aims to help residents and visitors to uncover the hidden heritage of Northallerton through technology. A new smartphone based app is being developed 'Discover Northallerton' which utilises augmented reality (AR) to bring to life a series of sites around the town.

Working with York Archaeological Trust a number of key sites are being digitally reconstructed to show how they would have looked in medieval times. These include the Bishops Palace, the original Medieval Market Place and Tickle Toby yard. Peel Interactive have been appointed to use the 3D digital reconstructions and develop an app which allows users to walk around the town and investigate these sites in situ. Other points of interest will feature text/photos/sound/film based information on their history. For younger users there will also be a range of animal themed animated characters to discover along the route.

The trail and app are due to be completed by the end of the year - providing historic information and encouraging exploration of the town as well as increasing footfall and extending dwell time to support the local economy.

## **Supporting the Markets Campaign – May – August 22**

During the summer we ran a two-phase campaign to promote the markets across the District. Working with York Mix Radio, this included radio advertisement campaigns and outside radio broadcasts within all the market towns, PR, magazine advertorials, a new markets leaflet and ongoing market related social media content via the Council and #DiscoverHambleton platforms.

We designed the activity to raise awareness, to push shop local /independent shopping and to support the High Streets. This was an opportunity to reinforce the message that the towns are very much open for businesses and stress the significance of the welcome across our towns and great customer service on the stalls. The campaign adapted the phrase, ***Discover Hambleton, discover shopping, and discover our markets*** to tie in with recent campaign work with #Discover Hambleton.

Each campaign reached an audience of over 40,000 with the audience hearing the ad an average of 5 times per listener. The outside broadcasts were well supported by ward members, local traders, town councillors and local businesses were interviewed by York Mix, with the whole show being broadcast from the locations. It was a great way to demonstrate support for the markets and really address the importance of the markets to the towns.

The campaign was very well received in the towns, great local support was received from all involved. Here are a few comments made directly to the team at York Mix following the activity

- A listener calling the studio after hearing the Easingwold Broadcast who visited on market day to Easingwold for a walk about and an ice cream.
- A market trader at Selby who had heard us promoting the markets in Hambleton, thought it was great publicity for the markets and wondered how we could do it for Selby.
- A lady called the studio to tell the station about her trip out with a friend for lunch in Stokesley after listening and seeing our video on the socials then deciding to visit as had never been before.

## **Campus@Northallerton**

As York College and University of Sunderland continue to refine their offer at C@N the focus of recent activity has been around engagement, with the aim of ensuring that people understand what the campus offers. Every month the doors open for a Coffee and Cake event, offering free provision in exchange for discussion about potential courses.

The partnership recently ran a business surgery drop in event, attempting to pair local businesses with stakeholders within the industry. The event was attended by University of Sunderland, York College, HDC, the YNY LEP, FSB, Trading Standards, C4DI, Barclays Eagle Labs and Northallerton BID and a number of potential leads were generated from the networking opportunity.

The University of Sunderland have launched a business survey, sent to over 5,000 businesses within the local area to gain a further understanding of where the potential skill gaps are. The results will help shape a course catalogue to assist with upskilling the local area.

As the brand awareness builds through these events, our online reach and presence also grows with social media posts now having a combined reach of over 100,000. Alongside work on social media a C@N newsletter has been launched to assist with future communication and awareness raising.

### **C4DI Northallerton**

Following my last update officers from the Business & Economy team, together with C4DI & Barclays Eagle Labs attended the Great Yorkshire Show, resulting in further interest in C4DI and what it has to offer and follow up meetings taking place including with large corporate organisations such as Morrisons.

The membership base continues to grow - as of the 4<sup>th</sup> October 9 offices have been taken and 9 offices are available to let. Corporate Memberships and Community Memberships are also increasing. A targeted campaign to encourage the Community Membership offer promoting the advantages of being a Community Member and the opportunity to working from a high quality and inspiring workspace as opposed to working from home is being developed.

Further events planned at C4DI Northallerton include:

16<sup>th</sup> October -recognising Black History month, with key speakers from the world of business and finance

2<sup>nd</sup> November - Agri-tech farming event held in conjunction with Dr Sam Hoste & Isobel Eames Knowledge Exchange Manager (Cereals & Oilseeds) from the AHDB

16<sup>th</sup> November - in conjunction with the Supply Chain Network and businesses from the region

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