

Kirkbymoorside Community Support Group - who we are

- KCSG is a group of volunteer Trustees who are working towards the formation of a Charitable Incorporated Organisation (CIO) in order to put our time, energy, and collective resources into improvement projects for Kirkbymoorside Town and its residents.
- Guided by our Constitution, Board of Trustees, Code of Conduct and other Terms of Reference, we assess, prioritise, and deliver projects in collaboration with the local community, local authorities and other relevant third parties. These form our ‘Road Map’.
- The projects on our Road Map are all intended to support, develop and promote Kirkbymoorside and its community.
- We do not intend to undertake any statutory duties that are the responsibility of the town council or other local authorities and have no allegiances with any political or religious groups.
- Current members are James Buffoni; Joanne Goff; Jean Illingworth; Karen Kelly; Linda Knight; Hilary Shields.

Our objectives for this meeting:

- Present and discuss a distillation of priorities from the Retail Group’s Feasibility Study and Action Plan for Growth, highlighted in yellow below. We note that you have ownership of all actions but have made some suggestions where we could potentially be involved.
- Agree priorities, ownership and timeline for next steps.

Retail Group, Report Summary

9.3 Improve the Kirkbymoorside shopping and visitor experience

| | Timeframe | Timeframe / Priority | Impact | Difficulty | Suggested Lead |
|---|---|----------------------|---------------|------------|---|
| C | Add more bike parking facilities and safe cycle routes to the town centre. Target more cyclists. | Medium | Medium | Medium | Town Council / NYC / Environment Group. Library to publicise cycle routes |
| D | Simplify the parking regime. Based on other successful market towns visited, consider: •1-hour free parking in heart of town centre (Market Place and upper Piercy End). •2 hour free everywhere else (including anytime at Town Farm Car Park) •Paid for parking 2+ hours at Town Farm Car Park. Brand this car park as ‘long-term car park’. This will have the benefit of doubling the availability of short-term spaces | High | High | Medium | Town Council / NYC |
| E | Significantly improve the car parking signage and wayfinding, especially to Town Hall Car Park. | Medium | Medium | Medium | Town Council / NYC |
| F | Add a new Zebra Crossing in heart of town centre (near / outside George and Dragon). | High / Medium | High / Medium | Medium | Town Council / NYC |
| H | Create better information, maps and plans (see Woodbridge, Suffolk) at all arrival and pre-arrival points. | Medium/ Low | Medium | Medium | Town Council / NYC / History Group / CIO |
| J | Complement the “Gateway to the Moors” USP – add more services, information about the area, signposting to the area, with a clear starting point and something unique to Kirkbymoorside, photo opportunity, memory opportunity, reasons to enjoy the town and its offer. | Medium / Low | Medium / Low | Medium | Town Council / NYC / History Group / CIO |

9.4 Increase the collective benefit of the existing assets and attractions

| | Timeframe | Timeframe / Priority | Impact | Difficulty | Suggested Lead |
|---|--|----------------------|--------|---------------|--|
| A | Add better wayfinding signs in core of offer, at car parks and on the access routes from the town centre highlighting the anchors / attractions in the town centre and those nearby. | Medium / High | Medium | Medium / Low | Town Council / NYC / History Group / CIO |
| B | Add 2 x large and clear wayfinding signs on the A170 200 – 300 m east and west bound from the main roundabout, along the lines of ‘Welcome to Kirkbymoorside, Historic Market Town’. | High | High | Medium | Town Council / NYC / CIO |
| D | Include facility for daily erectable ‘Market trading today’ signs, or ‘XX theme market trading today’. | Medium | Medium | Low | Town Council / NYC / Mem Hall |
| E | Add further 2 x signs 50 - 100m east and west bound from the roundabout, along the lines of ‘Town centre shops, food and toilets ← or → as appropriate. | High | High | Medium | Town Council / NYC / CIO |
| F | Provide visual links to the town centre (see G) | Medium / Low | Medium | Medium | CIO / Town Council |
| G | Use the same colour palette flags, posters or projecting signs on shops to add critical mass. | Medium / Low | Medium | Medium | CIO / Town Council |
| J | Protect the core town centre by resisting any further retail development on the A170. | High | High | Medium / High | NYC / Town Council |

9.5 Improve the marketing and promotion of the town centre

| | Timeframe | Timeframe / Priority | Impact | Difficulty | Suggested Lead |
|---|---|----------------------|--------|------------|--|
| C | Create a series of online, and paper walking guides, supported by clear signage in the town, aimed at various customer groups, e.g. families, walkers, cyclists, dog walkers, runners, visitors etc. These could be themed e.g. independent shop trail, gourmand tour, arts / culture, history / heritage, ghost tours, green spaces, Kirkbymoorside Attractions Circuit, etc. which will emphasise the range in offer and attractions available. | Medium / Low | Medium | Medium | Town Council / NYC / History Group / CIO / Library |
| F | Create a new Kirkbymoorside Town Centre brand / strapline and encourage businesses and local stakeholders to use and embrace it. ‘Gateway to the Moors’ could work, or perhaps ‘Ryedale’s friendliest market town’? (CIO Note: consider a logo competition) | Medium | Medium | Medium | CIO / Town Council |
| K | Create a local History Museum. | Med / High | High | High | History Group / CIO / Town Council |
| L | Encourage local attractions, clubs and societies to use the town centre. | Medium | Medium | Medium | CIO / Town Council |