
Kirkbymoorside Town Council

Information for the meeting on Monday 15 September 2025

Matters Arising

Information received subsequent to consideration at agenda item 7 of the July meeting
Minute 25058 Vibrant and Sustainable High Streets Fund.

Fri, Sep 12, 2025

I've just been told that our partnership application for the Vibrant and Sustainable High Street funding (Phase II) is currently being considered by the awarding panel, which is excellent news, but I've been asked for additional information which I will supply once I get the detailed email from them. One question that has been asked verbally, is whether the Town Council would be happy to become the Lead Applicant, rather than Kirkbymoorside Community Support Group (KCSG), and this makes a lot of sense to me.

I'd be delighted if the Town Council would be prepared to take on this role, and I think that our chances of getting the funding would be very much higher if you were the Lead Applicant. I'm happy to meet up and explain what this would involve (as I've undertaken this role for the music festival funding), but I need to let them know by the end of next week (19 September) to meet their deadline; if this needs to be discussed by the full Council, I'm hoping that is possible at such short notice.

[Extract from separate email] What being Lead Partner means is:

1. You have an overview of the stages of the process, and keep relevant partners informed as necessary
2. You co-ordinate meetings / discussions with other partners as relevant (i.e. not all partners may need to be involved in every meeting or decision, for example, the History Group may be the only partner involved in drafting the content for the interpretation boards, but all partners would 'sign-off' the final draft layout)
3. You pay invoices *
4. You keep a record of all expenditure against each budget heading (note: it is acceptable to go over on one budget heading if there is an underspend on another, as long as the total amount awarded is not exceeded)
5. You prepare the monthly return (using the Excel form provided) and submit it to your named contact person (Sarah), meeting with her to discuss it and progress each month.

Invoices* are paid and then claimed back; the money will go into your account about a week after the monthly meeting with Sarah. This means that there is a period of up to 6 weeks when you are 'out of pocket' and cash flow can be an issue. [This was a big problem with the music festival, as we started off with nothing, and all initial expenditure was on my credit card until paid back!] Lack of ability to maintain cash flow is the main reason that we would be turned down for the grant and they have asked me to provide a cash flow projection by the end of the week to aid their decision. This is also the main reason they have suggested that the Council become the Lead Partner, in the assumption that you have better access to funds in the initial phase of the process (i.e. before money is paid back) than KCSG (true). With the 2026 Music Festival to organise, what funds KCSG do have will quickly be needed elsewhere, and we wouldn't have enough for the 'big ticket item' like large signs anyway.

I personally would also prefer the Council to handle all the money side for transparency, and KCSG would just be one of the partners with minimal involvement. However, I'm happy to manage items 1 and 2 on the list above to reduce the burden, if you would undertake items 3 and 4; we could jointly do item 5.

£35,662 application for a town rebranding exercise, a history trail, a continuation of the 'Fly the Flag for Kirkbymoorside' project (more flag bracket adaptors) and 2 x new signs on the A170. I got a number of quotes to arrive at the figure requested which I would share with you.

As a separate issue, for your information (and relevant to this funding application), James Buffoni and Joanne Goff are continuing to pursue Charity status for a group he will head up (name unknown at present) as a separate entity to KCSG. This is because KCSG's support for the high street and the town's economy are not considered by the charity commission to be 'charitable objectives', and we would have to withdraw from this funding application (and from the 2026 Music Festival) if we wanted to obtain charity status. We feel that supporting the high street and the local economy supports the residents of the town and is not a conflict to our other charitable activities (e.g. the Community Christmas Dinner) and so we are continuing as just a Community Group. If and when Jame's separate charity becomes established, we would hope to work in partnership with them on relevant projects, as with our other partners (e.g. yourselves and NYC).

I'm pretty sure that if you are not able to take on the Lead Partner role we will be turned down, which would be a shame as it's a great opportunity for the town (and loss £35,662 of 'free' money). Please let me know your decision as soon as possible as I have to reply to the Combined Authority by the end of the week.

Regards

Jean

Minute 25058 of the Ordinary meeting dated 21 July 2021 Agenda item 7. Vibrant and Sustainable High Streets Fund – **Town Council's agreed participation in the project highlighted.**

Cllr Coughlan welcomed Sarah Barrowby, Contracts and Relationships Officer, York and North Yorkshire Combined Authority (YNYCA) provided information on the High Street Fund

- a. Information in respect of the Vibrant and Sustainable High Streets Fund was **received**.

The Fund will be delivered over four phases.

Phase 1, for applications up to £40k with no need for match funding, has been completed, with Kirkbymoorside as one of the beneficiaries courtesy of successful application by Kirkbymoorside Community Support Group.

Phase 2 invites applications for £30k to £150k for *'new and creative ideas to make the high street thrive'* and is live with a deadline of 31 July 2025. Trying to get people to stay for longer and boost the economy. Phase 2 is focussed on supporting community and assets on the high street to build resilience. Applications need to be made in partnership, and joint delivery must be evidenced via letters of support at the application stage.

Bringing back key services to the high street. An overarching cross area project idea is business banking hubs. YNYCA are in conversation with Cash Access to look at how they work.

Cllrs explained that since the closure of all banks in the town the only banking facility in Kirkbymoorside is at the Post Office where it is possible to pay in cheques and cash. This incurs a charge by the banks but not the Post Office. Whilst the resources at the Post Office are invaluable it is important for the high street to have adequate banking facilities.

YNYCA are looking to work with Discover Yorkshire to create a single app that could host multiple digital maps across the area. There might be the opportunity to progress this at Phase 3 and 4.

[Link to the presentation and webinar online.](#)

Cllr Coughlan thanked Sarah for her thorough presentation.

- b. Information on the proposal by Kirkbymoorside Community Support Group (KCSG) in partnership with Kirkbymoorside History Group for a Kirkbymoorside Town History Trail was **received**.
- c. Consideration of the invitation by KCSG of partnership for grant funding application (Vibrant and Sustainable High Streets Fund Phase II) and the associated role and commitment to the project.

Jean Illingworth, representing the Kirkbymoorside Community Support Group, referred to the Vibrant and Sustainable High Streets Fund Phase 2, which closes on 31 July 2025. She explained that one of the elements of town promotion that the KCSG have been looking at is activities for visitors and the Kirkbymoorside History Group have proposed a History Trail. The project proposal for the purpose of the Phase 2 application is for a non-digital trail, consisting information boards and some leaflets. The simplicity of production means that delivery of the project will be more immediate. The project partnership consists of the KCSG (lead applicant), Kirkbymoorside History Group, Visit North Yorkshire (letter of support received from Craig Nattress, Place Development Manager - North Yorkshire Council) and Kirkbymoorside Community Library.

Jean explained that the invitation to join the partnership is extended to the Town Council and support of the project would involve application to North Yorkshire Council for street furniture licence for the information panels, where necessary.

Jean also outlined the project proposal applicable to Phase 3 of the Vibrant and Sustainable High Streets Fund which would involve progressing the recommendations identified in the Retail Group report and developing a town brand. Further to consideration of the Retail Group report by the Town Council at the June meeting and support of the proposal for new 'Welcome to Kirkbymoorside' signs, it is hoped that the signs will incorporate the town brand and it will also feature on the town information panels and publications. Quotations have been sought for the design and conception works and it is the intention to include this element of the town promotion into the application for Phase 2 funding.

Cllr Coughlan asked exactly what the KCSG envisage the Town Council's role in the project to be. Jean explained that the role of the partners is as follows:

KCSG is facilitating the project as lead applicant, to secure the funding.

Leaflets will be made available from the library

Visit North Yorkshire will promote the History Trail via the website and partner publications

The Town Council would be the appropriate body to apply for street furniture licences and have an input on where best to situate the information boards.

Cllr Dowie proposed that the Town Council could support promotion of the trail by making the information available via the Town Council website and social media platforms.

Cllr Coughlan referred to Sarah Barrowby regarding the criteria for the Vibrant and Sustainable High Streets Fund, and asked "how far does the high street extend?" Would it be possible to connect the sports field with the town centre for the purpose of access to funding?

The question was received with interest and Sarah will make enquiries and determine what scope there might be to incorporate other facilities and interests in the town. She explained that there are a variety of separate funds available for health and wellbeing, Community Buildings, Net-zero etc.

With regards to the Community Building fund, Cllr Dowie explained that the Town Council will be giving consideration to making application for improvement works to the Moorside Room. An application has already been submitted to the Community Buildings fund by the Memorial Hall Committee for improvements to the Memorial Hall. Sarah explained that whilst funding can only be applied for one building, it's not clear if funding for another community building within the same geographical area can be submitted by a separate applicant. Enquiries will be made.

Cllr Dowie asked if there was any funding available to promotion of, or accessibility to Art, explaining the Leeds Art Gallery borrowing scheme and would this type of project be covered by

'Health & Well Being'? Sarah confirmed that funding opportunities for this type of project would certainly be part of Phase 3. Looking forward to Phase 3, she welcomed conversations with the Town Council and its partner groups and organisations to further develop the collective vision of the town.

Cllr Coughlan proposed to commit to partnership with the application for Phase 2 funding as discussed. **Agreed.**

Cllr Coughlan thanked Sarah for the wealth of information shared and support of the town initiatives.