

Kirkbymoorside Town Council

Information for the meeting on Monday 15 June 2026

11. Kirkbymoorside Town Signs

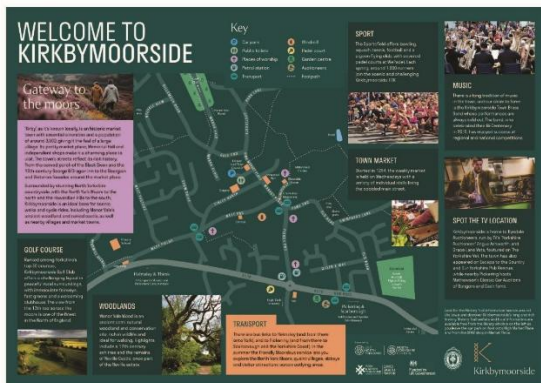


In 2025 North Yorkshire Council commissioned retail management consultants The Retail Group to undertake a Feasibility Study and produce an Action Plan for Growth for Kirkbymoorside. The purpose of the action plan was to improve the appeal and promote the town based on the evidence and needs of the future customers (residents and visitors) and of the local businesses.

The Kirkbymoorside Community Support Group, secured funding from York and North Yorkshire Combined Authority's Vibrant and Sustainable High Street Fund to create a town brand in order to better publicise and promote Kirkbymoorside. The funding application, and different elements of the project, is supported by partner organisations: the History Group, Kirkbymoorside Community Library, the Town Council, and North Yorkshire Council.

The centerpiece of the new town logo design is a 'K' monogram. The subtle woven pattern in the vertical stem is a nod to the town's historical and Viking heritage, while the integrated arrow graphic expands on the "Gateway" concept to also direct people to discover the unique offerings of our town. The palette pairs deep teal, representing the wild Moors, with a vibrant terracotta orange which is a nod to the red brick architecture and rooftops throughout the town.

The new town brand has already been applied to the Kirkbymoorside information panels and featured in Ryedale's new Annual Guide 'in the Loop' .



Kirkbymoorside Community Support Group have applied the brand to the flags on display for the length of Piercy End and Market Place. These have been mounted, by permission, in the Christmas tree brackets using custom made fixings manufactured by RACK Systems.

Another element of the project is the History Trail. Lectern style information panels will shortly be installed in the town centre.

The brand will also be applied to the Kirkbymoorside signs on approach from Pickering and Helmsley, on the A170.



On approach from Pickering now ...

...soon.



The intention is to move the sign on approach from Helmsley westwards along the hedge to the corner of the field at Broad View so that it is more visible. By kind agreement of Barry and Ann Kneeshaw.

[N.B. The sign must remain on private land as North Yorkshire Council (Highways) will not permit the sign to be situated on the road verge].



then... (pre 2013)

...soon.

