

Ryedale Market Towns Promotion
9th September 2014 Norton on Derwent Town Council Offices, Norton.
Notes of Meeting

Present

Jos Holmes Ryedale District Council
Craig Nattress Ryedale District Council
Helen Gundry Raising Cycling in Ryedale – Kirkbymoorside Environmental Group
Catriona McLees North York Moors National Park Authority
Ray King Norton on Derwent Town Council
Mike Skehan Malton Town Council
William Oxley Pickering Town Council
Faith Young Malton CIC
Jan Devos Devos UK / Malton CIC
Michael Clarke Kirkbymoorside Town Council
Lisa Bolland Kirkbymoorside Town Council
Eden Blyth Friends of Moorsbus
Tony Porter Helmsley in Business (Porters Coffee Shop)

Apologies

Emma Smailes Federation of Small Business

- 1. Review notes of 4th March 2014**
- 2. Ryedale Market Towns promotional leaflet.**

Craig updated on the Ryedale Market Towns Leaflet. Well received. 20K copies printed (Distribution list circulated.) Group agreed that would like to reproduce for 2015 with the following:

- a. Higher print run to ensure that it is 'noticed'
- b. Improved publicity and PR around the leaflet and the stories within it.
- c. Each town to bring out its USP more. EG Improved section in Kirkbymoorside Michael to encourage retailers to meet and discuss.

- 3. Follow up on the Market Bags project ... what next?**

Jos updated on the cotton bags were successfully distributed to the 8 markets and positively received by traders, welcoming support for the markets in general. Accompanying postcards replicated the design. Good press coverage locally and on the Love Your Market week website. However, the bags were not cheap to produce, so not likely to repeat this project. The accompanying post cards can still be distributed by the markets.

Markets can attract people into town on a particular day, but can also result in reduced trade in the local shops by both increasing the competition and also bringing in low spending customers in the town.

The quality of the markets is the key, run down / scruffy markets are not appealing to residents or visitors. A project to improve the visual appearance of the markets would be beneficial.

Action: JH to work with the markets managers to see if joint 'liveries' would be possible and continuing the promotion of all the markets collectively.

4. Cycling:

a. Tour of Yorkshire 2015

The proposal is for a 3 day race 1-3 May 2015 as the legacy of the TdF. This is planned for 3 years and would target the areas of Yorkshire that the TdF didn't pass through. The race would be part of the international cycling calendar, so likely to attract high calibre professional cyclists and be televised internationally. City of York are the lead legacy partner responsible for organising the route. Will Oxley, as chair of the Tourism Advisory Board has lobbied for the route to come through Ryedale's Market Towns.

There will be a cost to this, both staging fee and associated local activity.

b. Ryedale Towns Cycle Trail – progress report and update from Helen Gundry.
See attached paper.

There is a meeting on 30th September for all the Ryedale Towns and villages in between to attend, to develop the concept of a route between all the 5 towns, with associated links onto the Moors and Wolds. Some parts may be quite simple to improve (signage for example), but others will require larger scale investment. RDC has commissioned Sustrans to develop the Malton to Pickering route feasibility study which will be reporting findings soon.

5. **Visitor Information Boards in towns - joint approach**

Jos outlined the proposal for RDC to replace the tourism boards at Malton station, (one on platform, 2 in car park) and that both Malton and Norton on Derwent TCs had been consulted. Updated maps and local information will be included, including the traveline number.

There is potential for the sign boards in the town's car parks also to be improved. However, this was a longer term project and would depend on which towns wanted current town centre boards replaced – some of which are relatively recent.

The public toilets in the towns were also proposed to have display cases on the external walls, which would include a local map.

Catriona indicated that Helmsley had good town centre provision with NYMNPA boards in the Cleveland Way car park and Borogate.

The Pickering TIC will be producing maps for each of the market towns to give out to visitors. These are produced by RDC, in house, so that any changes can be accommodated. The drafts were circulated and comments were received from the group on the maps, which will be passed onto the RDC Business Hub preparing the maps.

6. **Tourism Road Map – a new approach to destination marketing.**

This is a LEP initiative to support the visitor economy, by encouraging businesses to identify all the opportunities to interact with and influence visitors to promote higher spend. The National Parks are acting as pilot studies for this over the summer and further detail will be provided to local authorities and Destination Management Organisations later in September.

The Moors and More tourism network is having a meeting about it on 29th September. Register on their website to take part.
RDC will follow up on the roadmap and how it may be rolled out in the rest of Ryedale. Retailers are encouraged to be involved in this process as a key part of the visitor economy.

7. Towns Alive conference – progress

Jan updated the meeting on the proposal to host the Towns Alive conference in Ryedale in November 2015.

The 5 town councils had not all wanted to proceed, but Malton was keen, so efforts would be concentrated here, with the potential for visits to the other towns.

Up to £20K would need to be raised to host. LEADER has been approached and could be interested in supporting, Malton, Norton and RDC are also still interested.

RDC could facilitate the project team.

The next step is to hold a meeting to further develop the practicalities and outcomes. Dot Flint – organiser of the 2013 5 town hosted conference in Cheshire would be invited.

The next conference is 5/6 November in Bury St Edmunds.

Visit the Towns Alive website for more info. - <http://towns.org.uk/events-2/towns-alive-conference/>

8. AOB

- a. A discussion on town centre car parking is the key to successful town centres. Having enough or free time limited parking is needed. Malton Fitzwilliam Estate put £100K p.a into providing free car parking and this has been very successful for the town.

Car parking in Ryedale is relatively cheap, compared with York or Scarborough.

Traders / local business people often park on the spaces which could be used by customers.

Tendered bus services must be protected on Market Days.

- b. Moorsbus – a CIC has been established, ‘friends of moorsbus’ with joint ticketing with EYMS to promote journeys from the North-East through the Moors on to Pickering. Currently as summer Sunday service only. Voluntary sector lead. Hope to grow this next year. Brings 250 passengers to the area every Sunday.
- c. NYMNPA new website has been completed and features a page for each market town.