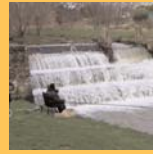


BEDALE RENAISSANCE CHARTER



S t a t e m e n t o f I n t e n t

We, the residents, business people and stakeholders of Bedale and its hinterland, have agreed on this date, the twenty sixth of April 2004, to deliver the mission, goals and objectives laid out in this Charter, and to lend our moral support to those individuals that have made the commitment to deliver the projects and initiatives that arise from it.....

T h e M i s s i o n

To enhance the quality, cultural richness, health and prosperity of Bedale and the surrounding area for those who live there, work there and visit.

G O A L 1

LOCAL ECONOMY

Encourage a sustainable local economy, stimulating further investment, which is in accordance with the environmental and social aspirations of the community.

O b j e c t i v e s

1. To enhance the Bedale economy for the benefit of residents, businesses and a wide range of stakeholder organisations. To ensure property prices are maintained, the quality of the environment is enhanced and services and facilities are retained by being competitive with other destinations which are constantly improving their "offer".
2. To create space in Bedale for business expansion and start-ups and managed workshop space encouraging local businesses to develop and expand and allow entrepreneurs to establish new businesses.
3. To develop and promote a working environment where Bedale businesses can work collaboratively for individual and mutual benefit to enable sustainable local business and allow trading and joint promotion to a wider, larger or new customer base.

G O A L 2

TRANSPORT & MOVEMENT

Develop a framework for enhancing transport and movement in Bedale, improving connections with the Dales and the surrounding area, whilst creating a pedestrian friendly environment that is safe and attractive to all users.

O b j e c t i v e s

1. To develop central Bedale into a quality environment where the pedestrian enjoys priority, not the motor vehicle.
2. To make Bedale, its businesses and its facilities accessible to all people regardless of age and mobility.
3. To improve links between Bedale and the surrounding towns and villages and stimulate greater numbers of day-trippers to support local business survival and growth. To encourage a greater proportion of visitors to the Dales to spend time in Bedale en route to the Dales, as the first North Yorkshire market town they reach after the A1.
4. To improve and enhance the network of smaller streets, ginnets and courtyards which make a strong contribution to the character of Bedale.

G O A L 3

TOURISM & BRANDING

Developing Bedale as a high quality visitor destination, improving the profile and image of the town, whilst preserving the heritage of the town and its local character.

O b j e c t i v e s

1. To promote Bedale as a quality day-trip destination.
2. To preserve, enhance and promote the quality of Bedale's architectural heritage.
3. To enhance the "Bedale Welcome" and create consistent signs that provide high quality welcoming entrances to the town.
4. To develop, enhance and promote Bedale's identity as a wonderful place in which to live, learn, trade, play and visit.

G O A L 4

LEISURE & RECREATION

Seek to maintain and develop a wide range of leisure and recreational opportunities in Bedale.

O b j e c t i v e s

1. To improve and develop Bedale as a local sports and recreation centre

G O A L 5

HOSPITALITY & RETAIL

Enhance the quality and diversity of Bedale's retail and hospitality offer.

O b j e c t i v e s

1. To promote and improve the quality of the Bedale hospitality offer.
2. To promote and improve the quality and diversity of the Bedale retail experience.
3. To promote and improve the quality of the Bedale eating and drinking environment within the town for families and people of all ages.
4. To promote and improve the quality and provision of visitor accommodation in Bedale and the surrounding area.

G O A L 6

COMMUNITY & SOCIAL

To maintain and enhance a high quality of health, education and social provision to meet the needs of people in Bedale and its surrounding areas.

O b j e c t i v e s

1. To preserve, develop and promote Bedale's rich and varied community to retain and attract young people and young families.
2. To expand the range and access to education and skills training courses, provide enhanced facilities within Bedale and surrounding areas, and where appropriate, improve transport provision to external opportunities.
3. To improve and expand the range of facilities and services available to young people in the surrounding areas.
4. To promote greater communication between local residents, service providers and businesses.
5. To preserve and enhance the access, quality and range of health services in Bedale, provide enhanced facilities within Bedale, and where appropriate, improve transport provision to external facilities.

