

NORTHALLERTON
Renaissance Market Town

**Northallerton and Villages Community
Plan Forum**

WSP

April 2004

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1 - Foreword

Welcome to the Northallerton Renaissance Market Town Delivery Plan

As Chair of the Northallerton and Villages Community Plan Forum, I am pleased and proud to introduce this Plan to you.

This Plan follows on from the first Northallerton and Villages Community Plan, produced in 2002, which was the result of more than two years hard work by local councillors, organisations and enthusiastic individuals, all working together to develop a vision for the future of this area for many years to come.

In 2003, Northallerton was fortunate to be selected as a Renaissance Market Town (RMT), as part of the Yorkshire Forward Rural Renaissance Programme. As part of this process, consultants were appointed in July 2003 to work with us in the Northallerton & Villages Community Plan Forum to introduce the RMT process and look more fully at the aims and objectives for the next 25 years for Northallerton.

I believe that this process has helped to bring the town closer together, by involving key groups of people who all share the aim of seeing Northallerton as a thriving market town to live and work. We have worked together to produce a vision, a marketing plan and a town charter, all of which are included in this Delivery Plan document.

This Plan represents a great deal of hard work, expertise and experience; many steering group meetings, workshops and public consultation events including an event at the town hall in December 2003.

I am looking forward to the next phase of this RMT Delivery Plan and the Community Plan, which will be to take forward shared community priorities and to develop and deliver projects, which will improve facilities and bring resources into the area.

Cllr Sally Anderson
Chair of the Northallerton and Villages Community Plan Forum
March 2004

2 - Signatories

The below signed accord with the objectives set out for in the Northallerton Town Charter, overleaf.

Hambleton District Council

North Yorkshire County Council

Northallerton Town Council

Northallerton Voluntary Services Association

Appleton Wiske Parish Council

Brompton Village Design Statement Group

Churches Together

Community Education

CPRE

Hambleton Local Strategic Partnership

Over 50's Forum

Allertonshire Civic Society

Northallerton and District Local History Society

Northallerton Chamber of Trade

Wensleydale Railway

Yorkshire Forward

3 The Charter

Introduction

The Charter for Northallerton represents the aspirations of the steering group for Northallerton over the coming twenty to thirty years. These ten points have evolved from the community event in December and numerous workshops since that date.

Northallerton & Villages

Renaissance Market Town Charter

Northallerton will seek to.....

1. Continue to be a 'real' Market Town – protect the heritage of the town and ensure that Northallerton continues to be a working town with functional markets, a vibrant retail heart and regional significance.
2. Strengthen linkages between Northallerton and the neighbouring villages.
3. Capitalise on its potential to function as a transport hub / interchange – remaining at the centre of the transport network with good local, regional and improved national connections – 'a 21st Century staging post'; Improve accessibility and circulation around the town for all sectors of the community.
4. Promote its identity and assets, enhancing the town's unique character as a visitor destination and as a place to be.
5. Expand in a sustainable manner to meet the demand for new residential development at affordable prices and to accommodate the growth requirements of local and regional business and community sectors.
6. Evolve to meet the needs of local business and the community and adapt to maximise economic growth and quality employment in a diversifying economy and increase appropriate level of skills base.
7. Develop in harmony with the surrounding landscape, harnessing these attributes and extending the green areas into the centre to provide town breathing spaces.
8. Conserve and enhance the character, built heritage and vitality of the High Street as the heart of Northallerton.
9. Provide a high quality of life, maintaining a safe and secure environment, and offering choice and opportunity in lifestyle, culture, work and recreation for all ages.
10. Continue to improve the quality of education and learning services and the availability of all levels of education across all age groups.

4 - The RMT Process

This Delivery Plan is the culmination of the year long Renaissance Market Town process in Northallerton. As lead consultants, WSP, have worked hand in hand with the Northallerton and Villages Community Plan Forum to develop this Delivery Plan which seeks to promote a sustainable future for Northallerton, the County Town of North Yorkshire.

The purpose of this document is to act as a prospectus for the renaissance/regeneration of Northallerton over the course of the next 25 years. The Delivery Plan sets out the Vision and Masterplan for Northallerton which has been signed up to by the community of Northallerton, backed by the objectives of the Town Charter.

THE RMT PROCESS

The aim of the Renaissance Market Town (RMT) programme in Northallerton is to boost the economic performance of the town in line with Yorkshire and Humber's Regional Economic Strategy. The aim is to ensure that Northallerton, together with its hinterlands is the kind of place where people will want to, and can, live, work, invest and visit.

In July 2003, WSP Group were appointed as lead consultants for the Northallerton RMT process. WSP's team combined project management, town planning and urban design skills necessary to facilitate the RMT process. Throughout the process the lead consultants met at monthly intervals with a sponsor group formed to support the RMT process. This consisted of representatives from Hambleton District Council, Yorkshire Forward and North Yorkshire County Council. Examples of assistance provided included providing officers of the District Council to provide an overview of tourism / economic initiatives and collaborate in focussing the work of specialist consultants brought in by the Forum to address such issues.

The initial analysis and review of Northallerton's strengths and weaknesses highlighted the following broad issues;

STRENGTHS

Character and heritage
An active market place
A distinctive high street retail offer which is not High Street UK
Good transport links with East Coast mainline railway station and highway connections to the A1
Free car parking

WEAKNESSES

Poor traffic circulation and congestion
A cluttered High Street
An over-reliance on public sector employment
Community facilities / particularly youth
Lack of clear orientation/signage

OPPORTUNITIES

Wensleydale Railway connection into Northallerton (Summer 2004)
Development opportunities
Retail offer
Tourism

THREATS

Local Government reorganisation threat to HDC/NYCC jobs and County Town status
Young people are leaving the town
Not enough new housing is coming forward to meet demand
Lack of affordable housing
Other Market towns i.e. Thirsk

WSP established that there were specific issues within Northallerton that would require particular specialist analysis. To this end, WSP brought in specialist skills to develop transport, tourism and economic studies. These studies in co-ordination with the lead consultant's responsibilities have ensured that a comprehensive vision for the future of Northallerton is being put in place.

To meet the needs of RMT, WSP sought to build on the existing community plan steering group, produce a Vision and Town Charter; a Masterplan and a Delivery Plan.

RMT OUTPUTS

Developing the Community Plan Forum

The first step for the lead consultants was establish a close working relationship with the existing Community Plan Forum the objectives of which are to: engender partnership working within the local community; add local knowledge to the consultants' specialist skills; and provide a legacy for delivering the RMT projects and aspirations at the end of the consultants' intervention.

In Northallerton, the Community Plan Forum had its foundations in the Northallerton and Villages Community Plan Steering Group but was formed with key additions to ensure that the wider community and stakeholders from the business and policy-making sectors were represented. Once formed, the Community Plan Forum and lead consultants met regularly to discuss progress and agree the forward strategy.

The Town Vision and Charter

Central to the RMT process is the need to establish an agreed Town Vision and Charter. The 'Vision' is the outcome of the RMT process, illustrating the aspirational image of what Northallerton could look like in 25 years. The 'Charter' defines the objectives which need to be met in order to realise the Vision.

The Charter is set out in Section 3 of this Delivery Plan and establishes the context against which the RMT projects have been considered. Each of the projects set out in Section 7 are cross-referenced with the Charter objectives to ensure that they contribute to the overall Vision for Northallerton.

A Masterplan for Northallerton

Northallerton's 25 year Masterplan was developed by the Community Plan Forum and has developed over the course of the RMT process. The Masterplan is more definitive than the Vision. The projects identified by the Masterplan are those short, medium and long-term projects which have been prioritised for delivery by the Town Team.

The purpose of the Masterplan is to quantify and graphically identify the physical projects emerging through RMT and illustrate the collective impact of delivering these projects. The masterplan is provided within Section 6.

The Delivery Plan

This document seeks to bring together the Vision, Charter and Masterplan into a sustainable framework for delivery.

Consultation & Project Development

Fundamental to the RMT process has been the aim of making the process as inclusive as possible. The Community Plan Forum was established to represent as many sectors of the community as possible, however, it was accepted that the Community Plan Forum would never be entirely representative of the whole Northallerton and Villages community. In order to build support for the emerging Vision, Charter and Masterplan for Northallerton, a concerted effort was made at the outset of the RMT process to ensure that all stakeholders would be encouraged to get involved in the process.

Key Stakeholders

During the early stages of town analysis and familiarisation, WSP held face-to-face meetings with key stakeholders to discuss the aspirations and objectives of the RMT process. The purpose of these meetings was to build consensus about the main strengths, weaknesses and opportunities for Northallerton and to explore what ambitions/proposals would be achievable in the context of land availability, development constraints and the legislative policy framework for Northallerton.

Positive feedback from these meetings was important to add weight to the process and to give confidence and practical realism to the process before taking forward the outline proposals for public consultation with the wider Northallerton and Villages community.

Public Consultation Event

A public consultation event was staged in Northallerton Town Hall on December 3rd 2003. The event was publicised in the local press and advertised by posters displayed in shops and public buildings around Northallerton. The event took the form of an interactive exhibition with consultants on hand to answer questions and consider feedback. A series of boards identified what the RMT process involved and what it was working towards. Proposals were presented to the public on the basis of eight themes for improving Northallerton:

- | |
|--|
| <p><u>Northallerton's Themes:</u></p> <ul style="list-style-type: none">➤ A town for business➤ A green town➤ A leisure town➤ A town for young people➤ A well connected town➤ A visitor friendly town➤ A liveable town➤ An evening economy |
|--|

As part of the consultation in order to engender active engagement a masterplan was developed that identified over 40 areas of change within Northallerton. This is reproduced overleaf and assisted in working with the public to elicit reaction to wide ranging proposals from a Town Park to potential urban extensions.

As part of the consultation Rural Arts North Yorkshire (RANY) were approached to assist in reaching special needs groups and working with visitors. RANY provided an actor who played the part of a Town Crier to promote the event on the High Street and draw people in from the busy market place. RANY also helped make the process more inclusive with the aid of print making and clay modelling to promote the idea of town branding for Northallerton. These attractions proved to be very popular and were extremely effective for involving the children who attended and representatives with learning difficulties.

The consultation event was attended by over 250 people which was an excellent turnout. Radio Cleveland broadcast live from the event for over two hours and interviewed Forum members and the public. Feedback was recorded by questionnaire and video diary with people also encouraged to write their views on post notes attached to the relevant theme boards. Feedback from this event allowed WSP and the Community Plan Forum to refine the Town Vision and Charter and build this into a more coherent Masterplan for Northallerton.

Focus Groups

Following the public consultation event and the subsequent feedback, the outline proposals were refined and developed into more detailed projects. The emerging projects were considered against the Northallerton and Villages Community Investment Plan, The Community Plan for Hambleton and the emerging Sub Regional Investment Plan as detailed in Section 5 – Strategic Fit and taken forward for discussion in a series of focus groups targeted at specific aspects and issues for Northallerton. Six intensive focus groups were staged during January and February 2004, the topics of which were as follows:

Northallerton

RMT Focus Groups:

Masterplanning:	Thursday 15 th January
Socio-Economics:	Thursday 22 nd January
Transport:	Thursday 29 th January
Tourism:	Thursday 5 th February
Action Planning:	Tuesday 17 th February
Delivery:	Thursday 26 th February

Attendance at these Focus Groups was targeted at those stakeholders engaged at the outset of the RMT process and those who had emerged through the public consultation event. The Focus Groups brought together the primary stakeholders to discuss key issues relevant to a particular topic area. These proved an extremely effective means of determining which projects were likely to be deliverable and which projects should be prioritised in consideration of the overall Vision and Charter and the realisation of a deliverable Masterplan for Northallerton.

Each focus group debated the merits of a wide range of projects that emerged during the previous six months. These projects were prioritised in a workshop environment in order to produce the Priority List that forms Section 7.

5 Strategic Fit

The RMT process does not exist in a vacuum. The majority of the projects will require a significant amount of buy in from key stakeholders. To this end the NVCPF has as members organisations as Hambleton District Council and North Yorkshire County Council. Yorkshire Forward also attended a Delivery Plan workshop in order to take the group through the Sub Regional Investment Plan (SRIP) and how it will relate to aspects of the RMT process.

The following documents, both in existence or in preparation have been at the forefront of the RMT process over the past year.

Hambleton Community Plan

The five themes of the community plan have been utilised in analysing the needs of the NVCPF and creating the Delivery Plan. The themes are;

- A Prosperous Community
- A Vibrant Community
- A Sustainable Community
- A Safe Community
- A Healthy Community

The respective groups that represent these themes on the LSP will be key to delivering elements of the plan. They can work with the Local Strategic Partnerships and offer a clear route available to the NVCPF for championing projects through the LSP process.

Hambleton Local Development Framework

Hambleton District Council are currently preparing the Local Development Framework (LDF) for the district that will replace the current District Wide Plan and set out the policies and proposals for the development of the District to 2016. Projects identified through the RMT process that have land use implications should be examined through the drafting of the LDF. These are identified on the project sheets that form Section 8.

By working with the LDF process through representations and discussions with Hambleton District key projects within this delivery plan can achieve added 'weight' and impetus that will be necessary for their delivery. Policies within the LDF that actually address areas of change/improvement identified by this Plan will set the parameters necessary for future development for sites / areas such as the variety of sites between East Road and the High Street.

The Sub Regional Investment Plan (SRIP)

Yorkshire Forward and partners are currently finalising the SRIP for Yorkshire. The Hambleton LSP has recently agreed with its objectives which sets out seven priority

areas for Yorkshire. These have recently been mapped out on an Economic Assessment Map. The map indicates that Northallerton sits in the 'A1/A19 Corridor'. The aim within this area is to build on its inherent economic opportunities.

Not all projects of the Delivery Plan will need to accord with the aims of the SRIP. However, there will be some initiatives, particularly those of an economic nature that will benefit from their 'fit' with the strategic objectives of the SRIP. Initiatives under the socio - economic and tourism 'banners' should enable Northallerton to link successfully with the key objective of assisting the renaissance of market towns in the region. The selection of priority actions for the SRIP will provide the mechanism for selecting projects that require assistance in Northallerton.

North Yorkshire County Council – Traffic Management Study

During 2003 North Yorkshire County Council (NYCC) consulted on a proposed traffic management strategy for central Northallerton. During the RMT process the consultants and the NVCPF group have worked with NYCC to understand such proposals and undertake further analysis of the Northallerton traffic and car parking situation.

6 – Executive Summaries

Introduction

The following summaries set out the broad findings of the RMT work that has produced the priority projects set out in Sections 7 and 8. Particular areas of study are summarised in this Section and are explored in finer detail in the appendices to this Delivery Plan, these are;

- Socio Economic Analysis
- Tourism Analysis
- Transportation Analysis

The following masterplan images and text capture many of the key points of the above studies and also set out the context for the development opportunities that need taking forward as part of this Plan.

It must be noted that the images and plans shown overleaf only seek to represent indicative land use concepts at this stage. The views shown are intended as 'snapshots' only to give some representation of how a place may look.

The plans do not represent any proposals by Hambleton District Council or North Yorkshire County Council. Much of the detail needs close examination and will require further studies and consultation.

Individual projects set out in this Section a routes towards their delivery are examined in greater detail in Section 8.

Development Opportunities

The initial urban design review of Northallerton identified a number of sites where new development could potentially come forward. The review considered sites designated within the current Hambleton District Wide Local Plan and those identified by Hambleton District Council's Urban Capacity Study (October 2002). Additionally, sites were identified through the town analysis. The initial Northallerton Vision identifies these sites geographically.

Through consultation and further analysis, site identification was refined to identify those sites/areas where new development would significantly advance the regeneration process in Northallerton, these have been identified in the Masterplan as 'Development Opportunities'. The following development opportunities are promoted through this delivery plan:

- Auction Mart/Auction Mart Car Park
- Applegarth Backlots
- East Road Opportunity Area
- Northern Triangle
- Walter Thompson Site/Former Great Mills Site

The majority of these sites are in private ownership and whilst there has been some general discussion with local agents and landowners about land availability, at this stage there have been no detailed discussions with landowners. The consultants have through the course of this work, identified a number of key landowners who would need to be consulted in more detail about their longer term aspirations for landholding and potential for new development.

Through the RMT process, WSP have undertaken discussions with Hambleton District Council (HDC)'s planning officers who have been broadly supportive of the potential for bringing forward these areas as Development Opportunities and HDC's comments have informed development of the RMT Masterplan. To gain formal *planning policy* 'weight', these development opportunities will need to be incorporated in Hambleton District Council's emerging Local Development Framework (LDF) if they are to be progressed in the future and to discourage less appropriate developments from being implemented in these areas.

In terms of securing funding for initiatives within this Plan the LDF can also seek to secure Section 106 monies from the development of key sites in Northallerton.

Socio -Economics

An Economic Needs Analysis

The NVCPF commissioned an economic needs analysis of a defined area (the Study Area) focused around the town of Northallerton within the Hambleton District, in North Yorkshire.

The report provides a framework for the Northallerton Community Plan Forum to consider the current socio-economic position of the town in relation to the region and the UK and the key economic issues that arise from the analysis.

With appropriate support the Report is intended to help the Community Plan Forum to identify key activities and projects, which address key issues and enable the preparation of an Action Plan and the delivery of a Strategy for Northallerton.

The Key Findings

The detailed report forms Appendix A - a summary of the key findings is shown below.

- The economy of Northallerton is highly dependent upon two broad areas of activity. Public Services, which accounts for c40% of all employment and High Street Services, which accounts for c30% of all employment;
- The significant proportion of employment within the public sector reflects that Northallerton has an important role within the North Yorkshire sub-region. The role that the town continues to perform within the sub-region is an important issue for the Community Plan Forum and Hambleton Council to determine. Given its rail links to York and it's relative high 'quality of life', Northallerton has the potential to support the growth and success of York, which is recognised within Strategic Economic Policy as the sub-regional economic driver, through employment and residential provision. Expansion/growth of facilities and population could provide a range of economic benefits for the town;
- There are associated issues of the retention of young people in the town, the need for affordable housing and the needs of young people. Population statistics indicate a significant reduction in the levels of young people and an increase in the middle-aged and elderly sectors of the population. Whilst migration of young people is not particular to Northallerton, it emphasises the need to stimulate a wider business activity base that would attract and retain young people an important priority. Local businesses in particular will face increased challenges in terms of the availability of a skilled labour force, if the trend continues;
- The interaction of the railway lines and the local strategic road networks creates significant problems for traffic flow in and around the town centre. A Transport study has made recommendations to improve traffic flow, but the challenges are significant. The debate on the need for a solution could be supported by establishing the possible long-term effect on trading in Northallerton, if an appropriate solution is not found to the traffic flow issues;

- Car Parking is also a key issue for the town. Northallerton is heavily dependent upon the revenues generated by its High Street activities and it is important that intervention to safeguard and develop High Street activity is considered priority;
- The economy of the study area has not grown or changed dramatically over the last 5 years, with the exception that agriculture continues to decline;
- Together with the job opportunities in the sub region the study area sustains virtually full employment, which presents difficulties for local businesses in recruiting staff and growing their activity;
- The town's economy has strong linkages with Yorkshire Forward's Food and Drink growth cluster, with a large proportion of the town's employment related to food and drink activity. The cluster is also strongly represented in adjoining local areas, particularly Leeming Bar and Bedale;
- Northallerton does not have high levels of social deprivation but the report does show that in some wards both illiteracy and innumeracy are slightly higher than average compared to the District and Regional averages;
- Interviews and Workshops in Northallerton indicated a need for improvement in a number of areas of social provision. In particular, the facilities available to young people was considered a concern;
- The prime source of tourist income is linked to the attractive range of shops and the markets that take place in Northallerton. If tourism is to represent a growth opportunity for the town, then there is need to provide additional facilities to retain and develop the existing flow of day visitors;
- Whilst Northallerton appears relatively prosperous, this prosperity could easily be disrupted by the loss of high levels of public sector employment that could occur through local government reorganisation, and the difficulties that would ensue if Northallerton does not address the issues experienced relating to its High Street strengths. These two issues interact, a key element of High Street trade is supported by the public sector employees;

Recommendations

The key actions recommended to address the socio-economic issues identified in Northallerton are summarised below.

- As part of Regional Spatial Strategy preparation, determine the future role of Northallerton and its linkages to York, to inform the Local Development Framework process and provide strategic direction for the Community Plan Forum and the Action Planning;
- Development of a strategy for balanced housing provision across the study area, linked to the 'future role of Northallerton' as outlined above, but also to address local needs;

- Reduce the loss of young and innovative sectors of the population - engage with young people to understand the drivers behind the 'need to leave' - establish a young people's forum;
- The concept of merging the two secondary schools on a single site was discussed by the Forum in connection with a variety of matters including 'Development Sites' and 'Transportation'. This subject has not been taken forward by the group to date in detail and requires further exploration.
- Determine the market and financial feasibility of developing an 'Enterprise Hub' in the town, providing support and accommodation for new enterprises and also to attract new/fledgling business to the town; Diversification of the economy by considering the needs of growth sectors, such as knowledge-based and digital, advanced engineering manufacture and food and drink;
- Develop a 'Tourism Forum', to investigate the opportunities for this sector and establish a brand for Northallerton, based on a quality premier Market Town theme;
- Recognise the importance of key sites such as the Auction Mart and actively influence their future use;
- Commission a town centre design guide and investigate the potential for a shop front improvement scheme; the heart of the study area is the market town of Northallerton. It represents a strong retail location. It is under threat, not least from parking and access problems but also from declining quality of some retail outlets and the poor offering of the accommodation and restaurant sector. The town centre has some key jewels – Barkers, Lewis and Cooper, Betty's, Maxwell's and also stores such as Ottakers, together with a strong twice-weekly market. This quality offering needs to form the template for developing the town centre;
- Prepare a strategy for increasing higher value added and grow sector employment accordingly;
- Encourage the business sector to be actively involved in coordinated growth/diversification in the town through the establishment of a Business Forum. Consider establishment of a BID for Northallerton Town Centre – to focus business attention on key issues;
- Study the socio-economic difficulties experienced in some Northallerton wards.

Related Projects

As a result of discussions with the Community Plan Forum and a series of workshops, the Community Plan Forum has identified the following projects as 'Actions' that could begin to address a number of the economic issues identified in the analysis:

- Study Group to engage with the Sub Regional Agenda
- Creation of Northallerton & District Business Forum
- Development of Town Centre based Business Incubator

- Interested Partners to develop a High Street Economic Strategy
- Creation of Town Centre Manager position

Tourism

PURPOSES AND CONCLUSIONS OF THE STUDY

The purpose of this study is undertake a 'snapshot audit' of the tourism provision in Northallerton and where necessary make recommendations for improving the tourism offer over the short, medium and long term.

The conclusions are that Northallerton has considerable scope to increase the number of visitors. Market towns are increasingly being recognised as important to the local areas and also as a potential magnet for tourists.

To reap the benefit of tourism Northallerton needs to give tourism a higher priority than it receives at present. For this reason a Tourism Forum is being initiated which can take forward short term projects which can have an immediate impact and welcome visitors to Northallerton. The Tourism Forum can also promote and encourage the other four medium term strategic aims. The combined package will create a tourist friendly town, where visitors stay longer and spend more, thereby regenerating the town.

The study recommends that:

- Tourism needs to be given a higher priority than it receives at present if Northallerton is to avoid being left behind by other, more visitor friendly market towns in the region.
- Five strategic aims for developing tourism in Northallerton should be adopted namely;
 - i. Establishment of a tourism consortium from the private and public sector to actively promote Northallerton as a visitor destination;
 - ii. Encourage a focal point for visitors within the High Street preferably around the Town Hall;
 - iii. Provide appropriate facilities or space for promoting and displaying the town's important cultural and heritage assets;
 - iv. Develop a tourism infrastructure; and
 - v. Encourage tourism superstructure.

Transportation

Transport Analysis

Transportation was considered a key area that as part of the RMT process required further exploration and study. This Transportation Analysis was prepared following liaison with North Yorkshire County Council and Hambleton District Council. The options and findings of the analysis have been developed and refined at meetings with the NVCPF.

A key task was the review of the Northallerton Traffic Management Strategy (NTMS) in the light of the Masterplan requirements and timescale. The review found that in the main the NTMS recommendations shared the aims of the Masterplan egg the Pedestrian Action Plan, Cycling Plan, one-way traffic on Romanby Road, the improvement of the Romanby Road and Malpas Road junction etc.

However there were other issues where alternative options appeared possible.

The analysis has demonstrated that the East Road route could relieve High Street of through traffic or allow one way working to the Northern end. The roundabout at the junction of Applegarth and Friarage Street would need a modest relocation to reduce the impact of the zebra crossing and other junctions could require improvement. This would open the way to extensive environmental improvements on High Street including pedestrianisation around the Town Hall, general widening of pavements and narrowing of the carriageway, remodelling of car parking on High Street at right angles to the carriageway making more efficient use of the available space and retaining overall provision whilst at the same time allowing improvement of the pedestrian facilities. Two-way traffic on Applegarth would also relieve the High Street of some traffic.

A three pronged approach to overcoming congestion at the Low Gates level crossing is proposed: lobby NYCC to progress a bridge over the railway, lobby NYCC to press Network Rail to implement improvements and to re-examine the case for the diversion of the East Coast Main Line; investigate opportunities for new roads linking existing radial roads (e.g. Darlington Road to Stokesley Road) and the possibility of funding from adjacent developments.

Bus boarding and alighting facilities could be located on the Applegarth and Zetland Street with the potential of a public transport interchange to be investigated at the Railway Station. High Street south of the church could then accommodate more parking and/or be landscaped with widened footways.

A full traffic capacity analysis has been undertaken for the existing roundabouts and proposed improvements on the East Road route. The analysis illustrates the benefits of the improvements and the full analysis and scheme drawings have been supplied to NYCC as Highway Authority. This information is available to Hambleton District Council. Both Councils have expressed an interest in the findings of the Transport Analysis and are looking at implications in detail including the roundabout

improvements, efficient car parking provisions, improved pedestrian facilities and associated environmental improvements.

The environmental improvements facilitated by the diversion of through traffic onto the East Road route have emerged as important to the realisation of the wider “Environmental Enhancements” envisaged for the North End and the New Town Park as well as the High Street.

7 Priority List

Introduction

The following priorities selected by the NVCPF represent short, medium and long-term aspirations of the group at the end of the RMT process. These projects fit with the objectives of the Town Charter for Northallerton.

Environmental Enhancements

- The North End - This takes in the area from All Saints down to the south end of the Town Hall. The projects in this area include:

The current bus interchange area

The Applegarth roundabout

The area around the town hall down to the war memorial.

- New Town Park. A breathing space for Northallerton. It also includes links to Wensleydale station and other pedestrian links between the High Street and the park.
- Town Centre Identity
- High Street
- Southern Gateway to High Street - This includes works to the library/Laura Ashley roundabout and works to properly accommodate the Wensleydale Railway terminus.
- East Road Opportunity Area - This includes works to the current alleys and arcades linked with key development opportunities.

Transportation

- Encourage through traffic to use East Road.
- Improve Pedestrian and cycle safety/environment on the High Street and links throughout the town. One way and two way working options.
- Address car parking issues.
- Provide a transport interchange for buses, community transport and the railways adjacent to the station.
- Build a bridge at low gates or divert the railway

Socio Economics

- Voluntary / Community Facility
- Town Centre Based Business Incubation Unit
- Northallerton and District Business Forum - Researching the Sub Regional Agenda, Linkage to the YF Cluster Agenda (Food), Widening the Business Sector Base.
- Developing the High Street Economic Strategy

Tourism

Through the establishment of the Tourism Forum;

- Provide a High Street central focal point for visitors to the town and incorporate TIC
- Provide adequate facilities/space for promoting and displaying the town cultural and heritage assets
- Develop tourism infrastructure
- Encourage tourism superstructure i.e. hotels, retail offer, built attractions through land development opportunities.

Development Opportunities

- Auction Mart / Auction Mart Car Park
- East Road Opportunity Area
- Back lots – Applegarth
- Walter Thompson Site / Former Great Mills Site
- Northern Triangle – Darlington Road Industrial Estate, Darlington Road (north of B&Q), The Mount, Former Spark Print, Former York Trailers and site(s) to south between rail lines.

Wensleydale Railway

This project is critical in terms of its imminent arrival and long term benefits. It is a cross cutting theme that influences many of the above issues. For this reason it was decided that it be treated as a stand alone priority.

8 Projects

Introduction

The following project sheets set out the project priorities under the following headings;

- Environmental Enhancements
- Socio Economics
- Tourism
- Transportation
- Development Opportunities
- The Wensleydale Railway

PRIORITY PROJECTS

Environmental Enhancements

- EE1 The North End
- EE2 New Town Park
- EE3 Town Centre Identity
- EE4 High Street
- EE5 Southern Gateway to High Street
- EE6 East Road Opportunity Area

Socio - economics

- SE1 Northallerton and District Business Forum
- SE2 Town Centre Based Business Incubation Unit
- SE3 Developing the High Street Economic Strategy
- SE4 The Sub Regional Agenda
- SE5 Northallerton Town Centre Manager
- SE6 Youth / Voluntary / Community / Facility

Tourism

- TO1 Establishment of the Tourism Forum
- TO2 Provide a High Street central focal point for visitors
- TO3 Development of tourism superstructure
- TO4 Development of tourism infrastructure
- TO5 Provide adequate facilities/space for promoting and displaying the town cultural and heritage assets

Transportation

- T1 High Street - Transport/Traffic Improvements.
- T2 Parking - Transport/Traffic Improvements.
- T3 Pedestrian Safety Measures
- T4 Elder Road Transport/Traffic Improvements.
- T5 Bus Facilities - Transport/Traffic Improvements
- T6 Friarige Street/East Road - Transport/Traffic Improvements
- T7 'Low Gates'
- T8 Applegarth Access

Development Opportunities

- DO1 Auction Mart / Auction Mart Car Park
- DO2 East Road Opportunity Area
- DO3 Applegarth back lots
- DO4 Northern Triangle
- DO5 Walter Thompson Site / Former Great Mills Site

Wensleydale Railway

- WR1 High-Quality link between Northallerton and The Wensleydale Railway

Environmental Enhancements

- EE1 The North End
- EE2 New Town Park
- EE3 Town Centre Identity
- EE4 High Street
- EE5 Southern Gateway to High Street
- EE6 East Road Opportunity Area

<p>Project Title:EE1 North End Environmental Enhancements</p>
<p>Description: Major public realm remodelling to provide increased public space / gateway to the town centre and significantly improved bus interchange and bus drop off.</p>
<p>Strategic fit Local Development Framework (LDF) NYCC Traffic Management Strategy</p>
<p>Regeneration benefits Enhancing the environment Raising identity of the town Improving sense of welcome and arrival and access Encouraging public transport use and accessibility</p>
<p>Timescale for delivery Short (within 5 years),</p>
<p>Issues for delivery Planning consent required. Strategic fit with public transport providers. Highways approval.</p>
<p>Key Players: NYCC / HDC</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery: Encourage NYCC to prioritise these improvements as part of Local Transport Plan. Encourage HDC to incorporate improvements within emerging LDF.</p>
<p>Potential partnering organisations: HDC, NYCC, Landowners, Public transport providers</p>
<p>Consultations required: NYCC Highways Department HDC Planning Department Town Council</p>

<p>Key attractions and retail operators</p> <p>Historic/Civic Societies</p>
<p>Funding requirements:</p> <p>Detailed design required to identify costs</p> <p>Contributions to be sought from Local Transport Plan (NYCC Highways Budget) and through Section 106 Agreements;</p> <p>Private sector contributions to be sought</p>
<p>Project risks:</p> <p>Requires close fit with traffic management strategy and public transport strategy</p> <p>Requires agreement with public transport operators</p>
<p>Links to other projects:</p> <p>Links to High Street Environmental Enhancements</p> <p>Links to Auction Mart Redevelopment Opportunity</p> <p>Links to Town Park Environmental Enhancements</p> <p>Links to Applegarth Access Improvements</p> <p>Links to Bus Facilities Transport Improvements</p>

<p>Project Title:EE2 New Town Park – Environmental Enhancement</p>
<p>Description: Transforming the Applegarth and its environs into a high quality, formal public park, linking into the heritage attractions such as the Motte and Bailey. The park will provide enhanced pedestrian linkages to and from the High Street and connecting with the proposed Wensleydale Railway Station to the west. The park should be surrounded by good quality new mixed use development which will overlook the park providing greater security for park users.</p>
<p>Strategic fit? HDC Local Development Framework</p>
<p>Regeneration benefits Enhancing the environment Provide new leisure opportunities Stimulate new development/investment Raise the profile of the town within the region</p>
<p>Timescale for delivery Medium (6-15 years)</p>
<p>Issues for delivery Must be incorporated within LDF to secure master plan objectives Detailed design of park layout required Detailed schedule of costs associated with delivery Reliant upon S106 funding and therefore reliant upon planning consent for adjacent town centre developments Requires resolution of land ownership issues Ongoing maintenance liability need to be assessed, allocated and delivered Links with tourism strategy</p>
<p>Key Players: Private Sector / HDC</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery: Lobby HDC for inclusion of Town Park and associated developments to be</p>

designated in Local Development Framework
<p>Potential partnering organisations:</p> <p>Landowners including HDC, Town Council</p>
<p>Consultations required:</p> <p>Landowners NYCC Pedestrian and Cycle officers HDC Planning Department Wensleydale Railway Ltd Local community</p>
<p>Funding requirements:</p> <p>Detailed design required to identify costs; Contributions to be sought through Section 106 Agreements on any Town Centre development Contributions to be sought from HDC, NYCC, Yorkshire Forward</p>
<p>Project risks:</p> <p>Significant funding likely to be required to implement Railway lands Ancient monument status Flooding</p>
<p>Links to other projects:</p> <p>Links to Auction Mart Development Opportunity Links to Applegarth Backlots Development Opportunity Links to Applegarth Access Improvements Links to Wensleydale Railway station development Links to High Street, new town square and North End</p>

<p>Project Title:EE3 Town Centre Identity, Environmental Enhancements</p>
<p>Description: Develop graphic identity for the town centre to be used on marketing and promotional material for the town, mapping and wayfinding projects, and as a marketing vehicle for the town's key assets and stakeholders.</p>
<p>Strategic fit HDC Local Development Framework</p>
<p>Regeneration benefits Enhancing the environment Improving orientation around the town Raising identity and profile of the town Creating a sense of community ownership Increasing competitiveness</p>
<p>Timescale for delivery Short (within 5 years)</p>
<p>Issues for delivery Reliant upon decisions of Tourism Focus Group</p>
<p>Key Players: HDC, NYCC</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery: Drive forward proposals through Tourism Focus Group and in liaison with Town Centre Manager</p>
<p>Potential partnering organisations: HDC, NYCC, Landowners Key stakeholders (retailers/tourist attractions)</p>
<p>Consultations required: NYCC Highways Department HDC Planning Department Town Council Civic/Historic Societies</p>

Town Centre Manager Local community and businesses
Funding requirements: Detailed design required to identify costs; Contributions to be sought from Section 106 Agreements; Private sector contributions to be sought
Project risks: None
Links to other projects: Environmental improvement projects and tourism strategy

<p>Project Title:EE4 High Street Environmental Enhancements</p>
<p>Description: Improve the public realm, increase pavement spaces, improve the setting of the Town Hall, create a focus and public square for the town, really exploit the width of the High Street, improve pedestrian crossing alongside opportunities to reorganise car parking and access.</p>
<p>Strategic fit? HDC Local Development Framework NYCC Traffic Management Strategy</p>
<p>Regeneration benefits Enhancing the environment Improving tourism offer Improving retail offer</p>
<p>Timescale for delivery Medium (6-15 years),</p>
<p>Issues for delivery Planning and Highway consents required Reliant upon formulation of Tourism Focus Group Must fit with NYCC Traffic Management Strategy</p>
<p>Key Players: NYCC / HDC / Retailers / Market Traders</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery: Explore proposal with HDC for inclusion in priorities for Town Centre policies within emerging LDF Explore with NYCC to examine as part of Traffic Management Strategy and Local Transport Plan</p>
<p>Potential partnering organisations: HDC, NYCC</p>
<p>Consultations required:</p>

NYCC Highways Department

HDC Planning Department

Town Council

Town Centre Manager

Landowners

High Street businesses/retailers

Market Traders

Civic and Historic Societies

Funding requirements:

Detailed design required to identify costs

Contributions to be sought from Section 106 Agreements

NYCC LTP contributions to be sought

Private sector contributions to be sought

Project risks:

Significant funding required

Must co-ordinate with delivery of improvements emerging from Traffic

Management Strategy

Unlikely that proposals will achieve 100% consensus from all High Street businesses

Links to other projects:

Links to High Street North End and Applegarth access improvements

Links to Auction Mart Development Opportunity

Links to Town Park Environmental Enhancements

Links to East Road Opportunity Area

Links to Applegarth Backlots Development Opportunity

<p>Project Title:EE5 Southern Gateway to High Street Environmental Enhancements</p>
<p>Description: Junction remodelling and increased public space to increase sense of arrival and welcome from Northallerton station</p>
<p>Strategic fit NYCC Traffic Management Strategy</p>
<p>Regeneration benefits Enhancing the environment Raising the identity of the town</p>
<p>Timescale for delivery Short (1-5 years)</p>
<p>Issues for delivery Planning and Highways approvals required Must co-ordinate with NYCC junction/roundabout proposals that are being progressed.</p>
<p>Key Players: NYCC</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery: Lobby NYCC to co-ordinate public realm improvements with their proposed highway improvements</p>
<p>Potential partnering organisations: HDC, NYCC, Landowners</p>
<p>Consultations required: NYCC Highways Department HDC Planning Department Town Council</p>
<p>Funding requirements: Detailed design required to identify costs Contributions to be sought from Local Transport Plan (NYCC Budget) and Section 106 Agreements</p>

Project risks:

Strategic fit with Traffic Management Strategy

Links to other projects:

Links to High Street Environmental Enhancements



<p>Project Title:EE6 East Road Opportunity Area – Environmental Enhancements</p>
<p>Description: Major environmental improvements through a series of environmental projects on the eastern side of the town, focus on Elder Road and access to East Road. Two pedestrian access ways are to be upgraded – Central Arcade and the existing pedestrian access north of Wheldons Terrace. Tweddles Yard at present not included as a public realm project. Emphasis is on east / west pedestrian connections from East Road to the High Street.</p>
<p>Strategic fit HDC Local Development Framework</p>
<p>Regeneration benefits Enhancing the environment Increasing pedestrian access and safety, promoting more pedestrian movement to the east side of the town centre, particularly with links to carparks. Opportunity to increase development potential of the development sites.</p>
<p>Timescale for delivery Short to medium (1-15 years),</p>
<p>Issues for delivery Planning and Highways approvals required Needs to link with East Road Opportunity Area (potential Planning Brief)</p>
<p>Key Players: Private Sector / HDC</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery: Lobby HDC for planning brief and inclusion within emerging LDF</p>
<p>Potential partnering organisations: HDC, NYCC, Landowners</p>
<p>Consultations required: NYCC Highways Department HDC Planning Department Town Council</p>

Private stakeholders
<p>Funding requirements:</p> <p>Detailed design required to identify costs;</p> <p>Contributions to be sought from Section 106 Agreements;</p> <p>Private sector contributions to be sought</p>
<p>Project risks:</p> <p>Substantial funding required. Must coincide with key development opportunities such as the car mart</p>
<p>Links to other projects:</p> <p>Links to East Road Opportunity Area (key)</p> <p>Links to High Street North End improvements</p> <p>Links to High Street Environmental Enhancements</p> <p>Links to Town Centre Identity Environmental Enhancement</p>



Socio Economics

- SE1 Northallerton and District Business Forum
- SE2 Town Centre Based Business Incubation Unit
- SE3 Developing the High Street Economic Strategy
- SE4 The Sub Regional Agenda
- SE5 Northallerton Town Centre Manager
- SE6 Youth / Voluntary / Community / Facility

<p>Project Title:SE1 Northallerton & District Business Forum</p>
<p>Description: A voluntary organisation established to bring together the strands of business activity in Northallerton which presently have limited interaction with one another and with the community</p>
<p>Strategic fit? Northallerton has evolved into a position where much of its future is over concentrated upon the revenue flows from the Public Sector and from the High Street.</p>
<p>Regeneration benefits The town needs to begin to examine how it might broaden its business base because there are considerable risks to jobs and to the broad community if this does not happen</p>
<p>Timescale for delivery As soon as possible</p>
<p>Issues for delivery The identification of leadership which is prepared to invest time into this voluntary role. The leadership must perceive and be perceived as capable of helping to address the long-term interests of the town.</p>
<p>Key Players: Local Businesses / HDC / Town Council</p>
<p>CPF Project Champion: TBC</p>
<p>CPF role in securing delivery: Ensuring that the new organisation does not set objectives that cannot be achieved in the early stages. The organisation needs to find its feet ensuring that the issues which face the High Street are not lost by transferring them to this organisation. Helping to add to the perspective that Northallerton is reconsidering the boundaries of its activities in order to take the town forwards</p>
<p>Potential partnering organisations: HDC</p>

<p>A regrouped version of the Chamber of Trade Town Council</p>
<p>Consultations required: With leaders of the business community With HDC to understand the experience of other Business Forum start up phases</p>
<p>Funding requirements: We understand that HDC may be prepared to help with Funding for a period of time</p>
<p>Project risks: That the Business Forum is not properly inter-linked with the major issues in the town and that it fails to see its useful purpose. That it becomes over involved in some of these issues too quickly</p>
<p>Links to other projects: High Street Economy The Sub Regional Agenda Town Centre Manager</p>

<p>Project Title:SE2</p> <p>Town Centre based Business Incubator</p>
<p>Description:</p> <p>A full service Business Incubator that will seek to use either existing space adjacent to the High Street or provide the opportunity for a new build to enhance the reputation and image of the town as a centre for Business Excellence</p>
<p>Strategic fit?</p> <p>Fits with identified need to broaden the Northallerton business base together with the wish to increase the levels of young, entrepreneurship in the town and to cycle economic activity, directly and indirectly, into the existing High Street services that are the cornerstone of the economy. Emerging SRIP.</p>
<p>Regeneration benefits</p> <p>Introduces diverse new energy into a narrowly based economy</p> <p>Assists the claims of Northallerton as a place to work as well as a place to live</p> <p>Addresses the identified need to improve the quality and appearance of Northallerton Town Centre outside the High Street ribbon. Current image of some back street/side street linkages.</p>
<p>Timescale for delivery</p> <p>Medium – next 2 /3 years. A high priority for immediate action but see below.</p>
<p>Issues for delivery</p> <p>Agreement of scale and nature of physical build / development</p> <p>Detailed Plan to ensure that Northallerton attracts appropriate new business ventures</p> <p>Reliant upon HDC Funding support</p> <p>Needs to develop with clear support of existing private sector businesses / community</p> <p>Key Players:</p> <p>HDC / Private Sector</p>
<p>CPF Project Champion:</p>

To be discussed by CPF
<p>CPF role in securing delivery:</p> <p>Ensure that final project definition encompasses the long term needs of Northallerton and that leadership is connected to broad support for the plan and its delivery mechanisms</p>
<p>Potential partnering organisations:</p> <p>HDC; the proposed new Business Forum and High Street Retail Group</p>
<p>Consultations required:</p> <p>CIP needs to sustain consultation with partnering organisations to establish detailed requirements</p> <p>HDC Planning Department</p>
<p>Funding requirements:</p> <p>It is feasible that HDC could play a part in funding of this project. Scale needs to be clarified but could be phased with the right initial approach to spatial resource. Steps should be taken to ascertain other potential sources of funds. The detailed project mechanism could provide a basis for securing funding support from other local organisations</p>
<p>Project risks:</p> <p>Funding is feasible for this project. The most important risk is that the detailed approach is inconsistent with the requirements of the town. The comparative viability of new enterprises must be fully assessed and new businesses must be chosen by reference to criteria that support the long-term aspirations of Northallerton and not by a need to fill space.</p> <p>Northallerton will need to develop a proactive approach to encourage new businesses to take advantage of this opportunity.</p>
<p>Links to other projects:</p> <p>Developing the High Street economy</p> <p>The Northallerton and District Business Forum</p> <p>Linkage with the sub regional (York based) agenda</p> <p>The Town Centre Manager</p>

Project Title: SE3 - Developing the High Street Economic Strategy
<p>Description:</p> <p>Operating businesses on the High Street have identified the need to reformulate / review their approach to the development of the High Street. This encompasses a review of the future role of the Chamber of Trade such that the wider interests on the High Street are encompassed in the formulation of a plan that recognises the pivotal role of the High Street in the economy and the need to take major long-term advantage from this and to ensure the preservation of its unique character whilst at the same time reflecting the changing needs of the community.</p>
<p>Strategic fit?</p> <p>Northallerton High Street is quite unique in the character of its shops and in the importance that it has to both the existing local economy and to the development of visitor based tourism. Emerging SRIP.</p>
<p>Regeneration benefits</p> <p>A High Street more vital and responsive to the interests of a large range of local and visiting customers will increase the revenue circulating in Northallerton with positive benefits to incomes and to the economic security of local inhabitants</p>
<p>Timescale for delivery</p> <p>This depends upon the ability of the current leaders of High Street activity to convene and agree a structure to help the long-term interests of the town. Their agenda, once agreed on structure, cross cuts with transport, parking, visual impact and the creation or development of community perceptions of what needs to be done to address the sometimes conflicting desire for change with the retention of what is consistently important to the uniqueness of the High Street.</p>
<p>Issues for delivery</p> <p>The engagement of the ‘partners in the High Street’</p> <p>A structure that allows a high street charter to develop that is acceptable to all concerned by the tests of retaining uniqueness and addressing the changing needs of people in the community and the wider market place.</p>
<p>Key Players :</p> <p>Chamber of Trade</p>

CPF Project Champion:
<p>CPF role in securing delivery:</p> <p>Bringing the parties together.</p> <p>Helping to ensure that an agreed plan and structure with rules, develops to help the group interact with the community and its visitors in mind.</p>
<p>Potential partnering organisations:</p> <p>Business Forum</p> <p>Town Council</p> <p>HDC</p>
<p>Consultations required:</p> <p>High street businesses</p> <p>Market Traders</p> <p>Customers</p> <p>Residents</p>
<p>Funding requirements:</p> <p>This process may not require material funding. It is a project that depends upon the application of human/social capital. Should it be perceived to be working it might have small research requirements to verify facts and remove dependence upon opinion.</p>
<p>Project risks:</p> <p>Whilst there may be no material project cost risks there are fundamental risks to the special character of Northallerton's High Street if the engagement does not take place.</p>
<p>Links to other projects:</p> <p>Links to Business Forum</p> <p>Links to Incubator</p> <p>Links to Town Centre Manager</p> <p>The criticality of the High Street to Northallerton as an economy, means that this links to anything that may be happening in Northallerton.</p>

<p>Project Title:SE4</p> <p>The Sub Regional Agenda</p>
<p>Description:</p> <p>Northallerton seeks to widen its business activity base because the evidence of the Renaissance process is that it is far too dependent upon its High Street (a highly competitive market place) and its Public Sector Employment (of concern because the proposed change to two tier government but in all events, over dependant). This project is a local research initiative to fully examine the ways in which Northallerton might both use some of its existing industrial estates more efficiently or attract new business activities to the town on the basis that the sub regional strategy may offer opportunities that should be explored</p>
<p>Strategic fit?</p> <p>Working, living, visiting and investing in Northallerton are all objectives of the renaissance process that are shown to be underdeveloped in this town.</p> <p>Northallerton is an attractive centre with good tourist access to Dales and Moors together with a main line station on the East coast line from Edinburgh to London.</p>
<p>Regeneration benefits</p> <p>Northallerton seeks to be a point of delivery of more highly paid jobs. This requires higher value added business activities and the use of its attractive location as a base for people who travel to those jobs in large cities such as York.</p>
<p>Timescale for delivery</p> <p>Medium / Long</p>
<p>Issues for delivery</p> <p>Engagement of a study group from the CIP which will address these issues in consultation with HDC</p>
<p>Key Players:</p> <p>NVCPF</p>
<p>CPF Project Champion: TBC</p>
<p>CPF role in securing delivery:</p> <p>Ensuring that effective interaction takes place with relevant sub regional</p>

organisations
Potential partnering organisations: Town Council / HDC / Business Forum / High Street Group
Consultations required: With identified list of sub regional contacts / Yorkshire Forward
Funding requirements Expenses in the first instance
Project risks: None
Links to other projects: No direct linkage but parties in other projects could both participate and review.

<p>Project Title:SE5</p> <p>Northallerton Town Centre Manager</p>
<p>Description:</p> <p>An individual who will be appointed to drive forward the plans to improve the attractiveness of Northallerton High Street for local people, traders and visitors. The appointee will work to a job description that encompasses wider tourism issues.</p>
<p>Strategic fit?</p> <p>Northallerton already attracts a large number of day visitors to its High Street but the project fits with the views developed in the Renaissance process that a more coordinated and continuous programme needs to be developed. A number of issues call plainly for a managerial input which does not exist.</p>
<p>Regeneration benefits</p> <p>A programme of activities surrounding the drivers of the High Street and tourism will bring benefit to the town under the broad definition of the renaissance purpose.</p>
<p>Timescale for delivery</p> <p>An appointee is sought to begin this job as soon as is possible.</p>
<p>Issues for delivery</p> <p>Whether the position should be full time or part time.</p> <p>Gaining the support of the community and the business community for this position.</p>
<p>Key Players:</p> <p>NVCPF / HDC</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery:</p> <p>Acting as the background point of reference and the advocate of both the programme that is developed and the benefits for the community</p>
<p>Potential partnering organisations:</p> <p>Town Council</p> <p>Local Businesses</p> <p>HDC Tourism</p>

Consultations required:

Representatives of Business

Town Council

HDC

High Street Leaders

Funding requirements:

The cost of the project is estimated to be £29,906 for two years made up as follows

An SRB grant of £15,003, Public sector £2,700, Private sector £12,203.

This is for a part time appointment and it may be better to make a full time appointment.

£15,000 of 'In Principle' funding from the SRB scheme has been agreed.

Project risks:

The quality of the appointee

Clarity of important and simple objectives in the early stages

Poor communication of purpose and poor support will weaken the project

Links to other projects:

Links to High Street Strategy

Links to Business Forum

Links to Tourism development

Links to overall programme to increase vitality in Northallerton

<p>Project Title:SE6</p> <p>Youth / Voluntary / Community / Facility</p>
<p>Description:</p> <p>A facility to provide for the Youth of Northallerton with flexibility to provide for the wider community too. The Thirsk ‘Clock’ is seen as a worthwhile model that is proving successful. The facility will be fully accessible to individuals with specific needs.</p>
<p>Strategic fit?</p> <p>This works towards providing a balanced range of facilities for all sectors of the community in Northallerton.</p>
<p>Regeneration benefits</p> <p>Ensuring that the large youth population have facilities to further their life, education and leisure within Northallerton itself. This is seen as of maximum value to the community as part of a wider-impact community access facility.</p>
<p>Timescale for delivery</p> <p>Short Term – within 3 years</p>
<p>Issues for delivery</p> <p>Securing a new build or renovated facility as part of new/current development proposals.</p>
<p>Key Players:</p> <p>Private Sector / HDC / NYCC Community Education</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery:</p> <p>Assisting in defining the scope of such a facility.</p>
<p>Potential partnering organisations:</p> <p>Town Council</p> <p>NYCC Community Education</p> <p>Local Businesses</p> <p>HDC</p> <p>Voluntary Sector</p>
<p>Consultations required:</p> <p>Town Council</p>

NYCC Community Education

HDC

Voluntary Sector

Funding requirements:

Seek S106 contributions to finance. Possible link with Auction Mart redevelopment / location overlooking Applegarth within any residential redevelopment of the Auction Mart.

Project risks:

Securing a facility as part of a planning agreement.

Links to other projects:

Links to Auction Mart redevelopment and / or other development sites within Northallerton.

Tourism

- TO1 Establishment of the Tourism Forum
- TO2 Provide a High Street central focal point for visitors
- TO3 Development of tourism superstructure
- TO4 Development of tourism infrastructure
- TO5 Provide adequate facilities/space for promoting and displaying the town cultural and heritage assets

Project Title:TO1

Tourism Forum

Description:

The creation of a tourism forum to formulate and coordinate the tourism strategy for Northallerton. The forum will drive the tourism strategy for Northallerton and liaise with other bodies, such as Hambleton District Council and the surrounding villages.

The first meeting of the Tourism Forum took place is scheduled for the 5th April 2004 at 10 am in the Methodist Hall. Superintendent Minister, Rev. Keith M. Phipps of the Northallerton Methodist Church has agreed to be the chairman of the Forum. Initially a small group of five people have been invited in order that the Forum has a focus and dynamism that a larger group sometimes lacks.

The Forum will cover many issues, and particular aspects may include:

- Development of a brand image – at present some other market towns have an image that they promote (Ripon, for example is the Cathedral city of the Dales), whereas Northallerton has no brand.
- Development of a leaflet – leaflets have been produced in the past, but at present there is no leaflet introducing visitors to the town or guiding people round.
- Development of a website – websites have been produced by organisations and individuals that cover Northallerton, but at present there is no 'official' website purely devoted to the town.
- Development of marketing ideas, for example;
 - A calendar
 - Leaflets and promotional material to hotels and other accommodation
- Development of events, for example
 - A Festival (potentially Food)
 - Themed markets
- Development of a 'split' museum - with objects and information in the

<p>shops and public spaces (for example the library).</p> <ul style="list-style-type: none"> • Development of a public art programme, which could either take for the form of an event, such as a street theatre weekend, or more permanent, such as public art. • Analysis of visitors <ul style="list-style-type: none"> ○ Analyse the number and type of visitors ○ Question visitors about what they would like • Create links with places and people who have association with Northallerton, for example Durham Cathedral and Dickens Society
<p>Strategic fit?</p> <p>Emerging SRIP</p>
<p>Regeneration benefits</p> <p>Enhancing the environment of the town.</p> <p>Increasing the tourism potential and the regenerative effect that more visitors bring.</p> <p>Stimulate growth.</p>
<p>Timescale for delivery</p> <p>Short - the first meeting of the Forum will take place on 5th April 2004</p> <p>Other initiatives will flow from the Forum at various times in the future.</p>
<p>Issues for delivery</p> <p>Creation of the Forum – this is in hand and will take place within the next two months.</p>
<p>Key players:</p> <p>The Forum will seek the views of other organisations as necessary (for example Hambleton District Council and NYCC) but it will be an independent voice for Northallerton.</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery:</p>
<p>Potential partnering organisations:</p> <p>HDC, NYCC, Northallerton businesses, Northallerton local, church and community groups.</p>
<p>Consultations required:</p>

None to set up the Forum, though ongoing with HDC, NYCC etc who have an input or interest in tourism in Northallerton to make sure that proposals for Northallerton fit within the strategic context.

Funding requirements:

None for the Forum as such, though funding will be required for initiatives, for example the creation of a leaflet, guide book, town trail.

HDC will probably be approached for some funding.

Private sector funding to be raised.

Project risks:

Minimal

Links to other projects:

Links to opening of the Wensleydale Railway.

Project Title:TO2

Provide High Street focal point for visitors

Description:

The creation of a focal point for visitors in the High Street, both for tourists and for locals, to promote the town in terms of events and more permanent attractions. The site has yet to be determined. The aims identified include:

- Upgrade the Tourist Information Point to Tourist Information Centre and improve location – Northallerton at one point had a Tourist Information Centre which was recently downgraded to the present Tourist Information Point. There is therefore the opportunity to upgrade this facility again; however such a decision will need to be incorporated into the Hambleton District Council's plans for the Tourist Information network, which currently propose that Thirsk is the central hub of the Tourism Information network within the District.
- To create and display permanent or temporary exhibitions – at present there is no central facility for displaying information, temporary or permanent exhibitions about the town and surrounding countryside. Whilst the current Tourist Information Point has brochures and leaflets a more extensive facility is required which can, for example, hold art exhibitions, or exhibitions about particular aspects of Northallerton.
- Create a centre for tourism for the town and the countryside - a Hub & Spoke development. The High Street focal point could create a centre not only for Northallerton, but also for the wider region. Northallerton would therefore be the 'Hub' which serves and promotes the surrounding villages (the 'Spokes').

Strategic fit?

Emerging SRIP

Regeneration benefits

Enhancing the environment of the town.

Increasing the tourism potential and the regenerative effect that more visitors bring.

Stimulate growth.

<p>Timescale for delivery</p> <p>Short to Medium. This initiative will be developed by the Tourism Forum in collaboration with the other relevant bodies.</p>
<p>Issues for delivery</p> <p>Precise role has to be identified and site has yet to be determined.</p>
<p>Key Players:</p> <p>Tourism Forum in association with other bodies, such as Hambleton District Council.</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery: Through support of Tourism Forum</p>
<p>Potential partnering organisations:</p> <p>HDC, NYCC, Northallerton businesses, Northallerton local, church and community groups</p>
<p>Consultations required:</p> <p>Through the Forum, ongoing with HDC, NYCC etc who have an input or interest in tourism in Northallerton to make sure that proposals for Northallerton fit within the strategic context.</p>
<p>Funding requirements:</p> <p>HDC may be approached for some funding. Private sector funding to be raised.</p>
<p>Project risks:</p> <p>Inability to upgrade TIP. Costs outweigh the benefits. Wrong site chosen.</p>
<p>Links to other projects:</p> <p>Links to opening of the Wensleydale Railway.</p>

<p>Project Title:TO3</p> <p>Development of the tourism superstructure</p>
<p>Description:</p> <p>This item deals mainly with the private sector services to Northallerton, for example bringing in hotels or encouraging retail which is attractive to tourists. The strategic aim is that improvements to the superstructure should be encouraged, to enhance the tourism visit to Northallerton. The aims identified are:</p> <ul style="list-style-type: none"> • To encourage a theatre/cinema in Northallerton • To encourage retail offer to expand and prosper • To encourage additional bed stock, whether by hotel, conference centre, B&B, caravan sites, camping • To assist the promotion and use of the Wensleydale Railway
<p>Strategic fit?</p> <p>Emerging SRIP</p>
<p>Regeneration benefits</p> <p>Enhancing the environment of the town</p> <p>Increasing the tourism potential and the regenerative effect that more visitors bring</p> <p>Stimulate growth</p>
<p>Timescale for delivery</p> <p>Short to long term.</p> <p>Continual monitoring and assessment required.</p>
<p>Issues for delivery</p> <p>Support and guidance from the local, regional and national authorities for private initiatives</p>
<p>Key players :</p> <p>Private business</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery: Through Tourism Forum</p>
<p>Potential partnering organisations:</p> <p>HDC, NYCC</p>
<p>Consultations required:</p> <p>Consultations between councils, businesses and Tourism Forum</p>

Funding requirements:

Projects will be largely commercially funded with help where necessary from councils and Government

Project risks:

Change in Government and Council strategies and procedures

Links to other projects:

Superstructure development has an impact upon all projects

<p>Project Title:TO4</p> <p>Development of tourism infrastructure</p>
<p>Description:</p> <p>This item is concerned with the public sector services to Northallerton which impact on tourism, for example the maintaining of roads and car parks. The strategic aim is that improvements to the tourism infrastructure should be actively encouraged, to enhance the tourism visit to Northallerton. Such identified aims may include:</p> <ul style="list-style-type: none"> • The continued improvement of signage, whether to and from the town, or within • The maintaining of town trails, for example through strategic siting of plaques • To continue to improve road and rail links • To continue to improve car parks
<p>Strategic fit?</p> <p>Emerging SRIP</p>
<p>Regeneration benefits</p> <p>Enhancing the environment of the town</p> <p>Increasing the tourism potential and the regenerative effect that more visitors bring</p> <p>Stimulate growth</p>
<p>Timescale for delivery</p> <p>Short to long term.</p> <p>Continual monitoring and assessment required.</p>
<p>Issues for delivery</p> <p>Budgets for the key players, such as HDC and NYCC</p> <p>More urgent priorities elsewhere</p>
<p>Key players:</p> <p>Local councils and Government</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery: Through Tourism Forum</p>
<p>Potential partnering organisations:</p>

HDC, NYCC
<p>Consultations required: Consultations between councils, businesses and Tourism Forum</p>
<p>Funding requirements: Internal council and Government budgets</p>
<p>Project risks: Change in Government and Council strategies and procedures</p>
<p>Links to other projects: Infrastructure development has an impact upon all projects</p>

<p>Project Title:TO5</p> <p>Provision of facilities for promoting and displaying the town’s important cultural and heritage assets</p>
<p>Description:</p> <p>The creation of a location for promoting and displaying town cultural and heritage assets for visitors, both for tourists and for locals, to promote the town in terms of events and more permanent attractions. The scope of the facility and the site have yet to be determined. The facility could be a Museum or alternatively a visitor centre. The aims identified are:</p> <ul style="list-style-type: none"> • Create a permanent Museum for residents and visitors alike – at present there is no museum or permanent exhibition and so this strategic aim specifies the desire that a Museum should be created. A Museum needs to conform to strict guidelines as dictated by Re:Source, which include light levels and environmental controls. • Create a Visitor Centre – a visitor centre does not have the same formal requirements as a Museum and therefore there can be more flexibility, for example, there is not the requirement for strict environment controls
<p>Strategic fit?</p> <p>Emerging SRIP</p>
<p>Regeneration benefits</p> <p>Enhancing the environment of the town</p> <p>Increasing the tourism potential and the regenerative effect that more visitors bring</p> <p>Stimulate growth</p>
<p>Timescale for delivery</p> <p>Short to Medium. This initiative will be developed by the Tourism Forum in collaboration with the other relevant bodies.</p>
<p>Issues for delivery</p> <p>Precise role has to be identified and site has yet to be determined</p>
<p>Key players:</p> <p>Tourism Forum in association with other bodies, such as Hambleton District Council.</p>

CPF Project Champion:
CPF role in securing delivery:
Potential partnering organisations: HDC, NYCC, Northallerton businesses, Northallerton local, church and community groups
Consultations required: Through the Forum, ongoing with HDC, NYCC etc who have an input or interest in tourism in Northallerton to make sure that proposals for Northallerton fit within the strategic context.
Funding requirements: HDC may be approached for some funding Private sector funding to be raised
Project risks: Costs outweigh the benefits Wrong site chosen
Links to other projects: Links to opening of the Wensleydale Railway

Transportation

- T1 High Street - Transport/Traffic Improvements.
- T2 Parking - Transport/Traffic Improvements.
- T3 Pedestrian Safety Measures
- T4 Elder Road Transport/Traffic Improvements.
- T5 Bus Facilities - Transport/Traffic Improvements
- T6 Friarage Street/East Road - Transport/Traffic Improvements
- T7 'Low Gates'
- T8 Applegarth Access

<p>Project Title:T1 High Street - Transport/Traffic Improvements</p>
<p>Description: The aim of the proposal is to reduce traffic on High Street (between South Parade and Friarage Street) to improve the environment and pedestrian safety and is linked to capacity improvements on Friarage Street and East Road to encourage more traffic to use the bypass route. Elements of the proposal are a reduction in the width of the road to 6 m to calm traffic speeds; car park spaces at right angles to the road which is more efficient than echelon parking; widening of footways with a semi pedestrianised area around the Town Hall with the possibility of an adjacent taxi turning area. Provision for delivery vehicles could be via the dual use of widened footways and other new landscaped areas. (However the use of Applegarth and Elder Road would be promoted for deliveries.) The calming of traffic speeds could be enhanced by the block paving of sections of the road with low pedestrian plateaux being provided at crossing points. The reduced necessity for signal controlled pedestrian crossings could be examined. The proposal is intended to discourage the use of this section of High Street to traffic passing directly through whilst maintaining access for shoppers and visitors. An appropriate reduction in parking duration on High Street would increase turnover and improve the chance of shoppers using the most convenient spaces.</p>
<p>Strategic fit HDC Local Development Framework NYCC Traffic Management Study</p>
<p>Regeneration benefits Improves access Enhancing the environment Stimulate new development/investment</p>
<p>Timescale for delivery Medium to Long 5 – 25 years</p>
<p>Issues for delivery Detailed design proposed access required</p>

<p>Detailed schedule of costs associated with delivery</p> <p>Requires resolution of delivering and bus stop issues</p> <p>Public consultation</p>
<p>Key Players:</p> <p>NYCC, HDC</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery: Liase with NYCC</p>
<p>Potential partnering organisations:</p> <p>HDC & High Street Businesses</p>
<p>Consultations required:</p> <p>NYCC as Highway Authority</p> <p>NYCC Pedestrian and Cycle officers</p> <p>HDC Planning Department</p>
<p>Funding requirements:</p> <p>Detailed design required to identify costs;</p>
<p>Project risks:</p>
<p>Links to other projects:</p> <p>Links to Auction Mart redevelopment</p> <p>Links to proposed New Town Park development</p> <p>Links to proposed Bus Interchange</p> <p>Links to East Road improvements</p> <p>Links to the High Street area of improvement</p> <p>Links to improved pedestrian access form the Applegarth and Elder Road</p>



<p>Project Title:T2</p> <p>Parking - Transport/Traffic Improvements</p>
<p>Description:</p> <p>Relocate lorry parking from the Applegarth to industrial areas north of the railway. Options for car parking include:</p> <ul style="list-style-type: none"> • Reduce stay durations e.g. all day to 4 or 2 hours on the Applegarth, maximum of 1 hour on High Street • Consider car parking arrangements on High Street to the south of the church. The removal of buses could increase car parking which could be linked to widened footways on the west side in front of shops and the public house together with landscape improvements • The semi-pedestrianisation around the Town Hall could accommodate short term parking (20 or 30 minutes duration) to facilitate purchase collection. • Re-arrange car parking on High Street between the Cross and South Parade at right angle to carriageway. • Identify Park and Ride sites
<p>Strategic fit</p> <p>HDC Local Development Framework NYCC Traffic Management Study</p>
<p>Regeneration benefits</p> <p>Improves car parking availability Encourages businesses to bring back yards into use for staff parking.</p>
<p>Timescale for delivery</p> <p>Short to Medium 2 – 15 years</p>
<p>Issues for delivery</p> <p>Detailed design required Negotiations with bus operators Negotiations with land owners Tie ins with HDC's parking study (currently ongoing)</p>

<p>Key Players : HDC/NYCC</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery: Liaise with HDC re progress on their Parking Study</p>
<p>Potential partnering organisations: Landowners , HDC, NYCC</p>
<p>Consultations required: HDC and consultants (Faber Maunsell) NYCC Consult landowners</p>
<p>Funding requirements: Detailed design required to identify costs;</p>
<p>Project risks: Requires agreement from private landowners</p>
<p>Links to other projects: Links to proposed Bus Interchange Links to High Street improvements Links to East Road Development Opportunity Links to Applegarth Back lots Development Opportunity</p>

<p>Project Title:T3 Pedestrian Safety Measures - Transport/Traffic Improvements</p>
<p>Description: There are a number of measures which could be introduced:</p> <ul style="list-style-type: none"> • Adopt NYCC Pedestrian Action Plan proposals in their Management Strategy • Reduce carriageway width on High Street • Widen Footways • Pedestrianise Town Hall area • Park cars at right angles to carriageway to calm traffic speeds • Relocate taxi rank • Reduce traffic in High Street • Make High Street traffic one-way • Improve pedestrian access between High Street and Applegarth (to the west) and Elder Road and East Road (to the east) • Relocate Applegarth roundabout to reduce conflict at the zebra crossing
<p>Strategic fit HDC Local Development Framework NYCC Traffic Management Study</p>
<p>Regeneration benefits Improves access for people with disabilities Enhancing the environment Stimulate new development/investment</p>
<p>Timescale for delivery Short to Medium 0 – 15 years</p>
<p>Issues for delivery Detailed design proposed access required Detailed schedule of costs associated with delivery Requires resolution of land ownership issues</p>
<p>Key Players: NYCC / HDC</p>

CPF Project Champion:
CPF role in securing delivery: Lobby NYCC and HDC for improvements to be progressed
Potential partnering organisations: Landowners including HDC
Consultations required: Public consultation Consult taxi drivers
Funding requirements: Detailed design required to identify costs;
Project risks: Requires statutory consents and consultee agreement in order to proceed
Links to other projects: Links to proposed Bus Interchange/North End improvements Links to High Street Highway and Environmental Enhancements Links to East Road Development Opportunities

<p>Project Title:T4</p> <p>Elder Road Transport/Traffic Improvements</p>
<p>Description:</p> <p>The Elder Road area of Northallerton is currently a neglected area of the town. The aim of this project is to improve access especially from East Road and Elder Road to High Street. It appears at the present time that this area of the town suffers from poor access and environment in comparison with the west side of the town which prospers from the superior access provided by the Applegarth. Improvement of the quality of the access between this area and High Street would be beneficial, improvements would include better footways and lighting in particular. The use of private land for access should also be investigated. There are some businesses in this area that are better suited to industrial estates than central locations and so the re-location of such businesses should be investigated as this may prove beneficial to all concerned.</p>
<p>Strategic fit</p> <p>NYCC Traffic Management Study HDC Local Development Framework</p>
<p>Regeneration benefits</p> <p>Improves access Enhancing the environment Stimulate new development/investment</p>
<p>Timescale for delivery</p> <p>Short (1-5 years)</p>
<p>Issues for delivery</p> <p>Detailed design proposed access required Detailed schedule of costs associated with delivery Requires resolution of land ownership issues</p>
<p>Key Players:</p> <p>NYCC / HDC</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery:</p> <p>CPF to lobby HDC for inclusion of improvements in emerging LDF</p>

<p>Potential partnering organisations:</p> <p>Landowners including HDC</p>
<p>Consultations required:</p> <p>Landowners NYCC Pedestrian and Cycle officers HDC Planning Department</p>
<p>Funding requirements:</p> <p>Detailed design required to identify costs;</p>
<p>Project risks: Landowner Cooperation where necessary</p>
<p>Links to other projects:</p> <p>Links to proposed Bus Interchange/North End enhancements Links to High Street Transport and Environmental Enhancements</p>

<p>Project Title:T5 Bus Facilities - Transport/Traffic Improvements</p>
<p>Description: Provision of bus facilities on Applegarth adjacent to the public toilets and information centre (possibly for buses from Darlington and the north) and on Zetland Street (possibly for buses from the south and the east) with the potential for a public transport interchange/bus layover area at the railway interchange. Applegarth and Zetland Street are closer to the shops than the existing area south of the church. Provision of rural transport mini-bus parking and coach facilities on the Applegarth. Coach layover facilities to be located in the industrial area north of the railway.</p>
<p>Strategic fit HDC Local Development Framework NYCC Traffic Management Study</p>
<p>Regeneration benefits Assists public realm improvements between High Street North End to Applegarth junction. Improves public transport accessibility and reduces need for car based travel with in the town centre.</p>
<p>Timescale for delivery Short 0 – 5 years</p>
<p>Issues for delivery Detailed design proposed access required Detailed schedule of costs associated with delivery Requires resolution of land ownership issues</p>
<p>Key Players: NYCC, HDC, Bus Operators</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery: Engage public transport operators Lobby NYCC to promote enhancements</p>
<p>Potential partnering organisations:</p>

NYCC

Bus operators

Network Rail

Wensleydale Rail Limited

Network Rail

Consultations required:

Landowners

NYCC Pedestrian and Cycle officers

HDC Planning Department

Funding requirements:

Costs need not be major in the town centre. Consideration needs to be given to the requirements at the railway station.

Project risks:

Gaining bus operator agreement

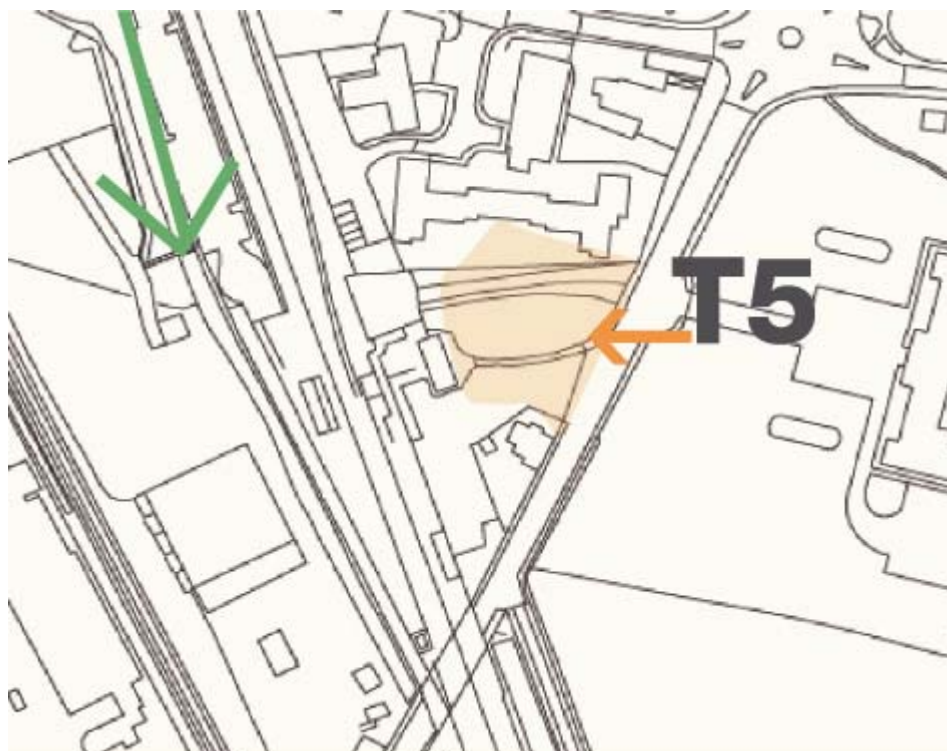
Links to other projects:

Links to Auction Mart redevelopment

Links to Wensleydale Railway

Links to proposed High Street environment and transport improvement

Links to New Town Park enhancement



<p>Project Title:T6 Friarage Street/East Road - Transport/Traffic Improvements</p>
<p>Description: Improvements to Friarage Street and East Road are linked to the wish to reduce traffic on the main section of High Street. The aim is to improve the capacity of the alternative route and to improve pedestrian and vehicular safety. The key element is the relocation of the Applegarth/ Friarage Street/ High Street roundabout in a north easterly direction improving the operation of the roundabout and the zebra crossing. Improvements to the other roundabouts are also envisaged.</p>
<p>Strategic fit HDC Local Development Framework NYCC Traffic Management Study</p>
<p>Regeneration benefits Improves access/traffic movement and pedestrian safety</p>
<p>Timescale for delivery Medium to Long 5 – 25 years</p>
<p>Issues for delivery Detailed design required Detailed schedule of costs associated with delivery Public consultation</p>
<p>Key Players: NYCC, HDC</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery: Lobby NYCC for approval as part of Traffic Management Strategy</p>
<p>Potential partnering organisations: Businesses on the route</p>
<p>Consultations required: Adjacent Businesses Public consultation NYCC Pedestrian and Cycle officers HDC Planning Department</p>

Funding requirements:

Detailed design required to identify costs

Funding contributions from NYCC

Project risks:**Links to other projects:**

Links to High Street transport proposals

Links to proposed Bus Town Centre facilities

Links to High Street Area Environmental Improvements

<p>Project Title:T7</p> <p>Low Gates Level Crossing - Transport/Traffic Improvements</p>
<p>Description:</p> <p>Three options are to be pursued:</p> <ul style="list-style-type: none"> • Improvements by Network Rail • Bridge over Low Gates • Link Roads between main radial roads, in particular Darlington Road to Stokesley Road to provide alternative routes
<p>Strategic fit</p> <p>HDC Local Development Framework</p> <p>NYCC Traffic Management Study</p>
<p>Regeneration benefits</p> <p>Improves access</p> <p>Reduce Town Centre congestion</p> <p>Stimulate new development/investment</p>
<p>Timescale for delivery</p> <p>Medium to Long 5 – 25 years</p>
<p>Issues for delivery</p> <p>Detailed design required</p> <p>Negotiations with the rail authorities/ operators</p> <p>Negotiations with land owners</p>
<p>Key Players:</p> <p>NYCC</p>
<p>CPF Project Champion:</p> <p>Liase with NYCC with regard to how the proposals are progressing</p>
<p>CPF role in securing delivery:</p>
<p>Potential partnering organisations:</p> <p>NYCC</p> <p>Landowners</p> <p>Network Rail</p>
<p>Consultations required:</p>

<p>Public consultation on detailed proposals as they emerge</p> <p>Consult landowners</p> <p>Consult Network Rail</p>
<p>Funding requirements:</p> <p>Detailed design required to identify costs;</p>
<p>Project risks:</p> <p>May sterilise land for development on Former Great Mills Site and land to the north of Low Gates</p>
<p>Links to other projects:</p> <p>Northern Triangle Development Opportunity</p> <p>Former Great Mills Site/Walter Thompson Site Development Opportunity</p>

<p>Project Title:T8 Applegarth Access - Transport/Traffic Improvements</p>
<p>Description: It is proposed that two way vehicular access is allowed on the Applegarth with movement regulated at the Zion Church to give priority to northbound traffic. The widening of the road would be possible by resiting the fence, widening between trees or even removal of trees(however this may not be possible because of covenants. There is also the possibility of widening on the east side utilising private land which would improve access to their properties, improve delivery arrangements and encourage a more productive use of the back yards including parking provision.</p>
<p>Strategic fit HDC Local Development Framework NYCC Traffic Management Study</p>
<p>Regeneration benefits Provides parking for clients and staff Brings some traffic relief to High Street and East Road Improves access Enhancing the environment Stimulate new development/investment</p>
<p>Timescale for delivery Short 0 – 5 years</p>
<p>Issues for delivery Detailed design proposed access required Detailed schedule of costs associated with delivery Requires resolution of land ownership issues</p>
<p>Key Players: NYCC, HDC</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery: Lobby NYCC to investigate potential</p>
<p>Potential partnering organisations:</p>

Landowners including HDC
<p>Consultations required:</p> <p>Landowners NYCC Pedestrian and Cycle officers HDC Planning Department</p>
<p>Funding requirements:</p> <p>Two-way access could be provided at minimal cost Detailed design required to identify costs of widening works and improvements for deliveries via the back yards.</p>
<p>Project risks:</p>
<p>Links to other projects:</p> <p>Links to Auction Mart Redevelopment Opportunity Links to proposed New Town Park Enhancement Links to North End Environmental Enhancements Links to High Street Enhancements Links to Bus Facilities Improvements</p>

Development Opportunities

- DO1 Auction Mart / Auction Mart Car Park
- DO2 East Road Opportunity Area
- DO3 Applegarth back lots
- DO4 Northern Triangle
- DO5 Walter Thompson Site / Former Great Mills Site

<p>Project Title:DO1</p> <p>Auction Mart / Auction Mart Car Park - Development Opportunity</p>
<p>Description:</p> <p>The Auction Mart is situated to the south of the Applegarth with its associated car park south of Romanby Road and accessed from Alverton Lane. The future of the Auction Mart has been uncertain in recent years with relocation options being considered for a move to an edge of town site or potentially a merger with Thirsk's Livestock Market. Redevelopment of the Auction Mart site would represent a prime opportunity for residential or mixed use development with appropriate community facilities, overlooking the Applegarth. The Car Park would lend itself to infill residential development or as an additional public car park.</p>
<p>Strategic fit</p> <p>Emerging HDC Local Development Framework (LDF)</p>
<p>Regeneration benefits</p> <p>Redevelopment of the Auction Mart for a mixed use development as part of the Town Park proposals for the Applegarth would provide a significant uplift in environmental quality. Relocation of the Auction Mart would mean a reduction in the volume of heavy goods vehicles accessing the Applegarth.</p>
<p>Timescale for delivery</p> <p>Short (within 5 years)</p>
<p>Issues for delivery</p> <p>Dependant upon relocation of the Auction Mart</p> <p>Planning consents required</p> <p>Significant S106 contributions required towards Applegarth Access Improvements, Town Park Enhancements and any community facilities within new development.</p>
<p>Key delivery organisation:</p> <p>Auction Mart/HDC</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery:</p> <p>Liase with HDC to ensure that appropriate land designations are incorporated in</p>

the emerging LDF and to ensure that developers make appropriate Section 106 contributions to other town projects such as the Applegarth Access Improvements and Town Park.

Potential partnering organisations:

Auction Mart

HDC

Consultations required:

Auction Mart regarding relocation proposals

HDC Planning Officer regarding LDF and S106

NYCC regarding implications for Applegarth lane

Town Council

Historic and Civic Societies

Funding requirements:

Essentially Market led

Outline designs for a development scheme on the Auction Mart could be progressed to influence the emerging LDF

S106 contributions to community / youth facilities, town park and Applegarth access improvements

Project risks:

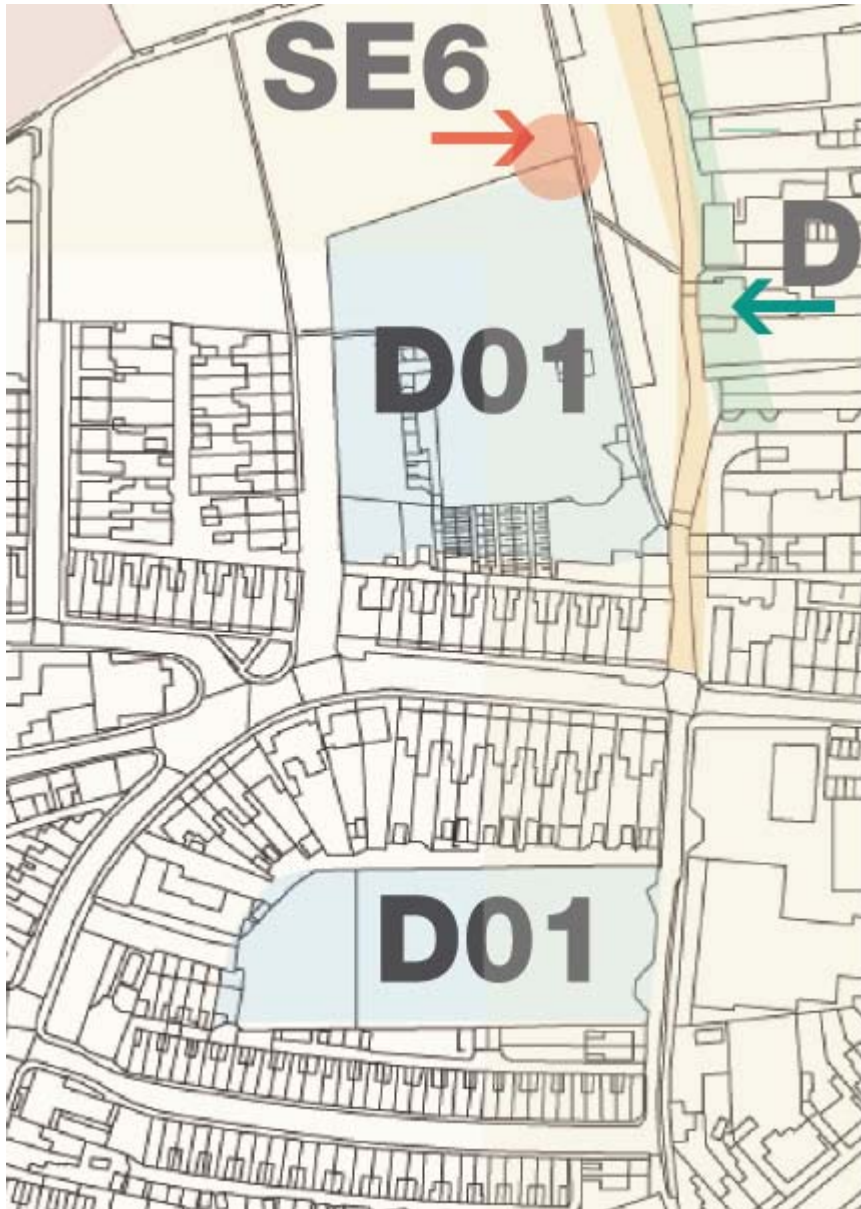
Entirely dependent upon relocation of the Auction Mart.

Links to other projects:

Town Park Environmental Enhancement

Applegarth Access Improvements

Applegarth Back Yards Development Opportunities



<p>Project Title:DO2 East Road Opportunity Area</p>
<p>Description: This area encompasses the land directly west of East Road and behind the High Street frontages, The Tesco Superstore marks the southern boundary. The area is presently an incongruous mix of alleyways and service yards navigating between clusters of buildings of varying use, massing and quality. Orientation between East Road and the High Street is poor. The Car Mart to the north, incorporating the locally important former stabling yard, is in single private ownership and may present an early development opportunity. Significant possibilities exist for retail led mixed use development and other good quality infill development opportunities.</p>
<p>Strategic fit Emerging HDC Local Development Framework (LDF)</p>
<p>Regeneration benefits Improved and safer pedestrian linkages between East Road and the High Street will encourage people improve pedestrian circulation between destinations such as the Prison, Friarage Hospital and the Forum; and improve links with car parking facilities east of East Road. Development parcels should emerge from within this area which will contribute to the vibrancy and viability of the town centre through new business and development opportunities.</p>
<p>Timescale for delivery Short (within 5 years) to medium (6-15 years)</p>
<p>Issues for delivery Land is in private ownership Planning consent required Highways approval required</p>
<p>Key Players: Private Sector / HDC</p>
<p>CPF Project Champion:</p>
<p>CPF role in securing delivery:</p>

Liase with HDC to ensure that appropriate land use designations are incorporated in the emerging LDF (potentially having a specific Planning Brief for this area) and to ensure that developers make appropriate Section 106 contributions to other town projects such as the Town Park and High Street Improvements.

Potential partnering organisations:

Landowners
HDC

Consultations required:

Landowners
HDC Planning Officers
Historic/Civic Societies

Funding requirements:

Feasibility study required to identify smaller development opportunities
Detailed design options required
Section 106 contributions to be sought
Developments will be essentially market led

Project risks:

Multi-ownership of land and property will make deliver of comprehensive scheme highly unlikely. Piecemeal development guided by a strong planning policy framework will realise the most positive community benefits. Development must be in harmony with historic environment.

<p>Project Title:DO3 Applegarth Back Lots - Development Opportunity</p>
<p>Description: The back lots on the Applegarth are mainly associated with premises on the High Street, though some have been subject to infill development. These backlots are underutilised and several of them are poorly maintained. It is proposed that at some stage these back could be rationalised through land assembly to generate a number of small development parcels (or infill developments) and/or car parking areas. This might also allow for two way working on the Applegarth access road.</p>
<p>Strategic fit Emerging HDC Local Development Framework (LDF)</p>
<p>Regeneration benefits Redevelopment of the Applegarth back lots would significantly improve the appearance of the area. Safety would be improved by increased overlooking from new developments fronting onto the Applegarth. New developments would provide improved job opportunities. Rationalisation of underutilised private car parks will improve car parking provision. There will be scope to improve traffic movement on the Applegarth.</p>
<p>Timescale for delivery Medium (6-15 years)</p>
<p>Issues for delivery The backlots are in multi ownership and as such there will be complexities to land assembly. Needs to be incorporated into LDF potentially as specific Planning Brief. Planning Consents required.</p>
<p>Key Players: Private Sector and/or Hambleton District Council. HDC could have a key role in considering allocating this land within the Local Development Framework as an Action Area suitable for mixed use development.</p>
<p>CPF Project Champion:</p>

CPF role in securing delivery:

Liase with HDC to incorporate this as an Action Area within emerging LDF
Commission more detailed design development for the backlots to outline
planning consent stage

Potential partnering organisations:

HDC, Developers

Consultations required:

Landowners
HDC Planning Department
NYCC Highways Officers
Town Council
Historic/Civic Societies

Funding requirements:

Sufficient funding to develop design detail
Possible funding to compulsory purchase land if required

Project risks:

Without compulsory purchase it may not be possible to get agreement with
landowners and deliver redevelopment

Links to other projects:

The Town Park Environmental Enhancement
Transportation: Applegarth Access

<p>Project Title:DO4</p> <p>Northern Triangle Development Opportunity</p>
<p>Description:</p> <p>The Northern Triangle is a major swathe of land and potential development sites situated to the northwest of the town centre, to the north of Low Gates level crossing. The development opportunity incorporates the following sites:</p> <ul style="list-style-type: none"> • Darlington Road Industrial Estate; • Darlington Road (north of B&Q); • The Mount; • Former Spark Print; • Former York Trailers; • Site(s) to south between rail lines. <p>Generally this area is dominated by employment uses though some are underutilised or awaiting redevelopment. Part of the area could provide for a major mixed use urban expansion. The area could provide the opportunity to relocate existing businesses from town centre locations thus freeing up these locations for more appropriate town centre uses. There would also be scope to accommodate a significant residential expansion area(s).</p>
<p>Strategic fit</p> <p>Emerging HDC Local Development Framework (LDF)</p>
<p>Regeneration benefits</p> <p>Improved vibrancy and economic activity through redevelopment of these sites for a mixture of office, industrial, retail and residential uses. New development will provide the opportunity for new state of the art business premises.</p> <p>Residential development would help satisfy the demand for new residential property in Northallerton. The relocation of existing businesses from town centre sites will free up sites in the town centre for more appropriate uses and reducing the need for heavy vehicle movements within the Town Centre.</p>
<p>Timescale for delivery</p> <p>Medium (6-15 years) to long (15 years+)</p>
<p>Issues for delivery</p>

Land contamination may be an issue on former industrial sites. Multi ownership of land interests in this area would make land assembly complex.

HDC/Yorkshire Forward may need to 'pump prime' the regeneration of this area through land remediation and provision of infrastructure to encourage relocations and new business start ups in this location.

There is possible interest from the Civil Service in relocating jobs from the South East to the North East. This site is being considered as a new office base but faces competition with other locations in the North East and Midlands. We understand it also is being actively marketed as a residential development site. Planning – Local Plan does not currently allow for residential development in this area, HDC will need to be encouraged to incorporate this as an Urban Extension or Action Area within emerging LDF.

Key Players:

Private Sector / HDC

CPF Project Champion:

CPF role in securing delivery:

Liase with HDC to incorporate this as an Action Area within emerging LDF. Encourage HDC, Yorkshire Forward and North East Chamber of Trade to market this area as a location for new inward investment.

Potential partnering organisations:

HDC, Yorkshire Forward, NECofC

Consultations required:

Landowners
Town centre industrial employers (including Yorkshire Timber and Walter Thompson Ltd)
HDC
NYCC
Town Council
Yorkshire Forward
NECofC.

Funding requirements:

Promotion, land assembly and infrastructure costs

Project risks:

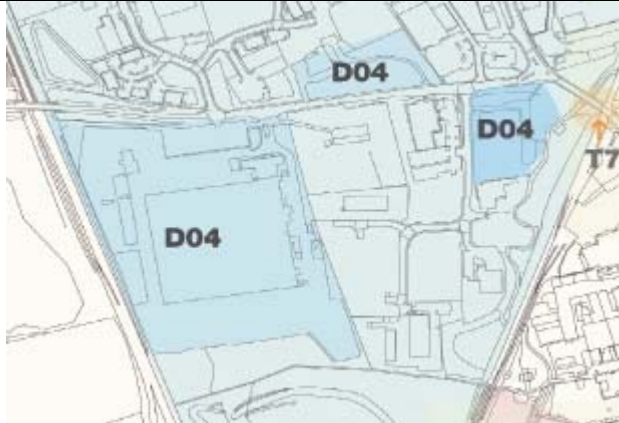
Little control over delivery of sites for redevelopment

Links to other projects:

Low Gates Level Crossing

Northallerton and District Business Forum

Walter Thompson Site/Former Great Mills Site



<p>Project Title:DO5</p> <p>Walter Thompson Site / Former Great Mills Site – Development Opportunity</p>
<p>Description:</p> <p>This is a key development opportunity on the northern approach into Northallerton on the Darlington Road. The northern part of the development opportunity (north of Willow Beck Road) is known locally as the Former Great Mills Site is currently being occupied temporarily by Yorkshire Timber.</p> <p>This land has been subject to various development proposals, the most recent of which was a proposed supermarket development.</p> <p>The southern part of the development opportunity is owned and occupied by Walter Thompson Ltd. The company having expressed an interest in relocating to new premises at The Mount. We understand a planning application for non food retail use is imminent / is under consideration.</p>
<p>Strategic fit</p> <p>Emerging HDC Local Development Framework (LDF)</p>
<p>Regeneration benefits</p> <p>This is a significant development opportunity which could accommodate a major new development close to the town centre contributing much needed economic activity and potentially new mixed use development. The site is also extremely prominent and the Former Great Mills currently gives a poor impression to visitors entering Northallerton from the north, redevelopment would present an opportunity to raise the profile of this key gateway to Northallerton.</p>
<p>Timescale for delivery</p> <p>Short to Medium (1-15 years)</p>
<p>Issues for delivery</p> <p>The sites are privately owned and development is entirely dependant upon the landowners facilitating redevelopment.</p> <p>Planning consents required.</p> <p>The sites are likely to be affected by proposals for a bridge crossing over the railway at Low Gates. Detailed plans of the engineering proposals for the bridge have not been made available by NYCC at this stage but it is likely that some land in this location would be sterilised from development should a detailed</p>

proposal for the bridge emerge.
Flood remediation measures will have to be in place should develop proceed on this site. North Beck flows through the north of the site and will represent a flood risk.

Key delivery organisation:

Walter Thompson Ltd / other landowners

CPF Project Champion:

CPF role in securing delivery:

Liase with HDC to ensure that appropriate land designations are incorporated in the emerging LDF and if as is likely events overtake this process ensure that appropriate Section 106 contributions are attached to provide environmental enhancements / traffic management in the area .

Potential partnering organisations:

Landowners

Consultations required:

Landowners
HDC Planning Officers regarding LDF/S106
NYCC Highways Officers regarding Low Gates bridge
Town Council

Funding requirements:

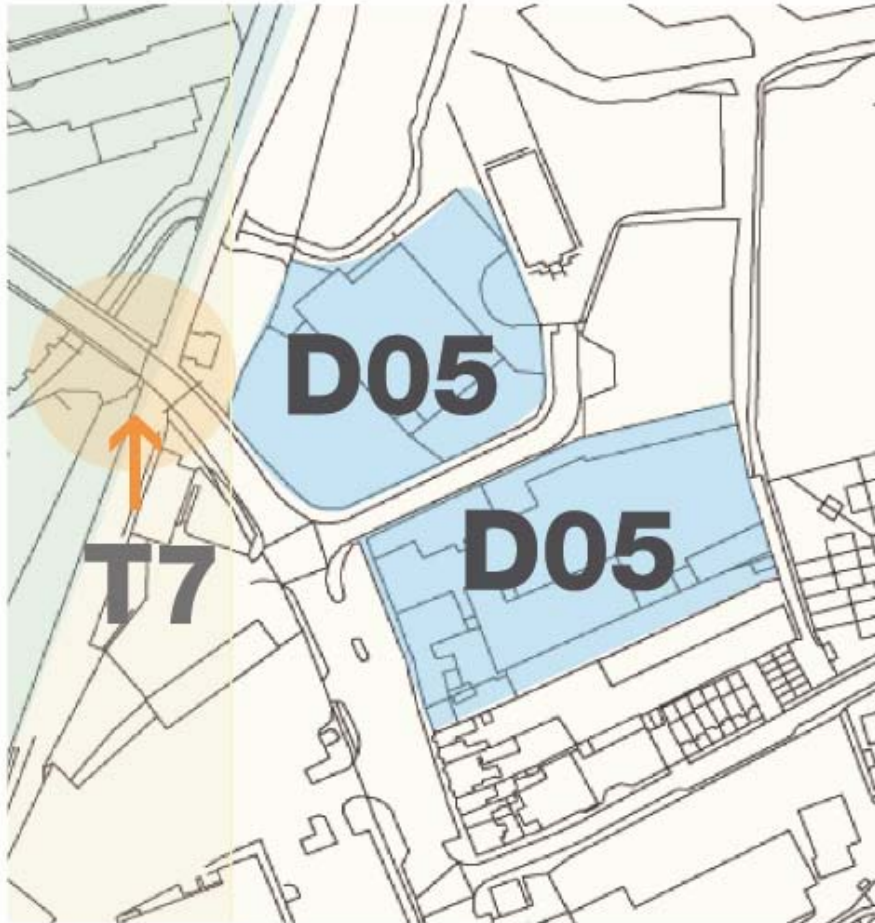
None

Project risks:

Redevelopment will be market led and reliant on landowners consent
Flood risk area
Impact of Low Gates Bridge

Links to other projects:

Low Gates Crossing
Northern Triangle Development Opportunity



Wensleydale Railway



<p>Project Title: High-Quality link between Northallerton and The Wensleydale Railway</p>
<p>Description: Provision of new infrastructure to allow access to and from the Wensleydale Railway from Northallerton Main Line Station and Town Centre in such a way as will promote the use of the railway and the town as a destination for rail passengers.</p>
<p>Strategic fit? Emerging SRIP HDC Local Development Framework NYCC Traffic Management Strategy</p>
<p>Regeneration benefits Increased access to town facilities Increased access to town for visitors Increased access to recreational facilities Increased access to employment</p>
<p>Timescale for delivery In phases over next five years</p>
<p>Issues for delivery Land purchase (looks very favourable) Planning consent</p>
<p>Key Players: Wensleydale Railway plc</p>
<p>CPSG Project Champion: Scott Handley</p>
<p>CPSG role in securing delivery: Ensure the many linkages and synergies between railway ambitions and the projects in this Delivery Plan are fully realised.</p>
<p>Potential partnering organisations: NYCC, Landowners, HDC, Network Rail, GNER, First Trans-Pennine</p>

Consultations required:

NYCC, HDC, Network Rail, HSE, SRA, ORR

Funding requirements:

Funding Requirements (between £1m and £3m depending on which option is selected)

Detailed study required urgently to identify best option

Some funding may come by releasing other land for development

A degree of private sector partnership funding is available

Project risks:

Ensuring that the permanent location for the Railway is pursued - particularly after its temporary location in order to gain maximum benefit from its arrival in Northallerton.

Links to other projects:

Wider Tourism related projects – Tourism Forum

Business Forum

Town Park

Bus facilities at Northallerton Station