

**Project Title:**

Northallerton & District Business Forum

**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

**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.

**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

**Timescale for delivery**

As soon as possible

**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.

**Key Players:**

HDC / Town Council

**CPSG Project Champion:**

TBC

**CPSG 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

**Potential partnering organisations:**

HDC

A regrouped version of the Chamber of Trade

Town Council

**Consultations required:**

With leaders of the business community

With HDC to understand the experience of other Business Forum start up phases

**Funding requirements:**

We understand that HDC would be prepared to help with Funding for a period of time

**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

**Links to other projects:**

High Street Economy

The Sub Regional Agenda

Town Centre Manager

<p><b>Project Title:</b></p> <p>Town Centre based Business Incubator</p>
<p><b>Description:</b></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><b>Strategic fit?</b></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><b>Regeneration benefits</b></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><b>Timescale for delivery</b></p> <p>Medium – next 2 /3 years. A high priority for immediate action but see below.</p>
<p><b>Issues for delivery</b></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><b>Key Players:</b></p> <p>HDC / Private Sector</p>

**CPSG Project Champion:**

To be discussed by CIP

**CPSG role in securing delivery:**

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

**Potential partnering organisations:**

HDC; the proposed new Business Forum and High Street Retail Group

**Consultations required:**

CIP needs to sustain consultation with partnering organisations to establish detailed requirements

HDC Planning Department

**Funding requirements:**

It is feasible that HDC could lead the 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

**Project risks:**

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.

Northallerton will need to develop a proactive approach to encourage new businesses to take advantage of this opportunity.

**Links to other projects:**

Developing the High Street economy

The Northallerton and District Business Forum

Linkage with the sub regional (York based) agenda

The Town Centre Manager

**Project Title:** Developing the High Street Economic Strategy

**Description:**

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.

**Strategic fit?**

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.

**Regeneration benefits**

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

**Timescale for delivery**

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.

**Issues for delivery**

The engagement of the 'partners in the High Street'  
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.

<b>Key Players :</b> Chamber of Trade
<b>CPSG Project Champion:</b> TBA
<b>CPSG role in securing delivery:</b> Bringing the parties together 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
<b>Potential partnering organisations:</b> Business Forum Town Council HDC
<b>Consultations required:</b> High street businesses Market Traders Customers Residents
<b>Funding requirements:</b> 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.
<b>Project risks:</b> 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.

**Links to other projects:**

Links to Business Forum

Links to Incubator

Links to Town Centre Manager

The criticality of the High Street to Northallerton as an economy, means that this links to anything that may be happening in Northallerton.

**Project Title:**

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**1. The Sub Regional Agenda**

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**Description:**

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

**Strategic fit?**

Working, living, visiting and investing in Northallerton are all objectives of the renaissance process that are shown to be underdeveloped in this town. 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.

**Regeneration benefits**

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.

**Timescale for delivery**

Medium / Long

**Issues for delivery**

Engagement of a study group from the CIP which will address these issues in consultation with HDC

**Key Players:**

NVCPSG

**CPSG Project Champion:** TBC

**CPSG role in securing delivery:**

Ensuring that effective interaction takes place with relevant sub regional 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

**Project Title:**

The Town Centre Manager

**Description:**

An individual who will be appointed to drive forward the plans to improve the attractiveness of Northallerton High Street for local people and visitors. The appointee will work to a job description that encompasses wider tourism issues.

**Strategic fit?**

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

**Regeneration benefits**

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

**Timescale for delivery**

An appointee is sought to begin this job as soon as is possible

**Issues for delivery**

Whether the position should be full time or part time

Gaining the support of the community and the business community for this position

**Key Players:**

NVCPSG / HDC

**CPSG Project Champion:**

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**CPSG role in securing delivery:**

Acting as the background point of reference and the advocate of both the programme that is developed and the benefits for the community

**Potential partnering organisations:**

Town Council

Local Businesses

HDC Tourism

**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