

NORTHALLERTON RMT PROJECTS

Project Title:

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 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 can 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

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<ul style="list-style-type: none">○ A Festival○ Themed markets● Development of a 'split' museum - with objects and information in the shops and public spaces (for example the library).● 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
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
Timescale for delivery Short - the first meeting of the Forum will take place on 5 th April 2004 Other initiatives will flow from the Forum at various times in the future.
Issues for delivery Creation of the Forum – this is in hand and will take place within the next two months.
Key players: 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

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Northallerton.
CPSG Project Champion:
CPSG role in securing delivery:
Potential partnering organisations: HDC, NYCC, Northallerton businesses, Northallerton local, church and community groups
Consultations required: 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

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Project Title: 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: <ul style="list-style-type: none">• 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

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Increasing the tourism potential and the regenerative effect that more visitors bring Stimulate growth
Timescale for delivery Short to Medium. This initiative will be developed by the Tourism Forum in collaboration with the other relevant bodies.
Issues for delivery Precise role has to be identified and site has yet to be determined
Key Players: Tourism Forum in association with other bodies, such as Hambleton District Council.
CPSG Project Champion:
CPSG 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

NORTHALLERTON RMT PROJECTS

Project Title: Development of the tourism superstructure
Description: 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: <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
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
Timescale for delivery Short to long term. Continual monitoring and assessment required.
Issues for delivery Support and guidance from the local, regional and national authorities for private initiatives
Key players : Private business
CPSG Project Champion:

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CPSG role in securing delivery:
Potential partnering organisations: HDC, NYCC
Consultations required: Consultations between councils, businesses and Tourism Forum
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

NORTHALLERTON RMT PROJECTS

Project Title: Development of tourism infrastructure
Description: 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: <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
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
Timescale for delivery Short to long term. Continual monitoring and assessment required.
Issues for delivery Budgets for the key players, such as HDC and NYCC More urgent priorities elsewhere

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Key players: Local councils and Government
CPSG Project Champion:
CPSG role in securing delivery:
Potential partnering organisations: HDC, NYCC
Consultations required: Consultations between councils, businesses and Tourism Forum
Funding requirements: Internal council and Government budgets
Project risks: Change in Government and Council strategies and procedures
Links to other projects: Infrastructure development has an impact upon all projects

NORTHALLERTON RMT PROJECTS

Project Title: Provision of facilities for promoting and displaying the town's important cultural and heritage assets
Description: 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: <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
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
Timescale for delivery Short to Medium. This initiative will be developed by the Tourism Forum in collaboration with the other relevant bodies.
Issues for delivery Precise role has to be identified and site has yet to be determined

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Key players: Tourism Forum in association with other bodies, such as Hambleton District Council.
CPSG Project Champion:
CPSG 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