



## Management Group

7.30pm on Thursday 15<sup>th</sup> March

The Drawing Room, Bedale Hall

## Minutes

### Present

Yvonne Rose (Chair); Peter Cole; Carol Clark; Cllr Jackie Kennedy; Sgnt. Dean Bradley; Rab Hastie; Harry Lillystone; Cllr Richard Corner; Cllr Claire Capel; Cllr Christine Mollard; Cllr Clive McGill; Sue Grimshaw; Hazel Kirby; David McKnight; Rab Hastie; Ian Watkins; Cllr Mike Barningham.

### Apologies

Cllr John Noone; Cllr Carl Les; Sylvia Broadwith; Richard Moore; Bill Tetlow; Cllr David Webster; Daren Rosamond; Sue Latter; Cllr John Kettlewell; Andy Hallett.

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### 1. Welcome, Introductions & Apologies

Yvonne welcomed David McKnight, HDC's Vibrant Market Town Project Officer, to the meeting.

### 2. Minutes of the Last Meeting held Thursday 15<sup>th</sup> February 2018

Agreed as a true record thereof.

### 3. Actions & Matters Arising

- **Bedale Art Trail:** Yvonne reported that the colour, a powder-coated copper, and the image 'pairs' to be used, have been chosen. The chosen designs will be displayed in the library and it is anticipated that the signs will be installed at the end of June/early July 2018.
- **The Tour de Yorkshire:** Yvonne provided an update on the work being undertaken by Bedale TourFest to co-ordinate a programme of community activities on the 5<sup>th</sup> May. It was reported that the event organisers had received a contribution of £2000 from HDC towards the cost of the event. The total cost of the event is approximately £5400 and Yvonne proposed that the Forum make a contribution of up to £2000 from its reserves to support the event. This proposal was seconded by Cllr Mike Barningham

and endorsed unanimously by those present. It was noted that both Mowbray School and the High School are to display land art and that military personnel from RAF Leeming have agreed to manage the overspill car park for the car boot sale.

- **Re-branding the Forum:** Members considered 4 logo options prepared by Ian on behalf of Blue Sky Thinking and after detailed discussion members voted that a logo incorporating the white 'Yorkshire Rose' in a green triangular banner edged in yellow and with a white font be adopted by the Forum.

#### **4. Bedale as a Vibrant Market Town: The Investment Plan**

David McKnight, HDC's Vibrant Market Town Project Officer, provided an update on work to produce a 'Market Town Investment Plan' for Bedale. The purpose of the Investment Plan is to 'influence the conversation' with local businesses in order to encourage economic growth, prosperity and the sustainability of the Market Place economy. The Plan includes a number of themes common to all 5 market towns in Hambleton and a number which are specific to Bedale. Common themes include a lack of 'digital engagement' with customers and the need to increase the digital footprint of the market towns, the need for more co-ordinated communication across businesses and enhancements to the visitor experience, in particular with regards to overnight accommodation. Themes specific to Bedale include:

- The creation of a 'sense of place' - integrating footpaths and making routes special (and safe.)
- The delivery of a distinctive message and brand identity for Bedale
- The offer of individual 'digital assessments' for local businesses and support for 'digital champions.'
- The installation of footfall counters in the Market Place to allow businesses to make intelligence-led investment decisions
- The creation of virtual tours of 'hidden Bedale'
- Inward investment to improve the built environment and the public realm offer
- Signage and 'wayfinding' improvements to maximise and manage visitor flow (including better signage and access to the Leach House.)
- The agreement of a shared vision between the Forum, Brand Bedale and Bedale Town Council, in particular with regards to the future of the car boot sale and the market.
- The creation of layers of 'artistic distinctiveness' to capitalise on creative opportunities.

In response to concerns expressed about the long term future of the market David reported that support for the market is a key priority in the Plan. New promotional

leaflets have been published and distributed and a radio campaign is to be launched with TFM in the coming months.

## 5. Connectivity between Bedale & Aiskew

Carol reported that work had been undertaken to explore the opportunities for improving pedestrian connectivity between Bedale and Aiskew. A number of 'quick-fix/low cost' options have been identified including the re-alignment of painted lines across the level crossing to allow safe pedestrian access to the station complex and the Leach House. Initial consultation with NYCC Highways and the Wensleydale Railway has suggested that these proposals would be considered and a further response from NYCC Highways is expected. It was noted that Sustrans have also proposed a solution to improve pedestrian and cycle links between Aiskew and Bedale and that any such improvements would have an economic benefit.

## 6. Focus Group Updates:

- **Community Interest:** Hazel reported that Hambleton Community Action has 'signed off' the Action Plan for the Leeming Bar Community Hub and that Dalescare has been approached to establish whether it would consider hosting a series of activities for older people to address loneliness and isolation. It was noted that the 'Bedale Consulting Group' mentioned at the previous meeting of the Forum is a private company that can support the voluntary sector. Hazel confirmed that at Hambleton Community Action's request a new category has been added to the Hambleton Community Awards for the 'most accessible business of the year'.
- **Transport:** Mike reported that a response from NYCC to Sustrans's proposed solution for improved pedestrian and cycle links between Aiskew and Bedale has yet to be received by HDC.

## 7. Finance Update

Mike presented an update on transactions since the last meeting of the Forum held in February 2018 and confirmed that as at the 13<sup>th</sup> March 2018 the Forum had £10167.01 in its General Account and £620.88 in its Events Account. It was noted that a cheque for £1000 to support Crakehall's Tour de Yorkshire celebrations had yet to be presented. In response to a request from Bedale Town Council Cllr Barningham proposed that the Forum make a further contribution of £300 towards the Christmas Lights. This proposal was seconded by Cllr Corner and endorsed unanimously by those present.

## 8. Any Other Business

- **The HDC 'Making a Difference' Grant 2018-2019:** Peter confirmed that a total of £25,000 is being made available to community organisations across Bedale through the District Council's 'Making a Difference' grant scheme. Now in its 4th year the council has agreed a further year of funding for its grant scheme which is open to local community groups and voluntary organisations. Grants of between £1000 and £25,000 are being made available through the scheme for projects that seek to provide the best local solutions to local problems, which demonstrate community support and which address one of the council's priorities – driving economic vitality, enhancing health and wellbeing, caring for the environment and providing a special place to live. The deadline for the submission of applications is Thursday 29th March 2018.

## 9. Dates for Forum meetings in 2018

- 10<sup>th</sup> May
- 19<sup>th</sup> July
- 20<sup>th</sup> September (AGM)
- 15<sup>th</sup> November