



# LEYBURN TOWN COUNCIL

## Market and Burial Authority

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### Minutes of the Public Meeting held in the Oak Room, Thornborough Hall Monday 30<sup>th</sup> January 2023 at 7pm.

**Present:** Cllr Holder      Cllr Laws      Cllr Sanderson      Cllr Spenceley  
Clerk- Mrs C Smith      24 Members of the public

**23.16 UKSPF Town Centres, Markets and Retail Programme** - The programme to provide facilities and services that can support the community was discussed in great detail and the Council received ideas for improvements to Leyburn town centre with the available government funding.

The local community highlighted the need for more events, improvements to increase the footfall of people and visitors into town and a Tourist Information. From the discussions it was agreed that a bid will be created to include the following:

#### **Accessibility Audit**

Carry out an access audit of the town centre; we want Leyburn to be a welcoming and accessible place for all.

This audit would form part of a bigger accessibility plan, detailing recommendations for improvements such as ramps to get into shops.

#### **Changing Places Toilet (CPT)**

To provide additional funding for the installation of a CPT to ensure Leyburn can deliver this CPT Service before March 2024.

Leyburn was granted almost £40,000 in January 2022 in the first round of the government funding to help increase the number of Changing Places Toilets. Due to the rise in cost of materials in 2022 there is now a shortfall gap, this is an issue experienced across the nation with the installation of CPT.

#### **Town Centre Manager & Events Co-ordinator**

The appointment of a part time Town Centre Manager/Events Manager to:

- Create a town marketing strategy to
  - Engage local businesses to promote Leyburn and encourage visitors.



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- Improve digital marketing & Technology to promote Leyburn - explore the creation of an App for Leyburn, this would provide a platform for local businesses to advertise.
- The creation & Management of events, suggested events:
  - 1940's Weekend
  - Jazz Festival
  - Music Festival
  - Brass Band Tournament
  - Food & Wine Festival
  - Restaurant Week - to advertise and promote local eateries. This could be advertised in conjunction with other local towns such as Middleham, Catterick & Richmond.

The possibility of having an event the same weekend as the Wensleydale Show - to extend the weekend and use the infrastructure for another event.

- Management of the implementation of recommendations from the town plan.

### **Tourist Information Centre (TIC)**

The bid will include funding for a removable structure placed in the central Market Place to house the TIC.

A tourist Information centre or kiosk would improve the visitor experience and promote local businesses. This could/would be run by volunteers and supported by the Town Council.

### **Street Furniture refurbishment**

Funding to make Leyburn more inviting through:

- The Greening of the town centre- more wild flower planting, improvements to the floral displays
- The refurbishment of benches
- Repairs to the Market Shelter
- A big clean of the central Market Place- A community group could be established to assist with routine litter picking, weeding etc.
- Deep clean of the youth pod



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### Appendix

#### UKSPF Fund

The fund replaces the old EU structural funds and is part of the governments “levelling up Agenda”.

NYCC (or the new North Yorkshire Council) have the responsibility of pulling together an investment fund. Funding will be available over 3 years and has 3 themes

- Community and place
- Supporting local businesses
- Local skills

The funding for Town centres, Markets & Retail sits under the Communities and Place theme. This area will have funding of £1.68m across the whole North Yorkshire Council area over a 3 year period (Yr 1 400,00, Yr2 400,00, Yr 3 800,00). However, the first-year finishes 31<sup>st</sup> March 2023, so discount year 1 and base any projects running over the 2 remaining years.

This funding is one strand of bigger funding and support for businesses through LEP. More opportunities will be coming along in the future through the shared prosperity fund.

The Town Council need to be mindful of the environment with proposed projects and ensure that projects are “Inclusive”, open to all abilities, all races and ethnic groups.

Applications should be submitted mid-February 23, so the Council need to move quickly on this.

Richmond have already started the process of looking to form a bid by arranging a public meeting to discuss and receive ideas from the local electorate. Ideas put forward include:

- Street Art such as-Umbrellas down streets from the town centre, an old disused telephone box where a manikin dressed in different clothing will be placed.

Other examples of projects:

- Scarecrows in Settle.
- Seasonal events such as Christmas (ice rink), 1940s event, Seasonal Markets, Open air cinema. The funding would also consider assistance with secretarial and event management costs- so potentially would cover the cost of wages for events.
- Events such as restaurant week to encourage footfall into businesses- the town Council could possibly work with other towns such as Richmond or Middleham to advertise all offers.



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- Investment in infrastructure- i.e. street furniture, improved signage
- The formation of a BID'S. A BID (Business Improvement District) is a geographically defined area where businesses come together and agree to invest collectively in projects and services which improve their trading environment. Other areas that have town centre bids to look at for an example are Skipton, Northallerton & Harrogate.

They would also consider pilot or innovative projects and fund items like:

- Projects to make improvements in tourism and hospitality
- Marketing costs
- New marketing & branding
- New smart phone tech such as town apps
- Funds to form or boost Local networks and partnerships