

# INGLETON VILLAGE CENTRE ACTION PLAN

## INTRODUCTION:

The Ingleton Village Centre Action Plan has been developed in response to concerns of local businesses regarding the quality of the trading environment; in particular the impact of declining visitor numbers on the vitality of the core village centre.

The Action Plan has been prepared by Craven District Council in partnership with Ingleton Parish Council, Ingleton & District Tradespeoples' Association and Ingleton Rural Community Association, and has been informed by issues raised during consultation with a cross-section of the local community.

The aim of the Action Plan is to implement a range of co-ordinated measures that seek to foster the longstanding economic wellbeing of Ingleton village by:

- improving the attractiveness of the village as a place to visit and stay
- supporting, promoting and attracting investment in the village, its businesses and facilities

The Action Plan focuses on four themes:

- Physical Regeneration – improving the attractiveness of the village centre
- Transport and Accessibility – improving traffic flow to and around the village centre
- Retail Investment and Development – developing businesses and improving the shopping experience
- Marketing, Promotion and Events – creating a more proactive and cohesive approach to communicating the qualities of the village

The Action Plan is intended to be a practical document setting out achievable and measurable projects. A brief appraisal of the projects indicates that most are capable of delivery in the short to medium term if funding can be secured and the relevant permissions, where required, are obtained. It is expected that the Plan will evolve over time to reflect external changes and progress made and will be subject to regular review.

ACTIONS:

**A. PHYSICAL REGENERATION**

Proposal: <b>Enhancement of the Historical Village Centre environment</b>			
Project	Description of Action Needed	Priority/Timeframe	Delivery Comment
Public Space Improvements - Market Square	Refurbish the market square and streetscape from the Village Newsagent on Main Street to the junction by Ingleborough Nursing Home on Seed Hill	High priority – capable of delivery in the short to medium- term	<p>The purpose is to create an attractive focus for the village; a space that is designed to be flexible, that will accommodate events, a remodelled market and seating. The proposal will look to slow traffic, give priority to pedestrians and provide a place that will encourage people to spend time in.</p> <p>The brief for refurbishing the market square will seek solutions to improve the visibility of the entrance to Riverside Park, and will encourage people to discover this part of the village – at present it looks like it is a “private” road.</p> <p>The brief will include a requirement for the design to emphasise historical features such as the Bull Ring. The design team will also be asked to look at viable ways of providing overhead cover in order to create an all-weather performance area</p>

Project	Description of Action Needed	Priority/Timeframe	Delivery Comment
Shop Front Improvement Scheme	The purpose of the scheme is to facilitate the improvement of the business frontages within the core retail area	Medium priority – capable of delivery in the short-term subject to preparation of design guidance, terms and conditions	<p>Provision of grant assistance to help with the costs of renovation and decoration of premise frontage; new signage, lighting and replacement of historical features. A maximum grant would be set with the business required to fund at least 60% of the total costs</p> <p>The scheme aims to enhance the special character of the village centre; improve its visual appearance and appeal to visitors and residents. The scheme will look to emphasise and restore the physical history of the premise frontages – the enhancement of historical features which are appropriate for inclusion as part of a village heritage trail</p> <p>Guidance to help retailers and others plan appropriate and sensitive changes to existing shop fronts, advertisements and signage could be provided through the introduction of a Design Toolkit and Design Sheets</p>
Animation of Empty Premises	Dress the windows of vacant business premises	Medium priority – capable of delivery in the short-term subject to permission of the property owners	When a property within the core retail area becomes vacant, seek agreement of the owner/agent to dress the window; either with a painting or a display

Project	Description of Action Needed	Priority/Timeframe	Delivery Comment
Village Centre Spruce Up	Establish a team to spruce up the centre of the village – cleaning signage and notice boards, painting railings and benches, weeding pavements.	Medium priority – capable of delivery in the short-term	The purpose of the team will be to identify incidents of poor maintenance, such as graffiti, rubbish, loose paving, damaged railings and benches – things that make the village look run down. The team would either make the repairs or carryout remedial tidying up themselves, and/or ensure the incident is reported and logged with the appropriate organisation.

Proposal: <b>Refurbishment of the Community Centre Car Park area</b>			
Project	Description of Action Needed	Priority/Timeframe	Delivery Comment
Re-organisation of the Car Park	<p>Relocate the Portakabin to a less prominent position and improve its external appearance, or screen from view</p> <p>Designate the northerly corner of the car park for short stay parking – maximum of 2 hours</p>	High priority – capable of delivery in the short-term subject to approval for a variation to the off-street parking order	<p>The Portakabin is needed to provide storage space for the Community Centre</p> <p>Designating the northerly corner for short-stay will ensure that the spaces nearest the village centre are available for local visitors and residents – those most likely to use the village as a service centre</p>
Accessibility and Signage	<p>Make the pedestrian walkway at the northerly corner of the car park more accessible and easy to use</p> <p>Prune back the shrubbery around the north-west perimeter of the car park</p> <p>Provision of signage and use of integrated surface decoration to encourage visitors to exit the car park via the northerly end; the exits nearest the village centre</p>	High priority – capable of delivery in the short-term	<p>Replace the steps to provide a paved slope – suitable for use by people with different levels of mobility. Increase the width of the walkway and give it more prominence as an access point from the car park to village centre and vice-versa</p> <p>Pruning the shrubbery will ensure the village centre is visible from the car park and give users a visual bearing</p> <p>Directing visitors to exit the car park via the northerly end will increase the number of people visiting the village centre – establishing Seed Hill and High Street as the pedestrian route to Ingleborough, etc</p>
Upgrade of Public Toilets	Refurbish the interior of the public toilets - replacing the current stainless steel fixtures with new lighting and modern fittings	Low priority – delivery subject to securing funding	This will improve the quality of the experience and perception of Ingleton – a place where people wish to visit and spend time

Proposal: <b>Creation of new products and experiences that will attract new visitors</b>			
Project	Action Needed	Priority/Timeframe	Delivery Comment
Transformation of Ingleton Viaduct	<p>Open up the Viaduct for pedestrian and cycle access.</p> <p>The Viaduct has the capacity to support other activities including small scale events, performance and temporary art, such the projection of moving images</p>	High priority – business case capable of delivery in the short-term.	<p>The Viaduct is a distinctive landmark, which has the potential to attract people into the village. The project will create an experience that is unique to North Craven; it will distinguish Ingleton from other villages and market towns in the District.</p> <p>The first step is to prepare a business case to include structural survey; estimated capital costs; assessment of the economic benefit. The business case will provide the evidence needed to support funding bids, including negotiations with Sustrans and the Highways Agency with regard to transfer of ownership.</p>
Village Heritage Trail	Development of a Heritage Trail which guides visitors around the village	Medium priority – capable of delivery in the medium-term	<p>As well as informing visitors of the history of the village, the Trail will encourage people to go to places of interest and keep them in the village centre.</p> <p>People will be guided along the Trail by the means of a printed leaflet, interpretation boards and signs.</p>
The Sir Arthur Conan Doyle Trail	Create a Trail which tells the story of Sir Arthur Conan Doyle's link with Ingleton	Medium priority – capable of delivery in the medium-term	<p>Provide visitors with a circular self-guided walk taking in the landmarks and places that have a connection to the author and his stories.</p> <p>Interpretation boards and signs should be used to help guide people around the walk</p>

Project	Action Needed	Priority/Timeframe	Delivery Comment
Optimise the Potential of Riverside Park	Create a Masterplan for the development of the Park setting out the different uses (facilities, features, activities and landscape), and positioning.	High priority – capable of delivery in the short-term	<p>The Pool would make an interesting venue for hosting outdoor performances and concerts. For example, Skipton Camerata may be interested in staging an outdoor concert in the Park</p> <p>The use of the Park for events/performance could act as a catalyst for developing the night time economy</p> <p>The topography of the Park suggests the creation of a riverside walk. This could be linked to Mealbank Quarry with the construction of a footbridge - this would open up the Quarry for development.</p>
Way-marked Walking Trails	Develop a series of way-marked walking trails. The Trails would be shorter circular walks with start/finish point in the village centre	Medium priority – capable of delivery in the medium-term	<p>The Tourist Information Centre has found that visitors are looking for good quality, way-marked walks that are relatively easily accessible. There is the potential for the trails to be themed, such as with a wildlife focus, to offer some variety and choice.</p> <p>The development of the trails will require landowner permission, provision of markers, stiles/gates, signposts and map boards.</p>

## B. TRANSPORT AND ACCESSIBILITY

Proposal: <b>Improvement of traffic movement around the Village</b>			
Project	Description of Action Needed	Priority/Timeframe	Delivery Comment
Review of On-street Parking	Review the provision of on-street parking bays	High priority – capable of delivery in the medium-term subject to consultation	<p>The review will look to address:</p> <ul style="list-style-type: none"> <li>- the provision of short-stay parking bays including the designation of drop off/loading bays for shoppers and deliveries</li> <li>- the impact of restricting parking on the market square</li> </ul>
Signage – Pointing the Way	<p>Conduct a signage audit to identify existing traffic and pedestrian signage and provide recommendations for the repair, rationalisation and installation of new signage</p> <p>The audit will cover signage within the village and on the A65</p>	High priority – capable of delivery in the short-term subject to consultation with North Yorkshire County Highways	<p>The remit for the audit will include:</p> <ul style="list-style-type: none"> <li>- Advance notice of the entrance to the Community Centre Car Park from Back Gate</li> <li>- Promoting the village on the A65 to potential visitors</li> <li>- Promoting and raising the profile of Riverside Park as an attraction</li> <li>- Promoting what there is to see and do in the village</li> </ul> <p>The removal of redundant signs and replacement of signs in disrepair will help to improve the overall appearance of the village</p>



Project	Description of Action Needed	Priority/Timeframe	Delivery Comment
Bank Top Shared Space	Use of integrated surface decoration to signify that the stretch of road from St. Mary's Vicarage to 1 Ivy Mount is a shared space - provide assurance that drivers, pedestrians and cyclists have equal priority	Medium priority – capable of delivery in the medium-term subject to funding and consultation with North Yorkshire County Highways	The aim is to create an environment that feels accessible to pedestrians; a place that they feel safe using. This will help increase the impact of other initiatives such as the proposed Heritage Trail – especially as features located in this section of the village will be featured.

### C. RETAIL INVESTMENT AND DEVELOPMENT

Proposal: <b>Development of existing businesses and encouragement of new and innovative enterprises</b>			
Project	Description of Action Needed	Priority/Timeframe	Delivery Comment
Redesigning the Outdoor Market	Create a Makers' Market where the stallholders are local artisans, artists and craftspeople.	Low priority – capable of delivery in the long-term	It is suggested that the Market is held monthly on the newly refurbished village square.  This would provide them with a shop window and give them an opportunity to test their products – if successful, they may wish to have a permanent presence in the village and move into a vacant property
Business Workshop Programme	Deliver a mix of one-to-one sessions and workshops to help businesses attract more customers	High priority – capable of delivery in the short-term	The workshops would cover subjects such as customer service; social media (and the digital High Street); store layout and visual merchandising; pricing structure and buying; marketing and ideas on how to benefit from events/festivals
Optimising the benefits from Events	Develop and deliver a programme of activities, including workshops and materials to engage businesses and help them maximise the opportunity of village events	Medium priority – capable of delivery in the short-term	The purpose is to encourage businesses to use village events for their benefit, such as shops becoming temporary booking offices; restaurants creating special “event themed” menus.

Project	Description of Action Needed	Priority/Timeframe	Delivery Comment
An Alternative Shopping Experience	Hold a Summer event to offer shoppers a different experience	Medium priority – capable of delivery in the medium-term	<p>For example, a Street Fayre comprising stalls on the refurbished village square manned by local community groups and businesses offering food and goods for sale; displays of local crafts and entertainment – close Bell Horse Gate for go-kart racing</p> <p>This type of event is popular with residents and local visitors, especially if they are involved in providing the entertainment and displays</p>
The Digital High Street	Develop a digital High Street – comprising a website, smartphone app, facebook page and twitter account, free WiFi access – “Enjoy Ingleton”	High priority – capable of delivery in the short-term	<p>The purpose would be to guide residents and visitors through the village centre, highlighting special offers and features such as “click and collect”. Communication via Facebook and twitter will enable retailers to engage with local people – such as ask shoppers to profile their favourite retailer; why they like shopping in Ingleton. This will provide opportunities for visitors and residents to promote the village</p>
Art in the Village (Shopagallery)	Organise a exhibitions of local art using shops as the gallery	Medium priority – capable of delivery in the short-term	<p>Each shop would be used to display a piece of art. The exhibition could include a display of paintings by local children, such as “Local Landmarks”. This will drive footfall into the individual businesses – residents (if only to see their child’s painting) and visitors. The exhibition can be promoted as a tour/trail around the village.</p>

## D. MARKETING, PROMOTION AND EVENTS

Proposal: <b>Influencing people to choose to visit and stay in Ingleton</b>			
Project	Description of Action Needed	Priority/Timeframe	Delivery Comment
“Enjoy Ingleton” website	Streamline the number of websites to create an official destination site for the village; review the use of messages and images	High priority – capable of delivery in the short-term	<p>The site should look to appeal to different types of visitors, with dedicated pages for special interests, such as walking pages, heritage and cultural with marketing techniques to direct consumers interested in a particular subject to these pages.</p> <p>Ensure the website reflects the different seasons, to illustrate that the village is an all-year round destination.</p> <p>Review the use of messages/content to ensure the focus is on activities within the village – currently the focus is on activities/attractions outside village centre</p>
Media Plan	Create a one-year programme of social media and PR activity	Medium priority – capable of delivery in the short-term	<p>The aim of the media plan is to maintain interest in Ingleton – ensure there is a constant stream of stories about the village.</p> <p>Advice should be given to businesses to show them how they can participate in the media activities, and undertake their own – to strengthen the common message</p>

Project	Description of Action Needed	Priority/Timeframe	Delivery Comment
Sir Arthur Conan Doyle Weekend	Host a weekend of activities themed around Sir Arthur Conan Doyle and his stories	Low priority – capable of delivery in the medium-term	The event could be linked to the Harrogate Crime Writers Festival in July.  Activities could include storytelling; workshops on how to make a deerstalker; a murder mystery; interview with an author; book reading and writing competition
Ingleton Heritage and Visitor Centre	Create a facility that is designed to tell the story of Ingleton	Medium priority – preparation of business plan is capable of delivery in the medium-term	The facility could be an attraction in its own right. The purpose would be to tell the story of the village and surrounding area. There is an opportunity to link with the Dales Countryside Museum and Craven Museum - providing an outreach centre for display of exhibits.
Raising Awareness of the Ingleton Product	Create a programme to improve knowledge of the local tourism offer and encourage business to business referrals/recommendations	Medium priority – capable of delivery in the short-term	The programme will include provision of information and networking events to keep businesses informed of what is happening in the area; identify opportunities for up selling and cross selling. The purpose is to encourage businesses to be “guides” to the area and motivate accommodation providers to showcase local traders (retailers, artists, etc.).

## MONITORING AND EVALUATION:

The impact of the Action Plan will be measured using the following factors:

- Changes to retail and non-retail uses in the village centre
- Proportion of vacant street level property
- Use of car park – number of users and length of stay
- Customer views and behaviour – including category and frequency of visit, level of satisfaction
- Level of business confidence

The first step will be to collate the baseline information, against which change can be identified over time. The information will be collected using a series of regular visitor and business surveys throughout the year.

The results will form part of the reporting process, which will include provision of updates for delivery partners and the local community.