



Malham Community Development

Minutes from Meeting held on 5th June 2013

Attendees:

NT Staff: Martin Davies – Property Manager

Casey Morrison – Volunteer & Community Involvement Consultant

Raoul Curtis-Machin – Commercial Development Consultant

Jo Foster – Visitor Experience Consultant

Emmeline Butler – Business Support Senior Co-ordinator

YDNPA Staff: Julie Barker

Malham Community: Angela Boddie

Martin Boatwright

Lyn Dibb

David & Carol Newhouse

Sandy Todd

Imogen Swales

Ronnie

Apologies: John (Buck Inn), Annabelle Bradley

Background – Martin Davies

One of the National Trust's priorities within its current strategy is Getting Outdoors and Closer to Nature. This is trying to change people's perception of the National Trust and to make it recognised for its work in the countryside and is also trying to get people into and enjoying the countryside. As part of this the Dales properties have increased their events programme to 55 events in 2013, with a large range of types of events, from walks, to caving, to cycling, to family fun days. Over 2000 people attended our events in 2012, helping us to connect more with a wide range of people.

Earlier this year the National Trust considered a Grab and Go catering offer to be based in the National Park Centre. We took the views of the local community on board and have currently put this on hold. From the feedback received it was apparent that businesses felt that they were all chasing diminishing returns and that visitor numbers and financial spend in the village was decreasing. The National Trust are keen to work together with the local businesses and community to the benefit of all; however it must be remembered that it is also a charity and as such does need to finance its activities and generate an income.

We would also like to hear what the community would like to achieve from these meetings and how the National Trust can help support the community. This first meeting was involving just the Malham village and community, but there is the option of opening up the working group to the wider Malhamdale community as well.

Village Regeneration - Casey Morrison

Keen to develop the village as a whole, rather than piecemeal actions. National trends show that commercial activities are changing. Projects such as Village SOS provide support and options of funding. There could be an opportunity here for place shaping and looking at the whole design of the village from the visitor's point of view. There are options to vastly increase numbers in the long term, but also need to look at the short term benefits as well.

Current offer

2012 Visitor Survey by National Trust showed that most people were coming to walk as their primary motivation. Visitor numbers probably less than 300,000 per year, numbers estimated by visitor counts and car park data. Also note that the research was carried out during a very wet August /September so this is also a caveat. People were using the existing businesses but were wanting opening time extensions. Mostly couples, not family groups except for peak times (Easter lambs/Malham Safari). Thought about repeating survey in 2013 to see if figures are any better than current estimates. 2012 survey didn't include school groups, so that market could be exploited for attracting visits at off-peak times.

Used to be a lot more cafes and B&Bs in the village – less cafes now but they are employing more local people. Currently about 13 holiday lets in the village – this has increased a lot over the last 10 years; additional reason may be that people find it hard to sell the property and let it instead.

Current offer is very weather dependent – if it is sunny, people will come; there is not a wet weather option for visitors in the village, so need to be able to weatherproof the offer. The Cove Centre is a good indoor space but lease is too expensive.

General feeling is that visitors come and don't know what there is to do when they get here. We need to be getting the message out that Malham is an easy day out for the family.

Parking and infrastructure in the village is inadequate. Voluntary payment for village parking works well, but still park on roadside (roadside kerb is currently being raised) and suggest extending the voluntary payment scheme accordingly.

Used to be a scheme for 2 or 3 YDNPA car parks in Dales with transferable tickets – could this be reinstated? YDNPA car park money goes back into the area maintaining footpaths etc. NT don't have any paid car parks in the Dales so receive no car parking income at all.

Bookings for b&bs are mostly weekend orientated. Old Barn Café used to be full first thing in morning to cater for campsite. Keen walkers will bring everything with them.

Are we providing the right things in shops? People are clearly coming to walk – need maps, basic walkers stuff (sandwich, snacks, water). Old Barn Cafe has tried to vary opening times and the extra trade doesn't really make it worth the effort. Pubs serve all

day and are open, so they can cater for later opening times.

YHA – get let of families in – do some advertising with them and will try to build up on this.

Most popular walk is to Malham Cove, Janet's Foss and circular walk.

Malhamdale website is very good and well used.

Potential Offer

At National Trust places we always start with an orientation map in the car park, leaflets for the offer of what to do here. People do tend to want an initial panel and map but then often like to talk to someone to get the local touch.

Nationwide there is a fundamental change in how people do stuff – are we responding to a changing landscape of people's leisure time? If we want to change how we do things in Malham we also have to change with the new world as well – elderly couples still come for walk and know what they are doing, but there are also lots of people who want to do stuff but don't know how and we need to help.

Need to have communication around the village, with clear information about what everyone does, opening times etc. There needs to be a place to co-ordinate all info and this is currently the YDNPA Park Centre. What is most cost effective and best way to co-ordinate all that Malham has to offer? Need to extend visits to a wider season and also get people to spend whole day in Malhamdale, rather than just a few hours. We have a huge 'wow' factor as well with Malham Cove, Malham Tarn and Gordale Scar – how can we use these to our advantage?

Target Audiences

School Groups – educating young people for life. Currently less school groups are coming – probably due to funding cuts. How can we make Malham worth people making the extra effort to get to it?

Leeds / Bradford are big untapped markets. Publicity boards etc, but also need to be making links with groups, drawing set group/audience through. NT is working with children's centres further a field, although travel time is issue. Also work with YDNPA outreach groups and Mosaic.

Maybe invite Craven District Council economic development department to a meeting. Tour de France is coming next year – can we do anything with economic funding that we could apply for? Number of bikes has greatly increased this year. Malham is not far from Route and will get booked up, and we can hope for more trade through it. Helicopters will also be flying over areas to promote area as a place to visit.

Volunteer groups – to do infrastructure and maybe could promote paths around village, circular walks for pushchairs etc.

Cyclists - big cyclist contingent in the area, but how can we get them to stop in Malham? Ilkley Cycling Club has over 1000 members – currently tend to stop in Airton as they can accommodate bikes and large numbers. Need to make Malham attractive for cyclists as a destination, and need to offer them somewhere to put their bikes while they stop. YDNPA are happy to help businesses with cycle racks etc.

NT are talking to Sustrans about linking long cycle routes to come through village and village can build on that. Malham Tarn is listed as one of the NT's 5 top family rides in Yorkshire. 100 people came to a cycle race organised with Craven College in April – could have doubled numbers easily – participants were coming from long way away and many were staying locally. How can we build on these events and legacies of Tour de France / Olympics? Safety concerns over speed of cyclists coming down Cove Road – was raised as issue with Parish Council meeting recently.

Climbers - Cave & Crag used to supply climbing gear from Cove Centre. Less numbers than used to be. 20 years ago had loads of climbers but much less now.

Couples are coming – have time and money to spend. People definitely want value for money, and will pay a little extra for the local product, maybe to supplement a picnic. Village's best customers are elderly couples (55+) mid week, then cyclists. Weekends also have elderly bringing grandchildren. NT membership core is similar demographic.

Marketing

NT poster campaign 2012 in Leeds and West Yorkshire city centre, back of buses, public transport etc used lot of Malham countryside images. Evaluation showed that people had not considered the area as being linked with NT. We are continuing the campaign this year which will help to raise awareness of these fantastic areas.

180,000 NT members in Yorkshire region – anything that we put in newsletters etc to members will go to a large number of people. Janet's Foss is going out on the front page of the Autumn magazine and this will go to 3 million members. We are changing our promotion approach, showing that membership subscriptions are supporting work in the countryside. Autumn magazine is also promoting the NT's Great British Walk, which is held in September / October, quieter period of year. Janet's Foss is listed as one of the top 10 sites to visit in country, and the Yorkshire Dales are the NT region's priority for the Great British Walk.

Need a map / poster of what currently exists in the village and who does what, where and when. Best position may be in front of chapel next to pavement. Could also put a leaflet dispenser with it to put the Malhamdale brochure in.

Is there a case for map board – but would then need to think about funding. Difficult to keep boards up to date, so could just be map of village with walks; then could have slot-in board next to it that could be replaced annually with updated info. Can include periphery businesses (farm shop etc, Tarn, FSC etc)

B&Bs / Holiday Cottages / Campsites – do they have all the information necessary to

promote the village? NT event flyers should be in holiday cottages, business opening times, things to see and do etc. Malhamdale Brochure is great for the independent visitors, although map is currently being amended. Visitors need to know where they can go for breakfast, lunch, tea, shopping. NT / businesses needs to push lot harder for people to notice.

NT 50 Things campaign – activities can be done anywhere, lots of kids haven't done simple outdoor activities – could go in Dibbs café picnic bag. May be useful for promotion, rather than as business (needs to not be detrimental) and is a good way to get children involved – good to attract people to Malham – make activities more specific to Malham. Send round to schools and set If lessons to follow up.

Funding

Funding will be an issue for long term signage, planning permission etc, restrictions etc. How we can NT help – anything we do needs to break even.

Other ideas / any other business

Intention is to grow the visitor pie not fight over scraps. Need village's blessing to proceed. If NT does something at a larger scale it will have to pay for itself. Not doing park centre catering this year – will be doing smaller display in centre – wildlife images and pictures of activities.

Sandy Todd has interest in keeping Chapel open (only 5/6 regular attendees) – use of chapel for diverse purposes and may be options to use building. Could be promotional events few times a year (not necessarily full time).

NT wants to be part of the community and village. Currently offering a variety of events – some chargeable / some free. Continually review these events as to which are viable. Old Barn café happy to have NT events leaflets on show. NT trying to develop more activities around village – walks etc from village.

Treasure Hunt map around Malham businesses and village with clues – interesting facts and things to find.

Options for bigger events - promotion/marketing, camping, parking, wish list, big events (safari, big festival, food fairs incl different venues, brass band xmas, Settle festival)

Actions

Jo Foster will lead a sub-group (Imogen Swales, Martin Boatwright, Lynn Dibbs, Sandy Todd) to pull together a poster to advertise Malham business and their opening times, to be displayed around businesses and noticeboard outside chapel. Poster designs to bring to next meeting.

Angela Broddy is happy to do articles for the Yorkshire Times – articles can be sent to angela@yorkshiretimes.co.uk – case studies for business or other angles/ tales from the

café (need photos to go with it).

Casey Morrison to create a survey to get views of rest of Malham residents – survey can be found online at: <http://www.surveymonkey.com/s/RYWX9TG>

Martin Davies to talk to David Newhouse re potential offers.

Sandy Todd to send Parish Plan

YDNPA to look into possibility of reinstating transferable car parking tickets.

All – send through ideas of what makes Malham a destination above and beyond what visitors can get elsewhere, and where you see Malham's future. Please send to malhamtarn@nationaltrust.org.uk by 28th June.

All – send through any examples of other areas – anywhere you have been that did something that you think could work in Malham. Please send to malhamtarn@nationaltrust.org.uk by 28th June.

Next Meeting:

Monday 1st July 10.30am

Next meeting – how would Malham look 5/20 years in the future?

- Survey results of residents / businesses.
- Results of people's vision for the future of the village (business & visitor perspective)?
- Poster development