



# Malham Community Development

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## **Minutes from Meeting held on 1<sup>st</sup> July 2013**

### **Poster Update**

Agreed not to use NT poster template system, to enable larger text and more space.  
To include Town Head Farm shop/cafe and Kirkby Malham Victoria Inn.  
EB to create and circulate new poster

### **Yorkshire Times press**

No uptake at present - not right time of year to be able to talk to cafe customers (too busy).  
Generally thought to wait a while until there is a clear message to be circulating.

### **Car Park**

Weekly car parking pass scheme for National Park car parks is still happening.

### **Survey**

Not many surveys filled in, so unable to get any usable data yet.  
Copies now left at National Park centre for people to pick up if they need one.  
Also trying to get a link to the survey put on the Malhamdale website.

### **2005 Malhamdale Parish Plan**

Plan has been sent through by Sandy Todd. Huge amount of information, surveys, visitor types etc. that means a lot of work has already been done.  
Malhamdale Initiative and Parish Council have agreed that the Plan needs revisiting and that a lot has changed since it was originally drawn up.  
NT has a copy of the plan if anyone would like a copy, although it is on the Malhamdale website as well.

**Quick analysis of village**

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- strong sense of community</li> <li>- beautiful scenery</li> <li>- desirable place to live with good local schools</li> <li>- very accessible from centres of population</li> <li>- strong tradition as a day visit destination</li> <li>- existing businesses and infrastructure - toilets, car park</li> <li>- Peregrine falcons</li> <li>- well established events (Safari etc)</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- too much of a honeypot (too accessible and too many people)</li> <li>- dependant on good weather to get visitors</li> <li>- independent users often don't spend in the village</li> <li>- traditional type of visitor</li> <li>- upkeep of some buildings - feeling unloved</li> <li>- car parking capacity and management of cars</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- growing business outside of peak times</li> <li>- school groups</li> <li>- marketing Malham as a whole day experience</li> <li>- Malhamdale dollars</li> <li>- combined vouchers - value rather than discount</li> <li>- farmers market</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>- other visitor attractions</li> <li>- damage - wear and tear from visitor numbers</li> <li>- signage clutter</li> <li>- becomes too much like the town - diluting the countryside experience</li> <li>- over expansion</li> </ul>

**Other thoughts**

Mindset is key as people have come for years for walk. There are options for changing offer completely – West Cumbria is very proactive in trying to get visitors to change habits.

It was felt that there is enough camping providing campsites keep going.

Local farmers' market opportunity – Cove Centre is still on lease so can't use that, but could potentially have a number of locations round village, ie chapel, village hall, NT's Town Head Barn - to get people going around the village and spending time.

Suggestion that October 1/2 term week would be good time to aim for.

EB to contact Malham Show farmers market organiser (Sarah Peel)

Potential for NT to mention businesses at events, or to promote Malham as a place to visit. Could there be a voucher to give out?

Ilkley based company 'e-bike tours' – bike hire etc at Kilnsey, trying Grassington as well – National Park are hoping the e-bikes could be based with a local business to rent bikes out. 10% commission, but could be draw for business. Bike company is very active in marketing.

Educating young to come back as visitors in 20 years time.

Can't ignore the community point of view as well - Malhamdale is a good place to live.

Suggestion for a welcome board in the village, but there is a funding element required for this so need to wait to see if survey results agree with progressing this.

General feeling that group should be widened to include Malhamdale as well. All to ask others to attend next meeting.

NT is currently co-ordinating these meetings as it would like to add to the village offer, but is looking for an agreement on what the group wants to achieve, someone to chair meetings and take the group forward.

**Suggested points for next meeting:**

Survey results

Visitor profiling – summer survey already covered

- comparison of Malham with other outdoor sites– how to get the type of visitor we want (visual pictures).

Similar NT comparisons of villages in country.

**Next meeting date:**

1st August 10am - Malham Methodist Chapel