



Malham Community Development

Minutes from Meeting held on 1st August 2013

Attendees:

NT Staff: Martin Davies – Property Manager

Casey Morrison – Volunteer & Community Involvement Consultant

Emmeline Butler – Business Support Senior Co-ordinator

Malham Community: Mike Cawthorn (FSC)

Sandy

Annie

Yvonne

Ronnie

Malcolm

Apologies: Imogen Swales

Poster Update

A4 poster agreed upon. **EB** to print, laminate and leave in village hall box to be collected by businesses.

Survey

Aim of the survey was for whole village to be able to have a say, even if they are unable to come to meetings. Currently have approximately a 20% response rate from village, with a mixed picture coming back. All responses are positive about future of village. **EB** to put a note about meeting and survey in September's Parish Magazine so that wider Malhamdale have option to feed in as well.

Outdoor presentations

Natural England, Welcome to Yorkshire and National Trust's survey results on visitors to the outdoors – see attached document.

Lot come and don't spend – what can we do about it? FSC collect info around tourism, so can share this, although it does tend to be outside main tourism season (March-Nov). **MC** to chat to Gill about pulling this together.

Probably quite different at school hols and safari - maybe different visitor patterns through year. Harry Potter filming around 3 years ago may have boosted Cove attraction?

Residents often get asked directions to Janet's Foss - how do they know about it? Maybe NT advertising? Money tree to visit there – people do tweet about these etc so there is also a following. Need ways to attract people as a community – use internet – put videos on. Could do a slide show / video of Malham and put on internet/websites. NT have a few

Youtube clips of running etc in Dales. Cove has had extra publicity through Dales program and it is visible as you come down into the village.

Tour de France next year will have helicopters promoting area and Cove will probably feature quite heavily. People wanting to camp already for Tour de France at Gordale. Accommodations are full.

Village Master Planning

What can we learn from other places?

Start with audience (who is here and what are they doing); proposition (what are they looking for and how do we put that together); construct a business model (how to make it pay for itself); how do we use the physical space.

Fellfoot - See attached document.

Lake District has done a huge amount of work on this and have come up with a 5-7 year plan for how to grow offer in the target audiences and grow the audience. Bear in mind that this has been done for where the National Trust actually owns the places, and we own more in Lake District than anywhere else.

Fellfoot is not going to have much signage – brief map where you park, with lots of pictures (uses waymarkers, signs). Whole site is designed intuitively (Malham is currently not set up like this). Fellfoot is in early stages of this replanning process.

Lakes are going to carry out actions and will be able to measure the impact and whether it has been successful. Better planning about viewing spots, where people can stop and eat, so people know where the best spots are – planning where you want things to go. Can work well where you have control over this.

NT owns 56 villages in the Lakes and are able to do what they want as it is privately owned land. Fellfoot is the first time it has been done so scientifically and on such a grand scale within the NT. Wet weather is still an issue – won't be able to offer something to everyone on a rainy day, but if you can increase numbers by 5% you can still offer a lot to more people. If people are prepared for weather they will be ok, so maybe something needed around expectations.

Quarry Bank Mill

Currently visitors park at car park, one route down to mill, wander round mill and go home and miss all rest of it. NT has looked at how to stop people staying on the one track, how to get better view of mill and what happened there; currently all dead end routes, not circular. Looking to put in circular routes with options, spend more time and see different sites – planning the routes and the whole visit should increase visitor numbers and the quality of their experience.

Malhamdale

Malham Village – assumption that people know everything before they come, where to go, what there is to see, but they don't. Need better communication, signposts etc, but not too cluttered. Park Centre happy to take brochures but trying to get error on map sorted. Good idea for Malham to suggest where you can have a picnic; few waymarkers through wood; Gordale gets lot of picnickers, so is a demand but shouldn't be having a picnic on a campsite. Can picnic on village green. Most people from urban backgrounds do prefer to be around people and in safe area. Stainforth and Aireville Park are prime spots but problems with litter and groups. Maybe better to have several smaller dispersed picnic areas.

All the land in Malhamdale is owned individually and so need agreement and co-operation from everyone. Looking at long term village – is there a better way of providing what everyone wants? This is what is possible if we all want to do it.

Lost a few eating places (cafes) and cove centre; limited to cafes and pubs.

Options are controllable. If you want to get people coming need to find out why people aren't coming and see if you can do anything about it. People still come to see cove and environment.

Lot of people are interested in history, but currently very little to offer them - could bring visitors in. Lot of very interesting history in area and village doesn't necessarily feature in any of the walks. Would start to attract people who were interested in that. Need to attract the right type of people who will come and also stay and spend.

Guided walks would be good to do these – National Park do some. Could do more in the village. Permanent exhibition in village to pick out what is interesting to see? NT are doing more walks in the village, some of which will be history related. Will be promoting walks as regional priority for the NT's Great British Walking festival in the autumn – Janet's Foss will be on front cover of NT autumn member's magazine – on websites, posters, leaflets, Park Centre etc.

Village planning is only possible if everyone works together – if it doesn't answer what people want, they'll just go elsewhere.

External case studies

- **Village SOS** – idea of places across UK coming together to get more visitors and improve the villages. Village gets together and can get some help to develop what they want to change. All working individually but work is currently going on.
- **Secret Supper Society** – people who do roving restaurants – different types of visitor to attract – can be done as volunteers, mass meal with tickets, can be in current business, in homes. Was held at NT Malham Tarn boathouse few years ago.
- **Horsham** – 11000 people get involved with the village – through Facebook – helping to grow a sense of place beyond the people that live and work in it.
- **Mary Portas towns** – very contrived for entertainment and not worked in majority of cases, but interesting process to go through and may be worth picking out any good ideas. Looking particularly at retail – 'enhancing the streetscape' – what do people see as soon as they get here.; 'consumer marketing, animation and events';

'accessing the high street'; business mix; night-time economy; training and accreditation.

2005 Malhamdale Parish Plan

Came about as part of Malhamdale Initiative, which was formed as a result of the National Park's consultant wanting to make improvements to village. Report was put to village but all about visitors not community; Parish Plan was put together to address this. Formed quite a few committees, of which very few progressed or even started. Brochure was produced; energy survey and report produced. Now, 8 years on, village could follow this plan up again. There was some individual enthusiasm but nothing really came as a result of community involvement.

Mixed feeling about whether or not the Plan is worth revisiting, whether Malham needs any improvements, and whether there will be enough enthusiasm to take any actions forward. Some see Malham as being a natural attraction, with enough visitors to keep everyone happy. Having a Parish or Village Plan can help councils get grants to fund development.

AOB

Could village get a group together to look into ideas like Fellfoot – picnic areas, parking and improved visitor experience?

Could publish small walks routes – not just directions, but pointing out references to what you can see. Instead of us doing things for people, find out what people want and work out how to do it.

Gordale – is part of the village experience and is a bit of a hidden gem. Getting people to Gordale is also helping village. Gordale is a campsite – not a picnic spot – once one person starts picnicing everyone does it and it expands to game playing etc.

EB and Sandy to put articles in Parish magazine to encourage others to be involved, also with a call to fill out the online survey whatever comments we get we'll feed back to group.

Malham could develop as an art attraction – Katherine Holmes, FSC, sculpture trail is a possibility – Chrysallis Arts (Gargrave) could be involved.

Farmers Market – mid October / arts&crafts. To follow up.

Need more people to come forward and help run this group. NT has some information and are happy to help, but cannot continue to run this group.

Next meeting date:

October – depending on interest – please let EB know if you are coming (01729 830416)