

## Evaluation of: BARNs CONSERVATION PROJECT

<b>Location</b>	Wensleydale and most of Swaledale, Arkengarthdale and Littondale in the Yorkshire Dales National Park
<b>Start/End dates</b>	09/94 - 12/99
<b>Funding arrangements</b>	EU (ERDF) (80% grants for repairs to traditional stone barns), Yorkshire Dales National Park, English Heritage, owners contribution

### **Description of Project**

The aim of the project is to restore derelict field barns creating the twofold benefit of enhancing the historical landscape and bringing them back into use for feed storage and livestock shelters. 80% grants are available to landowners and tenants who must agree to routinely maintain the building and not to change its use for 10 years.

### *Production Activities*

#### **Main inputs and their sources:**

Finance: EU (ERDF and EAGGF), Yorkshire Dales National Park, English Heritage and owners contribution

Labour: all work by local contractors using traditional methods and skills

Yorkshire vernacular buildings

Local stone, timber and other natural materials.

#### **Main outputs (including by-products):**

Economic: conserve 64 barns and support 48 farm enterprises; provide farmers and landowners with sound, watertight buildings, sometimes avoiding the need for farmers to invest more heavily in new buildings; create work for local builders, trades people and drystone wallers; safeguarding 46 jobs; supports tourism industry through preservation of one of key tourist attractions of the area so injecting money into the local economy;

Environment: improved landscape of internationally recognised importance; reinforce the continuation of a sustainable traditional farming system

Community: skills and training

#### **Destination of Outputs**

Local people through employment, regional enhancement, conservation of a nationally unique landscape

#### **Main Processes used in delivery of Outputs**

80% grants are available to landowners and tenants who must agree to routinely maintain the building and not to change its use for 10 years; repaired barns attract tourists.

#### **Distribution of product(s) (transportation and destinations)**

Throughout farm in Wensleydale in the Yorkshire Dales National Park.

#### **Marketing of Product (style and local identity)**

Press releases, leaflets, word of mouth; barns and walls have a unique style and identity which forms the character of the Yorkshire Dales.

#### **Opportunities for further contribution to Environment/Economy/Community**

Economic opportunities: extend project to other areas of Yorkshire Dales

Environmental opportunities: educate on the importance of barns for wildlife, such as Barn owls

Community opportunities: provide training for dry stone wallers to reduce skill shortage in the area.

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Restoration of barns provides farmers with new buildings for livestock, whilst conserving features of a historical and landscape importance; there is a skill shortage of dry stone wallers and those with appropriate construction skills in the area.

**Summary of project**

The aim of the project is to restore field barns in need of repair creating the twofold benefit of enhancing the historical landscape and bringing them back into use for feed storage and livestock shelters. 80% grants are available to landowners and tenants who must agree to routinely maintain the building and not to change its use for 10 years.

**Benefits to economy**

Provides farmers and landowners with sound, watertight buildings and durable field boundaries, sometimes avoiding the need for farmers to invest more heavily in new buildings; Creates work for local builders, trades people and drystone wallers; Supports tourism industry through landscape enhancement which injects money into the local economy.

**Benefits to Environment**

Helps safeguard historical landscape which is essential to the area's tourist industry; helps farm enterprises to maintain traditional forms of husbandry and so sustain wildlife habitats associated with hay meadows and pasture land; fosters the retention of traditional craft skills in the local construction industry which can then be further utilised for other environmental enhancement schemes in the area.

**Benefits to Community**

Encourages the retention of traditional skill, the work requiring the use of natural materials and established techniques and offers some training opportunities.

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills						✓
The characteristic built environment						✓
Using popular images of North Yorkshire						✓
Using/capitalising on natural resources						✓
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						✓
Reducing emissions to soil/air/water					✓	
Enhancing/maintaining environmental quality						✓
Increasing area of/variety within green open space				✓		
Developing brownfield sites				✓		
Developing sites already served by transport networks						✓
Using 'clean technology' and 'clean products'						
Maintaining local distinctiveness						✓
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use						✓
Raising awareness of energy saving measures					✓	
Using renewable energy						✓
Reducing water usage and wastage						✓
Encouraging/enabling re-use/recycling/composting						✓
Reducing use of non-renewable resources and materials						✓
Reducing private transport			✓			
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness						✓
Enhancing skills generally						✓
Improving knowledge						✓
Increasing motivation						✓
Including different social groups						✓
Providing a safe and supportive workplace/environment						✓
Maintaining local cultural activities						✓
Creating an effective and equitable organisation				✓		
Providing a service to the local community						✓
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production						✓
Using local products for inputs						✓
Contributing to local income						✓
Creating local employment						✓
Supporting unpaid work			✓			
Sustaining long term employment						✓
Providing opportunity for innovation/entrepreneurship						✓
Creating links to local industries/enterprises						✓
Generating other jobs/income indirectly						✓
Providing an enterprise which will continue into the future						✓
Producing outputs/products for regional export						✓
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						✓
Supporting plans aimed at improving economy/social conditions						✓
Encouraging innovation in 'green' products, processes or services						✓
Improving infrastructure			✓			
Spatial planning which reduces environmental impact						✓
Supporting environmentally responsible integrated transport			✓			
Improving support networks						✓

**Evaluation of: BLACK SHEEP BREWERY (BREWERS OF REAL YORKSHIRE ALES)**

<b>Location</b>	Masham
<b>Start/End dates</b>	1992 - pres
<b>Funding arrangements</b>	?

**Description of Project**

Newly established brewery making real Yorkshire Ales. There is also a Bistro and Bar. Tours of the brewery are also offered.

*Production Activities*

**Main inputs and their sources:**

Hops (not sure of where these are sourced)  
Other brewing ingredients  
Labour (shop, brewery, bistro)  
Local produce (for Bistro)  
Supply of Black Sheep Merchandise for shop (T shirts etc..)

**Main outputs (including by-products):**

Not sure of what waste products are produced  
Tourist attraction  
Bistro and bar (serving local produce)

**Destination of Outputs**

Not sure about location of markets for beer produced - -probably local

**Main Processes used in delivery of Outputs**

Brewing  
Tours for tourists  
Catering for bistro

**Distribution of product(s) (transportation and destinations)**

Beer trucks deliver barrels to customers (pubs etc..)

**Marketing of Product (style and local identity)**

Product labelled as Real Yorkshire Ale  
Brewing has been going on in Masham for 5 generations

**Opportunities for further contribution to Environment/Economy/Community**

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

**Summary of project**

**Benefits to economy**

Utilising local skills and knowledge (run by the Theakston family)

Tourist attraction

Production of added value product

Supporting other local food producers (through bistro)

**Benefits to Environment**

Supporting local hop production (? - not sure if it is local)

**Benefits to Community**

Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills					X	
The characteristic built environment				X		
Using popular images of North Yorkshire					X	
Using/capitalising on natural resources				X		
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						
Reducing emissions to soil/air/water						
Enhancing/maintaining environmental quality						
Increasing area of/variety within green open space						
Developing brownfield sites						
Developing sites already served by transport networks						
Using 'clean technology' and 'clean products'				X		
Maintaining local distinctiveness						
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use						
Raising awareness of energy saving measures						
Using renewable energy						
Reducing water usage and wastage		X				
Encouraging/enabling re-use/recycling/composting						
Reducing private transport						
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness						
Enhancing skills generally				X		
Improving knowledge						
Increasing motivation						
Including different social groups						
Providing a safe and supportive workplace/environment				X		
Maintaining local cultural activities						X
Creating an effective and equitable organisation						
Providing a service to the local community						
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production					X	
Using local products for inputs					X	
Contributing to local income					X	
Creating local employment					X	
Supporting unpaid work						
Sustaining long term employment					X	
Providing opportunity for innovation/entrepreneurship						
Creating links to local industries/enterprises					X	
Generating other jobs/income indirectly					X	
Providing an enterprise which will continue into the future					XX	
Producing outputs/products for regional export						
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)					X	
Supporting plans aimed at improving economy/social conditions						
Encouraging innovation in 'green' products, processes or services						
Improving infrastructure						

Spatial planning which reduces environmental impact						
Supporting environmentally responsible integrated transport						
Improving support networks						

## Evaluation of: BUSINESS FRONTAGE IMPROVEMENTS

<b>Location</b>	Bridlington, East Yorkshire
<b>Start/End dates</b>	10/97 - 03/02
<b>Funding arrangements</b>	EU (ERDF), SRB Challenge Fund, private sector

### **Description of Project**

The project operates a grant scheme for external improvements to enhance the appearance of buildings within the centre of Bridlington. The aim is to reverse the spiral of neglect adversely affecting the number of visitors which results in decreased economic opportunity and further neglect.

### *Production Activities*

#### **Main inputs and their sources:**

Finance: EU (ERDF), SRB Challenge Fund and  
Labour: Project officer, local construction contractors, architects/consultants  
Local buildings materials

#### **Main outputs (including by-products):**

Economic: 40 properties assisted by improving their facades thereby increasing their prominence in the market and improving trade; £82,000 private sector funding levered in; 4 temporary jobs created in the building industry to meet demands for additional work; 2 trainees trained on construction skills course at a local college  
Environment: Physical appearance of the town improved, increasing its attraction to tourist and business development; double glazing often part of overall improvements

#### **Destination of Outputs**

Property owners in Bridlington, local contractors, architects/consultant, building material suppliers

#### **Main Processes used in delivery of Outputs**

Grant scheme, property management and design advice

#### **Distribution of product(s) (transportation and destinations)**

Bridlington

#### **Marketing of Product (style and local identity)**

Local press radio and TV coverage. Leaflets distributed by post, door to door and at key public locations. Also promoted through local organisations, such as the Bridlington Regeneration Partnership, Chamber of Trade.

#### **Opportunities for further contribution to Environment/Economy/Community**

Economic: sustainable growth of shopping areas; increased contractor activities  
Environment: further improvements to the built environment.  
Community: further training opportunities in construction skills.

#### **Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Compliments other ERDF supported projects in Bridlington – refurbishment of the South Foreshore and the Harbour Improvement Scheme; designs must be appropriate to local character, with retention of existing features where appropriate.

#### **Summary of project**



The project operates a grant scheme for external improvements to enhance the appearance of buildings within the centre of Bridlington. The aim is to reverse the spiral of neglect adversely affecting the number of visitors which results in decreased economic opportunity and further neglect.

**Benefits to economy**

40 properties assisted by improving their facades thereby increasing their prominence in the market and improving trade; £82,000 private sector funding levered in; 4 temporary jobs created in the building industry to meet demands for additional work;

**Benefits to Environment**

Physical appearance of the town improved, increasing its attraction to tourist and business development; double glazing often part of overall improvements

**Benefits to Community**

2 trainees trained on construction skills course at a local college; enhanced buildings creating a greater sense of pride in the town.

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills				✓		
The characteristic built environment				✓		
Using popular images of North Yorkshire	✓					
Using/capitalising on natural resources	✓					
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets	✓					
Reducing emissions to soil/air/water	✓					
Enhancing/maintaining environmental quality						✓
Increasing area of/variety within green open space	✓					
Developing brownfield sites	✓					
Developing sites already served by transport networks						✓
Using 'clean technology' and 'clean products'	✓					
Maintaining local distinctiveness						✓
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use				✓		
Raising awareness of energy saving measures	✓					
Using renewable energy	✓					
Reducing water usage and wastage	✓					
Encouraging/enabling re-use/recycling/composting	✓					
Reducing use of non-renewable resources and materials	✓					
Reducing private transport	✓					
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness	✓					
Enhancing skills generally	✓					
Improving knowledge				✓		
Increasing motivation				✓		
Including different social groups	✓					
Providing a safe and supportive workplace/environment				✓		
Maintaining local cultural activities				✓		
Creating an effective and equitable organisation	✓					
Providing a service to the local community	✓					
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production					✓	
Using local products for inputs					✓	
Contributing to local income						✓
Creating local employment					✓	
Supporting unpaid work	✓					
Sustaining long term employment					✓	
Providing opportunity for innovation/entrepreneurship				✓		
Creating links to local industries/enterprises				✓		
Generating other jobs/income indirectly					✓	
Providing an enterprise which will continue into the future						✓
Producing outputs/products for regional export	✓					
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						✓
Supporting plans aimed at improving economy/social conditions						✓
Encouraging innovation in 'green' products, processes or services	✓					
Improving infrastructure	✓					
Spatial planning which reduces environmental impact	✓					
Supporting environmentally responsible integrated transport	✓					
Improving support networks	✓					

**Evaluation of: BRIGANTIA (Yorkshire Moors and Coast Art and Craft Workers Association)**

<b>Location</b>	Covers workers in North York Moors and Surrounding Areas
<b>Start/End dates</b>	1997 - present
<b>Funding arrangements</b>	NYCC, Local BCs/DCs, Ob 5b, NP, RDC, Private

**Description of Project**

An association of Craft Workers in the Yorkshire Moors and Coast which provides an umbrella organisation for the marketing of members products through the use of a nationally registered trade mark, production of brochures, organising shows and attendance at trade fairs. It also offers training and advice to workers and is also a means of sharing knowledge and experiences.

*Production Activities*

**Main inputs and their sources:**

c.£70k funding - NYCC, Local BCs/DCs, Ob 5b, NP, RDC, Private  
 Core staff of Brigantia  
 External training agencies  
 Local printers/designers for publicity material

**Main outputs (including by-products):**

Publication of a Craft Products Directory and Craft Trail  
 Corporate attendance at 15 craft fairs  
 Held a Brigantia craft fair  
 Published 2 newsletters  
 Held 3 members evenings  
 Established 4 short term retail outlets  
 Established 63 internet sites  
 183 jobs supported, 9 new jobs created.  
 Group training  
 One to one business advice  
 Increased awareness of the public to craft on a local, regional and national level  
 Use of Nationally recognised trademark.

**Destination of Outputs**

Support and advice to craft workers in the North York Moors and Surrounding areas.  
 Marketing of craft products to local, regional, national and international markets.  
 Visitors to Yorkshire generally and visitors to the workshops.

**Main Processes used in delivery of Outputs**

Appointment of General manager and project officers to co-ordinate programme and events  
 Contracting of external training agencies for workshops and seminars  
 Contracting of printers/designers for brochure

**Distribution of product(s) (transportation and destinations)**

Craft workers in NYM and surrounding areas  
 Various buyers (local visitors and other markets)

**Marketing of Product (style and local identity)**

Uses distinct trademark  
 Uses NYM identity to promote and market the craft products

**Opportunities for further contribution to Environment/Economy/Community**

Economy

Could play more upon the links between the craft SMEs supported and the uniqueness of their products to Yorkshire

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

**Summary of project**

**Benefits to economy**

Supports SMEs which are an important but vulnerable component of the local economy. Supports Craft SMEs many of which use traditional methods and local materials specific to NYM.

Dependent upon public funds despite aiming for self-sufficiency through subscription charges

**Benefits to Environment**

As it acts as an umbrella organisation it reduces the need for individual enterprises to market their products which in turn may reduce the need for physical travel, use of telecommunications, individual marketing material (paper)

**Benefits to Community**

Unites and mixes craft workers from across Yorkshire enabling them to share experiences and knowledge and increase social intercourse and interaction between them.

Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills				X		
The characteristic built environment						
Using popular images of North Yorkshire				X		
Using/capitalising on natural resources						
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets				X		
Reducing emissions to soil/air/water				X		
Enhancing/maintaining environmental quality				X		
Increasing area of/variety within green open space						
Developing brownfield sites						
Developing sites already served by transport networks						
Using 'clean technology' and 'clean products'				X		
Maintaining local distinctiveness					X	
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use					X	
Raising awareness of energy saving measures						
Using renewable energy						
Reducing water usage and wastage						
Encouraging/enabling re-use/recycling/composting						
Reducing use of non renewable resources and materials						
Reducing private transport					X	
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness				X		
Enhancing skills generally						X
Improving knowledge						X
Increasing motivation						X
Including different social groups					X	
Providing a safe and supportive workplace/environment						X
Maintaining local cultural activities						X
Creating an effective and equitable organisation					X	
Providing a service to the local community				X		
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production					X	
Using local products for inputs					X	
Contributing to local income					X	
Creating local employment					X	
Supporting unpaid work					X	
Sustaining long term employment					X	
Providing opportunity for innovation/entrepreneurship					X	
Creating links to local industries/enterprises					X	
Generating other jobs/income indirectly					X	
Providing an enterprise which will continue into the future			X			
Producing outputs/products for regional export				X		
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						
Supporting plans aimed at improving economy/social conditions					X	
Encouraging innovation in 'green' products, processes or services				X		

Improving infrastructure				X		
Spatial planning which reduces environmental impact				X		
Supporting environmentally responsible integrated transport						
Improving support networks					X	

## Evaluation of: CHILBURNE WATER

<b>Location</b>	Kilburn, North Yorkshire
<b>Start/End dates</b>	09/97 - 12/97
<b>Funding arrangements</b>	EU (EAGGF), MAFF, private funds

### Description of Project

A farm diversification projects which aims to produce bottled spring water from the farm, rent water coolers to local offices and construct 3 fish ponds to rent to local fishing clubs.

### *Production Activities*

#### **Main inputs and their sources:**

Finance: EU (EAGGF) & MAFF split capital at 25%, revenue at 50%, private funds.  
Labour: General manager, secretary, driver, bottling plant operator, consultants  
Plastic bottles, bottle tops and labels; sanitation equipment; water coolers purchased from Bishop Auckland; fish stocks

#### **Main outputs (including by-products):**

Economic: increased farm income from diversification into spring bottled water; water coolers for rental; creation of 3 fishing ponds; creation of 5 new full-time jobs created and 0.7 person years for maintenance and servicing  
Environment: environmental enhancement from construction of 3 fishing lakes  
Community: provision of fishing facilities for local fishing clubs

#### **Destination of Outputs**

Water coolers rented to medium to large sized offices (10-300 employees) in one hour drive catchment of farm; bulk supply to UK and export bottled water markets.

#### **Main Processes used in delivery of Outputs**

Development of bottling plant; promotional campaign; creation of fish ponds.

#### **Distribution of product(s) (transportation and destinations)**

Delivery to local offices via a van delivery service and car

#### **Marketing of Product (style and local identity)**

Promotional campaign targeting financial, marketing and service sectors; database of offices in the target market; product information pack mailed to all prospective clients; emphasis on service and quality.

#### **Opportunities for further contribution to Environment/Economy/Community**

Economic: development of bulk tanker supplies for export; sales of quality branded product in glass bottles to local hotels and pubs; introduction of flavoured bottled waters; production of small "Historical Samples" of water for the tourist trade with explanation of local history; development of partnership with other farms in the 5b area; use of marketing skills and contacts to assist other farms in finding suitable markets.

#### **Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Development of fishing lakes coupled with water abstraction allows for control of water from the springs on the farm to flow through the lakes and provides a buffer for the water table.  
Van delivery service adding to traffic congestion on roads.  
Grant payments have been suspended due to divorce proceedings initiated by farmer's wife. The project is currently failing to achieve its performance targets.

**Summary of project**

Farm diversification project to establish spring water bottling and water cooler rental with the construction of 3 fishing lakes resulting in environmental and landscape enhancement and recreational facilities for local fishing clubs.

**Benefits to economy**

Increased farm income from diversification into bottled water, water cooler rental and fish ponds; 5 new full-time jobs created and 0.7 person years for maintenance and servicing; rural businesses will benefit from supplying equipment and services to the company.

**Benefits to Environment**

Fish ponds will enhance the local landscape and environment.

**Benefits to Community**

Job creation; fishing facilities for local people



## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills					✓	
The characteristic built environment		✓				
Using popular images of North Yorkshire		✓				
Using/capitalising on natural resources						✓
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						✓
Reducing emissions to soil/air/water	✓					
Enhancing/maintaining environmental quality				✓		
Increasing area of/variety within green open space					✓	
Developing brownfield sites	✓					
Developing sites already served by transport networks	✓					
Using 'clean technology' and 'clean products'				✓		
Maintaining local distinctiveness				✓		
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use	✓					
Raising awareness of energy saving measures	✓					
Using renewable energy	✓					
Reducing water usage and wastage			✓			
Encouraging/enabling re-use/recycling/composting	✓					
Reducing non-renewable resources and materials	✓					
Reducing private transport	✓					
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness			✓			
Enhancing skills generally			✓			
Improving knowledge				✓		
Increasing motivation	✓					
Including different social groups	✓					
Providing a safe and supportive workplace/environment				✓		
Maintaining local cultural activities			✓			
Creating an effective and equitable organisation			✓			
Providing a service to the local community					✓	
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production						✓
Using local products for inputs						✓
Contributing to local income						✓
Creating local employment						✓
Supporting unpaid work	✓					
Sustaining long term employment						✓
Providing opportunity for innovation/entrepreneurship				✓		
Creating links to local industries/enterprises					✓	
Generating other jobs/income indirectly					✓	
Providing an enterprise which will continue into the future					✓	
Producing outputs/products for regional export						✓
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)				✓		
Supporting plans aimed at improving economy/social conditions						✓
Encouraging innovation in 'green' products, processes or services			✓			
Improving infrastructure	✓					
Spatial planning which reduces environmental impact				✓		
Supporting environmentally responsible integrated transport	✓					
Improving support networks			✓			

## Evaluation of: DALES ENVIRONMENT PROJECT - ENVIRONMENTAL ENHANCEMENT GRANT FUND

<b>Location</b>	Yorkshire Dales
<b>Start/End dates</b>	1/8/97 - 30/6/99
<b>Funding arrangements</b>	Delegated grant scheme - European Regional Development Fund

### Description of Project

Trying to 'fill the gaps' between other EU projects receiving EU structural funds, for example CDF, BDF, RDP and the Barn conservation Scheme.

The project will establish a delegated grant fund scheme to make capital grants to community based groups. Other organisations and landowners to achieve the restoration and enhancement of traditional features of the rural Yorkshire Dales Landscape. This is Phase 1 (17 months) of a 3 yr. Project.

Purpose:

Environmental improvements	80% of costs
Rural Development	10% of costs
Tourism	10% of costs

Project meets requirements of Priority 4 of Measure 4.1 of the Northern Uplands Single Programming Document. Environmental enhancements carried out will restore and enhance rural landscapes and villages, increasing their attractiveness to tourists and businesses.

4 aims:

- enhance traditional appearance of the rural landscape of the Yorkshire Dales
- assist community groups, landowners, and rural businesses to access funding to improve the physical appearance, tourism potential and sustainable management of rural land
- enhance amenity value of the Yorkshire Dales for the benefit of local communities and visitors
- maximise economic benefit from the area's natural resources/landscape whilst minimising adverse environmental impact

Other major co-funder is the Millennium Commission. Yorkshire Dales Millennium Trust will manage ERDF funds and Millennium Commission Funds in a dual role.

### *Production Activities*

#### **Main inputs and their sources:**

Funding:	
YDNPA	£254,000
Millennium commission	£841,690
RDC	£31,875
Total public funds	£1,127,565
YDMT fundraising	£51,000
individual applicants	£292,392
Total private sector	£343,392
ERDF funding	£283,000
<b>Total funds</b>	<b>£1,753,957</b>

#### **Main outputs (including by-products):**

**proposed employment:**

Permanent jobs	6 post 2001	
temporary jobs	4 up to 2001	
Contract labour - jobs safeguarded		50 over 20 months
Contract labour - jobs created long term FTE		2 post 2001

Land enhanced	8.75 ha over 20 months
built environment enhanced	11.4km over 20m months
	17 buildings over 20 months

Private sector contributions of £180,000 over 20 months

- Safeguarding skilled employment in traditional landscape management enterprises
- increased bio-diversity and more sustainable land management
- enhanced value of area as tourist destination
- improved strategic approach to management of Yorkshire Dales area
- positive benefits to rural agricultural businesses from enhanced land management
- restoration of traditional landscape features and areas

**Revenue expenditure expected:**

Grants	£1,518,699
Employment (salaries)	£177,171
Admin costs	£58,087
<b>Total</b>	<b>£1,753,957</b>

**Destination of Outputs**

Dales landscape and communities

**Main Processes used in delivery of Outputs**

capacity building

**Distribution of product(s) (transportation and destinations)****Marketing of Product (style and local identity)****Opportunities for further contribution to Environment/Economy/Community****Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**



**Summary of project**

**Benefits to economy**

- enhanced appearance of area to increase visitor number
- some increased employment

**Benefits to Environment**

- enhanced appearance of traditional landscape

**Benefits to Community**

- safeguarding traditional rural skills

**Evaluation - Dales Environment Project EEGF**

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills					*	
The characteristic built environment						*
Using popular images of North Yorkshire	*					
Using/capitalising on natural resources						*
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						*
Reducing emissions to soil/air/water	*					
Enhancing/maintaining environmental quality				*		
Increasing area of/variety within green open space				*		
Developing brownfield sites	*					
Developing sites already served by transport networks			*			
Using 'clean technology' and 'clean products'			*			
Maintaining local distinctiveness					*	
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use		*				
Raising awareness of energy saving measures			*			
Using renewable energy	*					
Reducing water usage and wastage	*					
Encouraging/enabling re-use/recycling/composting		*				
Reducing use of non-renewable resources	*					
Reducing private transport		*				
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness						*
Enhancing skills generally					*	
Improving knowledge					*	
Increasing motivation					*	
Including different social groups					*	
Providing a safe and supportive workplace/environment		*				
Maintaining local cultural activities					*	
Creating an effective and equitable organisation					*	
Providing a service to the local community					*	
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production				*		
Using local products for inputs				*		
Contributing to local income					*	
Creating local employment					*	
Supporting unpaid work						*
Sustaining long term employment					*	
Providing opportunity for innovation/entrepreneurship				*		
Creating links to local industries/enterprises			*			
Generating other jobs/income indirectly					*	
Providing an enterprise which will continue into the future					*	
Producing outputs/products for regional export			*			
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						*
Supporting plans aimed at improving economy/social conditions					*	
Encouraging innovation in 'green' products, processes or services				*		
Improving infrastructure				*		
Spatial planning which reduces environmental impact	*					
Supporting environmentally responsible integrated transport		*				
Improving support networks			*			

## Evaluation of: DALES CONNECTIONS

<b>Location</b>	Yorkshire Dales
<b>Start/End dates</b>	05/96 – 05/97
<b>Funding arrangements</b>	EU (ERDF), North Yorkshire County Council, Richmondshire District Council and RDC

### **Description of Project**

The project aims to increase the number of visitors using public transport by publicising more widely the bus and train timetables for the Yorkshire Dales.

### *Production Activities*

#### **Main inputs and their sources:**

Finance: EU (ERDF), North Yorkshire County Council, Richmondshire District Council, RDC and private investment from sale of advertising space.

Labour: design and artwork contractors

#### **Main outputs (including by-products):**

Increase in the number of public transport users by 20%; safeguarding 2 jobs directly and 2 jobs indirectly; implementation of a traffic management plan; extend distribution of guide to public transport systems called "Dales Connection" and producing a series of 10 new "Local Connections" bus timetables.

#### **Destination of Outputs**

Visitors to Yorkshire Dales and local communities.

#### **Main Processes used in delivery of Outputs**

Attractively designed and user-friendly timetables

#### **Distribution of product(s) (transportation and destinations)**

Timetables distributed throughout the local area to which they refer, by mailing to local hotels, guest-houses, camping and caravan sites. Also distributed at local information points, visitor centres and tourist attractions.

#### **Marketing of Product (style and local identity)**

Attractively designed and user-friendly timetables

#### **Opportunities for further contribution to Environment/Economy/Community**

Economic: transport routes that link into local tourist attractions; interchangeable ticketing with other operators

Environment; further transport awareness schemes;

#### **Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Part of a strategy for developing sustainable tourism within the Yorkshire Dales; in line with Yorkshire Dales National Park Local Plan policies and Local Agenda 21; links into other EU funded projects eg. new visitor centres, Dales Countryside Museum, improved stations and buildings along the Settle-Carlisle rail line eg. Ribbleshead, Dent Langcliffe; may disadvantage tourist attraction not on public transport route.

#### **Summary of project**

The project aims to increase the number of visitors using public transport by publicising more widely the bus and train timetables for the Yorkshire Dales. This will have the benefit of reducing traffic congestion, car parking needs and pollution.

**Benefits to economy**

Safeguarding 2 jobs directly and 2 jobs indirectly; making Yorkshire Dales more accessible to non-car owners.

**Benefits to Environment**

Reducing car emissions and noise pollution; enhancing landscape by reducing car parking needs.

**Benefits to Community**

Reduction in traffic congestion; reduced health risk from car emissions.

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills				✓		
The characteristic built environment	✓					
Using popular images of North Yorkshire			✓			
Using/capitalising on natural resources		✓				
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets	✓					
Reducing emissions to soil/air/water						✓
Enhancing/maintaining environmental quality					✓	
Increasing area of/variety within green open space	✓					
Developing brownfield sites	✓					
Developing sites already served by transport networks				✓		
Using 'clean technology' and 'clean products'					✓	
Maintaining local distinctiveness			✓			
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use					✓	
Raising awareness of energy saving measures				✓		
Using renewable energy		✓				
Reducing water usage and wastage	✓					
Encouraging/enabling re-use/recycling/composting	✓					
Reducing use of non-renewable resources and materials	✓					
Reducing private transport						✓
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness					✓	
Enhancing skills generally	✓					
Improving knowledge						✓
Increasing motivation	✓					
Including different social groups				✓		
Providing a safe and supportive workplace/environment			✓			
Maintaining local cultural activities		✓				
Creating an effective and equitable organisation		✓				
Providing a service to the local community					✓	
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production			✓			
Using local products for inputs		✓				
Contributing to local income		✓				
Creating local employment				✓		
Supporting unpaid work	✓					
Sustaining long term employment				✓		
Providing opportunity for innovation/entrepreneurship			✓			
Creating links to local industries/enterprises					✓	
Generating other jobs/income indirectly				✓		
Providing an enterprise which will continue into the future					✓	
Producing outputs/products for regional export	✓					
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						✓
Supporting plans aimed at improving economy/social conditions						✓
Encouraging innovation in 'green' products, processes or services						✓
Improving infrastructure					✓	
Spatial planning which reduces environmental impact	✓					
Supporting environmentally responsible integrated transport						✓
Improving support networks			✓			



## Evaluation of: DALESMADE MARKETING INITIATIVE

<b>Location</b>	North Yorkshire
<b>Start/End dates</b>	04/97 - 03/99
<b>Funding arrangements</b>	EU (EAGGF), RDC, North Yorkshire County Council, Craven District Council, Richmondshire Council, private sector membership

### **Description of Project**

The project is a marketing initiative to create new avenues to widen the services provided by the Dalesmade Scheme to a membership of 50 members and in turn attract new members. It will strengthen the support infrastructure for craft-based businesses, which will in turn secure the rural economy of the North Yorkshire Dales of which they are an indigenous feature.

### *Production Activities*

#### **Main inputs and their sources:**

Finance: EU (ERDF), RDC (RDP), North Yorkshire County Council, Craven District Council, Richmondshire Council, members' subscriptions.

Labour: project manager, administration assistant

Human: membership of 76 businesses, skills of manager and staff

#### **Main outputs (including by-products):**

Economic: 1 full-time Project Manager and 1 part-time Administration Assistant job creation; establishment of a Business Service Unit for computer software training and access to IT facilities to relieve geographical isolation and achieve business efficiency and growth; provision to members of marketing advice and assistance with trade material before exhibitions at shows; self-sufficiency of the Dalesmade scheme through increased membership; creation of marketing strength by collectively exhibiting and selling under the quality Dalesmade label; training workshops applicable to the members' needs to develop their business skills; Directory called the "Dalesmade Guide" and a newsletter; increase in sales in the Dalesmade Centre Retail Outlet.

#### **Destination of Outputs**

Art and craft businesses, tourists/visitors to North Yorkshire, art and craft products to other areas of the country

#### **Main Processes used in delivery of Outputs**

The business directory "Dalesmade Guide" is distributed at shows, Tourist Information Centres and National Park Centres; membership newsletter; marketing advice and opportunities

#### **Distribution of product(s) (transportation and destinations)**

Tourists; visitors to art and craft workshops in villages in the Yorkshire Dales

#### **Marketing of Product (style and local identity)**

Directory of art and craft producers called the "Dalesmade Guide", website on internet, Dalesmade corporate label of quality.

#### **Opportunities for further contribution to Environment/Economy/Community**

Economic: increased membership of the Dalesmade scheme; continue to provide market support & opportunities to craft based businesses in the Yorkshire Dales

Environment: encouraging the use of renewable resources in production of art and craft; redundant farm buildings in accessible positions could be used for workshops for local craft businesses to manufacture and retail.

#### **Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Economic: attracting further sponsorship due to the raised profile of the scheme and the Dalesmade label.

### **Summary of project**

Marketing initiative to increase membership of the Dalesmade Scheme and strengthen the support infrastructure for craft-based businesses, which will in turn secure the rural economy of the North Yorkshire Dales. This is achieved through marketing advice and training in IT and business skills

### **Benefits to economy**

Diversifying and strengthening the economy by facilitating the development of craft and art enterprises. 1 full-time Project Manager and 1 part-time Administration Assistant jobs created; establishment of a Business Service Unit for computer software training and access to IT facilities to relieve geographical isolation and achieve business efficiency and growth; provision to members of marketing advice and assistance with trade material before exhibitions; creation of marketing strength by collectively exhibiting and selling under the quality Dalesmade label; 76 businesses supported for sustainability

### **Benefits to Environment**

Encouraging the development of rural industries with a minimum impact on the environment.

### **Benefits to Community**

Job creation; training workshops needs to develop members' business skills; providing support to the local art and craft community

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills						✓
The characteristic built environment					✓	
Using popular images of North Yorkshire						✓
Using/capitalising on natural resources						
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets	✓					
Reducing emissions to soil/air/water					✓	
Enhancing/maintaining environmental quality	✓					
Increasing area of/variety within green open space	✓					
Developing brownfield sites	✓					
Developing sites already served by transport networks	✓					
Using 'clean technology' and 'clean products'	✓					
Maintaining local distinctiveness					✓	
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use	✓					
Raising awareness of energy saving measures					✓	
Using renewable energy					✓	
Reducing water usage and wastage	✓					
Encouraging/enabling re-use/recycling/composting	✓					
Reducing use of non-renewable resources and materials	✓					
Reducing private transport	✓					
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness						
Enhancing skills generally						✓
Improving knowledge						✓
Increasing motivation						✓
Including different social groups						✓
Providing a safe and supportive workplace/environment	✓					
Maintaining local cultural activities					✓	
Creating an effective and equitable organisation						✓
Providing a service to the local community						✓
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production						✓
Using local products for inputs	✓					
Contributing to local income						✓
Creating local employment						✓
Supporting unpaid work					✓	
Sustaining long term employment						✓
Providing opportunity for innovation/entrepreneurship						✓
Creating links to local industries/enterprises						
Generating other jobs/income indirectly					✓	
Providing an enterprise which will continue into the future						✓
Producing outputs/products for regional export						✓
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)					✓	
Supporting plans aimed at improving economy/social conditions						✓
Encouraging innovation in 'green' products, processes or services				✓		
Improving infrastructure					✓	
Spatial planning which reduces environmental impact	✓					
Supporting environmentally responsible integrated transport					✓	
Improving support networks						✓

## Evaluation of: DALES COUNTRYSIDE MUSEUM

<b>Location</b>	Hawes, Wensleydale - Yorkshire Dales National Park
<b>Start/End dates</b>	01/94 - 04/98
<b>Funding arrangements</b>	EU (ERDF), National Heritage Lottery, County Museum Services, Yorkshire Dales National Park

### **Description of Project**

Development of a modern visitor attraction, together with business and community facilities on the site of a former railway station at Hawes, Wensleydale. The museum provides over 520 sq metres of covered permanent exhibition space to display historic rural-life artefacts; a new 150 sq metre reception area, complete with the area's Tourist Information Centre and museum shop; a 120 sq metres multi-purpose interactive/educational centre; video projection facilities; a reconstructed railway platform area with stationary locomotive and rolling stock; a substantial outdoor demonstration area. The whole complex is accessible to visitors with impaired mobility and suitable for participants with other disabilities.

### *Production Activities*

#### **Main inputs and their sources:**

Finance: EU (ERDF), National Heritage Lottery, Yorkshire Dales National Park, North Yorkshire County Council, sponsorship and fundraising.  
Partnership between Friends of the Dales Countryside Museum, North Yorkshire County Museums Service and Yorkshire Dales National Park Authority.  
Labour; architect, builders, carpenters, designers, landscape architect, electrician, computer engineer.  
building materials; railway station buildings

#### **Main outputs (including by-products):**

Creation of Tourist Information Centre and museum shop; Creation of new community facility; Improved visitor attraction; improvement/restoration of 3 buildings; environmental enhancement of semi-derelict station site; 5 jobs safeguarded and 9 permanent jobs created following project completion. 24 temporary jobs created during project; continuing need for local craftsmen to fulfil maintenance contracts, local caterers and transport and accommodation services in the area; increase in visitors of approx 29,000; increase in environmental awareness; use of museum's facilities for formal learning by a minimum of 8,000 school children.

#### **Destination of Outputs**

Local community, visitors to museum, school children, local craftsmen, labourers and specialists involved in construction work.

#### **Main Processes used in delivery of Outputs**

Restoration /improvement of 3 buildings on semi-derelict station site.

#### **Distribution of product(s) (transportation and destinations)**

Visitors visiting museum by railway; local school children

#### **Marketing of Product (style and local identity)**

Press and media releases; signboard on site during construction; leaflets and promotional posters, programme of special events

#### **Opportunities for further contribution to Environment/Economy/Community**

Economic opportunities: further develop the site to include more tourist attractions  
Environmental opportunities: further environmental enhancement of the site  
Community opportunities: further develop site for community social facilities

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Links to other EU projects in Yorkshire Dales National Park to improve tourist facilities with the Park eg. Reeth Visitor Centre, Aysgarth Visitor Centre, Tree Peak Footpath, Dales Connections etc.

Craven College are hoping to obtain funding from ESF for vocational training courses in rural skills in the Education Centre once the building is complete.

The museum aims to increase public awareness of the relationship between landscape, economy and society and to develop the concept of countryside stewardship.

**Summary of project**

Development of a semi-derelict railway station to create a museum of rural artefacts, together with business and community facilities.

**Benefits to economy**

5 jobs safeguarded and 9 permanent jobs created following project completion. 24 temporary jobs created during project, continuing need for local craftsmen to fulfil maintenance contracts and local caterers.

Increased visitor numbers increasing visitor expenditure in local economy

**Benefits to Environment**

Increased environmental awareness and education of public in concepts of countryside stewardship through exhibits, events and courses.

Environmental enhancement of semi-derelict station site

**Benefits to Community**

Environmental enhancement of semi-derelict station site

Enhancing community pride and identity and providing a cultural focus for the wider Dales society

The education facility will be used by local community for leisure and business meetings and will be an outreach centre for Craven College.

Job creation

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills					✓	
The characteristic built environment						✓
Using popular images of North Yorkshire						✓
Using/capitalising on natural resources				✓		
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets		✓				
Reducing emissions to soil/air/water	✓					
Enhancing/maintaining environmental quality						✓
Increasing area of/variety within green open space	✓					
Developing brownfield sites					✓	
Developing sites already served by transport networks						✓
Using 'clean technology' and 'clean products'						
Maintaining local distinctiveness					✓	
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use						
Raising awareness of energy saving measures						
Using renewable energy						
Reducing water usage and wastage						
Encouraging/enabling re-use/recycling/composting						
Reducing private transport					✓	
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness						✓
Enhancing skills generally						✓
Improving knowledge						✓
Increasing motivation				✓		
Including different social groups						✓
Providing a safe and supportive workplace/environment					✓	
Maintaining local cultural activities					✓	
Creating an effective and equitable organisation					✓	
Providing a service to the local community					✓	
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production				✓		
Using local products for inputs					✓	
Contributing to local income						✓
Creating local employment						✓
Supporting unpaid work				✓		
Sustaining long term employment						✓
Providing opportunity for innovation/entrepreneurship				✓		
Creating links to local industries/enterprises			✓			
Generating other jobs/income indirectly						✓
Providing an enterprise which will continue into the future						✓
Producing outputs/products for regional export		✓				
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)		✓				
Supporting plans aimed at improving economy/social conditions						✓
Encouraging innovation in 'green' products, processes or services			✓			
Improving infrastructure			✓			
Spatial planning which reduces environmental impact					✓	
Supporting environmentally responsible integrated transport				✓		
Improving support networks						✓

## Evaluation of: RIVER ESK REGENERATION SCHEME

<b>Location</b>	Objective 5b area of North and East Yorkshire, North York Moors National Park; River Esk
<b>Start/End dates</b>	04/97 – 12/99
<b>Funding arrangements</b>	EAGGF, North York Moors National Park; Environment Agency; Private sector; Sponsorship/other Local Authority support

### Description of Project

Reverse the decline in the quality of the fishing industry by carrying out river management which will improve fishing quality, grazing stock welfare and wildlife habitat. 'To protect, conserve and enhance the iver Esk habitats and fishery so as to increase the economic value of the river to the local rural community.

### *Production Activities*

#### **Main inputs and their sources:**

River bank fencing  
Stoning watering points  
Trees  
Materials for weirs  
Stones (into river channel to direct flows)  
Gravels (for cleaning and to encourage spawning)  
Labour - habitat/bank management

#### **Main outputs (including by-products):**

Fishing revenue safeguarded  
6km of well-managed riverbank  
Increase in fishing  
1 new employee in river management  
double fish breeding in improved section  
improved channel for fish spawning and holding and for other wildlife  
100 days of conservation training  
feasibility and survey programmes to assess restocking programme  
Environmental plans  
Environmental appraisals

#### **Destination of Outputs**

Part of River Esk  
local area

#### **Main Processes used in delivery of Outputs**

Fence parts of river bank to prevent erosion, improve stock safety and develop vegetation  
tree planting  
Stoning of watering points to improve stock welfare  
Construct weirs and put stones in river  
Introduce gravels  
Vegetation management  
Establish fish passes for fish migration  
Restock with juvenile salmon

**Distribution of product(s) (transportation and destinations)**

River Esk (site based) - visitors come to River

**Marketing of Product (style and local identity)**

Promote awareness of day ticket fishing through part-time programme coordinator and support of NPA staff

**Opportunities for further contribution to Environment/Economy/Community**

Use materials which are all sourced locally for river works  
Environmental interpretation/increase environmental awareness  
Fish sold locally/in local establishments - speciality of region  
Trees planted could be used for wood products

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Positive contribution to the environment and enhancing biodiversity and river quality is made - at the same time the local economy benefits from sale of fishing permits and the fishing industry is encouraged. The fish could be marketed as a regional speciality linked to the ESK improvements and good water quality. The River landscape can also attract other visitors to the area. Stock safety and welfare improved. Programme developed through partnership approach and in response to local concerns.

**Summary of project**

The project enhances the local environmental resource whilst at the same time regenerating the fishing trade which has other economic spinoffs.

**Benefits to economy**

Regeneration of fishing trade  
income to local landowners through sale of permits  
fish = attractive, marketable regional product  
Other tourists attracted by high quality river

**Benefits to Environment**

increase in wildlife and improved habitats  
improved water quality  
Improved stocking levels in river  
Species introduction (salmon)  
River bank and vegetation management

**Benefits to Community**

regional identity - the Esk and high quality fishing potential  
Income generation  
Jobs sustained/created  
Quality of life enhanced from improved landscape  
Educational opportunity



## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills				v		
The characteristic built environment				v		
Using popular images of North Yorkshire				v		
Using/capitalising on natural resources						v
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						v
Reducing emissions to soil/air/water					v	
Enhancing/maintaining environmental quality						v
Increasing area of/variety within green open space						v
Developing brownfield sites				v		
Developing sites already served by transport networks					v	
Using 'clean technology' and 'clean products'						v
Maintaining local distinctiveness						v
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use				v		
Raising awareness of energy saving measures				v		
Using renewable energy				v		
Reducing water usage and wastage				v		
Encouraging/enabling re-use/recycling/composting				v		
Reducing private transport			v			
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness					v	
Enhancing skills generally				v		
Improving knowledge					v	
Increasing motivation				v		
Including different social groups				v		
Providing a safe and supportive workplace/environment					v	
Maintaining local cultural activities					v	
Creating an effective and equitable organisation				v		
Providing a service to the local community					v	
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production					v	
Using local products for inputs					v	
Contributing to local income						v
Creating local employment					v	
Supporting unpaid work					v	
Sustaining long term employment					v	
Providing opportunity for innovation/entrepreneurship					v	
Creating links to local industries/enterprises					v	
Generating other jobs/income indirectly					v	
Providing an enterprise which will continue into the future					v	
Producing outputs/products for regional export					v	
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						v
Supporting plans aimed at improving economy/social conditions					v	
Encouraging innovation in 'green' products, processes or services						v
Improving infrastructure				v		
Spatial planning which reduces environmental impact					v	
Supporting environmentally responsible integrated transport				v		
Improving support networks				v		

## Evaluation of: FOOD TECHNOPOLE

<b>Location</b>	University of Humberside extending through objective 5b region
<b>Start/End dates</b>	07/96 - 31/12/98
<b>Funding arrangements</b>	Applicant's funds; ERDF

### **Description of Project**

Provide assistance to food manufacturing SMEs in objective 5b areas of the region to become more competitive by providing additional support measures to enhance technology transfer. Integrates the private and public sectors.

### *Production Activities*

#### **Main inputs and their sources:**

Funding  
Consultancy/research and development

#### **Main outputs (including by-products):**

32 Jobs  
Assistance/support to food manufacturing SMEs  
Half day free consultancy to SMEs  
Vouchers for projects  
Information products relating to nutritional information, physical and chemical data for foods, distance learning packages and library search facilities)  
Technology transfer to industry

#### **Destination of Outputs**

SMEs in Objective 5b area  
Some SMEs outside Objective 5b area

#### **Main Processes used in delivery of Outputs**

Provision of information and consultancy  
Selective subsidisation to encourage use of Technopole  
Telephone/fax helpline  
Seminars  
Maintenance of regional food company database

#### **Distribution of product(s) (transportation and destinations)**

Use of IT

#### **Marketing of Product (style and local identity)**

activities publicised in newspapers and journals relevant to the target audience and through giving exhibitions at shows. Market the Objective 5b areas of the region as vibrant growth areas in value-added food technology and manufacturing; seminars; quarterly newsletter

#### **Opportunities for further contribution to Environment/Economy/Community**

Could create more jobs in research and development  
Improve environmental awareness through emphasising links to environment

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Does not appear to be particularly strong link to natural environment and there could be opportunity for promoting environmental awareness in food manufacturing. Strong on supporting the food business and creating regional identity.

**Summary of project**

Essentially the project involves setting up a network between food firms so that expertise can be shared and there is ready access to technology and information.

**Benefits to economy**

Cost savings  
Job creation  
linkages between local firms  
promotion of region's economic strengths  
New product development  
Better penetration of markets  
Improved competitiveness  
Improved performance of SMEs generating more local income  
Food products for regional export

**Benefits to Environment**

Identification of missing opportunities for minimising use of raw materials and reducing the impact of waste on the environment

**Benefits to Community**

access to technology  
promotion of the area as a centre of excellence for food, raising morale  
sharing of information  
increasing motivation and communication

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills						v
The characteristic built environment				v		
Using popular images of North Yorkshire						v
Using/capitalising on natural resources					v	
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets				v		
Reducing emissions to soil/air/water					v	
Enhancing/maintaining environmental quality				v		
Increasing area of/variety within green open space				v		
Developing brownfield sites				v		
Developing sites already served by transport networks				v		
Using 'clean technology' and 'clean products'				v		
Maintaining local distinctiveness						v
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use					v	
Raising awareness of energy saving measures					v	
Using renewable energy				v		
Reducing water usage and wastage				v		
Encouraging/enabling re-use/recycling/composting				v		
Reducing private transport				v		
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness				v		
Enhancing skills generally						v
Improving knowledge						v
Increasing motivation						v
Including different social groups					v	
Providing a safe and supportive workplace/environment						v
Maintaining local cultural activities						v
Creating an effective and equitable organisation						v
Providing a service to the local community						v
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production						v
Using local products for inputs						v
Contributing to local income						v
Creating local employment						v
Supporting unpaid work				v		
Sustaining long term employment					v	
Providing opportunity for innovation/entrepreneurship						v
Creating links to local industries/enterprises						v
Generating other jobs/income indirectly						v
Providing an enterprise which will continue into the future					v	
Producing outputs/products for regional export						v
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)				v		
Supporting plans aimed at improving economy/social conditions						v
Encouraging innovation in 'green' products, processes or services				v		
Improving infrastructure					v	
Spatial planning which reduces environmental impact					v	
Supporting environmentally responsible integrated transport				v		
Improving support networks						v

## Evaluation of: FOUNTAINS HALL RESTORATION SCHEME

<b>Location</b>	Fountains Abbey, Ripon, North Yorkshire
<b>Start/End dates</b>	22/12/95 - 31/8/2000
<b>Funding arrangements</b>	Northern Uplands Objective 5b Programme 1994-99

### Description of Project

Restoration of a Grade I listed building

### *Production Activities*

#### **Main inputs and their sources:**

Extensive use of local skills: stonemasons, glaziers, metal workers, plumbers, plasterers, tilers, electricians, decorators, joiners, scaffolders, architect, planners.

Local stone and other materials used.

Manufactured materials such as steel for floor strengthening and fittings for holiday flats and function facilities.

Restoration of a historic Elizabethan building.

Will use history of the hall and local families.

Scheme costs £1 million in total.

Phase 5 (1999-200) building work estimated to cost £213,650 sourced from:

English Heritage           £51,018

ERDF                           £93,406

Nat Trust                      £69,226

Tourism Elements (1999-200) to cost £156,400 sourced from:

ERDF                           £78,200

N. Trust                       £78,200

#### **Main outputs (including by-products):**

Preservation of local historical features. Restoring a dilapidated building by using local materials. Restoration of a historic building of international importance and a World Heritage Site..

2 New units of staff accommodation

2 new units of holiday accommodation

Improved visitor facility

5 jobs created

100 jobs safeguarded

300,000 visitors per year will support local economy

Building to be made energy efficient.

Wildlife conservation: important bat habitat. Project has enhanced habitat in roof space for bats.

Improved interpretation will promote environmental awareness

Enhanced local skills

Hall will be available for local groups to use - in terms of provision of meeting rooms. There will be a policy of requiring the use of local food products.

Holiday flats will encourage longer stays in the area.

Additional staff requirement to service holiday flats and functions as well as maintenance.

Hall dominated landscape, local people have a feeling of 'ownership'.

### **Destination of Outputs**

Advertising of the name of the Hall and availability of holiday flats.

Mainly local area for function rooms.

Increased numbers of visitors expected from UK and abroad.

Enhancement of local skills in area

Employment of local people

### **Main Processes used in delivery of Outputs**

Building restoration and historic interpretation.

Advertising

### **Distribution of product(s) (transportation and destinations)**

Tourists, local groups, educational groups.

### **Marketing of Product (style and local identity)**

Through National Trusts regional, national, and property publications. Use of the media in general.

### **Opportunities for further contribution to Environment/Economy/Community**

Expect increasing number of visitors over time and increased use of holiday flats and function facilities.

### **Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Restoration of Grade I listed building. Will be upheld as an example of 'best practice' and high standards.

Used local materials and skills

Long term restoration work maintains local employment.

Holiday flats and 2 function facilities will generate income to help maintain the building.  
Holiday flats estimated to generate £21,000 per year.

Local economy likely to benefit in the long term through increased visitor numbers to the area.

### **Summary of project**

#### **Benefits to economy**

Economy       - use of local materials and labour  
                  - increased visitors  
                  - policy to use local products

#### **Benefits to Environment**

Environment   - enhanced bat habitat  
                  - energy efficient building  
                  - improved landscape

#### **Benefits to Community**

community     - availability of function rooms and meeting rooms  
                  - improvement of landscape through restoration of derelict building

### *Evaluation - Fountains Hall*

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills						*
The characteristic built environment						*
Using popular images of North Yorkshire						*
Using/capitalising on natural resources				*		
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets				*		
Reducing emissions to soil/air/water	*					
Enhancing/maintaining environmental quality					*	
Increasing area of/variety within green open space	*					
Developing brownfield sites	*					
Developing sites already served by transport networks	*					
Using 'clean technology' and 'clean products'	*					
Maintaining local distinctiveness						*
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use				*		
Raising awareness of energy saving measures	*					
Using renewable energy	*					
Reducing water usage and wastage	*					
Encouraging/enabling re-use/recycling/composting	*					
Reducing use of non-renewable resources	*					
Reducing private transport				*		
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness					*	
Enhancing skills generally						*
Improving knowledge						*
Increasing motivation					*	
Including different social groups						*
Providing a safe and supportive workplace/environment						*
Maintaining local cultural activities						*
Creating an effective and equitable organisation				*		
Providing a service to the local community					*	
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production					*	
Using local products for inputs					*	
Contributing to local income					*	
Creating local employment					*	
Supporting unpaid work					*	
Sustaining long term employment					*	
Providing opportunity for innovation/entrepreneurship					*	
Creating links to local industries/enterprises					*	
Generating other jobs/income indirectly	*					
Providing an enterprise which will continue into the future						*
Producing outputs/products for regional export					*	
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						*
Supporting plans aimed at improving economy/social conditions						*
Encouraging innovation in 'green' products, processes or services	*					
Improving infrastructure	*					
Spatial planning which reduces environmental impact	*					
Supporting environmentally responsible integrated transport						
Improving support networks	*					



## Evaluation of: FUSE (Furthering the Use of Sustainable Energy)

<b>Location</b>	5b Northern Uplands area
<b>Start/End dates</b>	08/95 – 08/97
<b>Funding arrangements</b>	EU (EAGGF) & MAFF, Ryedale District Council' North Yorkshire Enterprise and Training Council

### Description of Project

The project seeks to assess the feasibility of constructing a 2.5 MW woodburning power plant which will source willow coppice from the 5b Northern Uplands area. It will seek sources of fuel by offering training and advice to growers encouraging them to plant willow coppice to supply the plant.

### *Production Activities*

#### **Main inputs and their sources:**

Finance: EU (EAGGF) & MAFF, Ryedale District Council' North Yorkshire Enterprise and Training Council, private funds

Labour: Project Officer; independent consultant for environmental impact assessment, agricultural expert.

#### **Main outputs (including by-products):**

Identifying and secure sufficient land to grow 30,000 tonnes of bio-fuel p.a.; information and training to farmers on growing coppice willow; establishment of 30 trial willow coppice plots on land provided by growers; environmental impact assessment to identify the most suitable location for a bio-fuel plant;

#### **Destination of Outputs**

Farmers in the 5b area, power plant operators.

#### **Main Processes used in delivery of Outputs**

Information and training days for farmers and landowners; free soil sample for participating farmers; environmental impact assessment, monitoring of willow coppice plots by agricultural expert

#### **Distribution of product(s) (transportation and destinations)**

Local farmers and landowners.

#### **Marketing of Product (style and local identity)**

Press articles, information boards on coppice trial plots.

#### **Opportunities for further contribution to Environment/Economy/Community**

Economic opportunities: if the power plant is constructed it will encourage the planting of a non-food crop on set aside and marginal land with a guaranteed market for farmers; it will provide 10 new full time jobs in the operation of the plant and 50 jobs will be created in industries directly associated with agriculture and 50 through the ripple effect from the inward investment;

Environmental opportunities: the management of existing woodland will become viable as the forest thinning can be burnt with willow coppice; it will produce a renewable sustainable form of energy production; the plant will be CO<sup>2</sup> neutral and a carbon bank will established in the coppice plants.

Community opportunities: job creation; healthier environment as acid rain levels are significantly reduced by burning wood as opposed to coal.

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

This project aims to secure sufficient land to produce enough bio-fuel for a wood-burning power plant. If it is successful it will lead on to the construction of the power plant.

**Summary of project**

The project seeks to assess the feasibility of constructing a 2.5 MW woodburning power plant which will source willow coppice from the 5b Northern Uplands area. It will seek to secure sufficient land to produce enough bio-fuel for a wood-burning power plant. It will offer training and advice to growers to encourage them to plant willow coppice to supply the plant. A environmental impact assessment to identify a suitable location for the plant will also be undertaken.

**Benefits to economy**

Encourage farm diversification by planting of non-food crop on set aside and marginal land with a guaranteed markets.

**Benefits to Environment**

Will encourage woodland growing and provide woodland training and advice; development of coppice plots will encourage and support a large diversity of insect life and song-birds;

**Benefits to Community**

Job creation; help sustain the farming community.

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills				✓		
The characteristic built environment	✓					
Using popular images of North Yorkshire	✓					
Using/capitalising on natural resources						✓
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets					✓	
Reducing emissions to soil/air/water				✓		
Enhancing/maintaining environmental quality					✓	
Increasing area of/variety within green open space					✓	
Developing brownfield sites	✓					
Developing sites already served by transport networks	✓					
Using 'clean technology' and 'clean products'					✓	
Maintaining local distinctiveness			✓			
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use	✓					
Raising awareness of energy saving measures	✓					
Using renewable energy				✓		
Reducing water usage and wastage	✓					
Encouraging/enabling re-use/recycling/composting		✓				
Reducing use of non-renewable resource and materials					✓	
Reducing private transport	✓					
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness			✓			
Enhancing skills generally				✓		
Improving knowledge				✓		
Increasing motivation				✓		
Including different social groups				✓		
Providing a safe and supportive workplace/environment			✓			
Maintaining local cultural activities		✓				
Creating an effective and equitable organisation				✓		
Providing a service to the local community				✓		
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production						✓
Using local products for inputs				✓		
Contributing to local income					✓	
Creating local employment					✓	
Supporting unpaid work	✓					
Sustaining long term employment					✓	
Providing opportunity for innovation/entrepreneurship					✓	
Creating links to local industries/enterprises						✓
Generating other jobs/income indirectly				✓		
Providing an enterprise which will continue into the future						✓
Producing outputs/products for regional export		✓				
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)				✓		
Supporting plans aimed at improving economy/social conditions						✓
Encouraging innovation in 'green' products, processes or services					✓	
Improving infrastructure	✓					
Spatial planning which reduces environmental impact				✓		
Supporting environmentally responsible integrated transport	✓					
Improving support networks			✓			

**Evaluation of: GALLOWFIELDS INDUSTRIAL ESTATE - ENVIRONMENTAL IMPROVEMENTS**

<b>Location</b>	Northallerton
<b>Start/End dates</b>	02/98 - 12/98
<b>Funding arrangements</b>	Applicant (North yorkshire County Council); Objective 5b funding; Rural Development Commission

**Description of Project**

Make enviornmental improvements at Gallowfields Industrial Estate, Richmond through planting trees, woodland, hedges, shrubs and bulbs and erecting new signage. Improve the attractiveness of the estate for occupiers and businesses considering relocation

*Production Activities*

**Main inputs and their sources:**

surveyor/landscape designer

**Main outputs (including by-products):**

More attractive environment for existing businesses and prospective new businesses  
 Improved signage  
 Improved screening and landscape for local residents bordering the estate  
 Improved economic climate if new businesses attracted.  
 1 environmental improvement scheme undertaken  
 119 trees planted  
 2100 sq m woodland restored  
 650m hedge planting  
 616 sq m bulb planting  
 9 new signs  
 Jobs - landscape architecture; horticulture; maintenance for 5 years follwoing completion  
 Work for consultants

**Destination of Outputs**

local area - industrial estate and bordering residential area

**Main Processes used in delivery of Outputs**

Consultation with Steering group and local businesses on estate  
 Surveying  
 Production of landscape design plans  
 Landscaping, planting

**Distribution of product(s) (transportation and destinations)**

Local area  
 Private transport to deliver plants, trees etc.

**Marketing of Product (style and local identity)**

The improved estate will be marketed to firms considering relocating to the area promotion through consultation with exisint occupiers on estate, through the private sector-led Richmond Partnership; regular pres releases

**Opportunities for further contribution to Environment/Economy/Community**

Could grow plants/trees for alternative products or sell cuttings/flowers/produce etc.; wildlife 'trail'/educational value  
use local labour and locally grown trees/plants

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Strong link communicated in proposal between environmental enhancement and the ability of the estate to attract new businesses and keep existing ones (often using traditional skills) therefore there are important spin-offs in terms of creating local jobs. Improvements for community who are employed on or live next to the estate in terms of quality of life. The estate has a high degree of dereliction; improving commitment of firms to their local environment.

**Summary of project**

Enhancement of a run down industrial estate through tree planting etc should promote business in the area and improve quality of life for employees and local residents. Environmental spend with firm potential economic benefits.

**Benefits to economy**

Helps retain existing businesses thus maintaining links to other businesses in the area  
Helps attract new businesses (potential income generation)  
Job creation - for at least five years  
If plants etc. sourced locally, benefit to local suppliers

**Benefits to Environment**

Improved air quality  
Landscape enhanced  
Maintain/improve biodiversity/wildlife habitats

**Benefits to Community**

Improved quality of life  
Potentially more jobs  
Potentially some educational/scientific resource value

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills					v	
The characteristic built environment				v		
Using popular images of North Yorkshire				v		
Using/capitalising on natural resources						v
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						v
Reducing emissions to soil/air/water						v
Enhancing/maintaining environmental quality						v
Increasing area of/variety within green open space						v
Developing brownfield sites						v
Developing sites already served by transport networks						v
Using 'clean technology' and 'clean products'						v
Maintaining local distinctiveness					v	
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use	?	?	?	?	?	?
Raising awareness of energy saving measures	?	?	?	?	?	?
Using renewable energy	?	?	?	?	?	?
Reducing water usage and wastage					v	
Encouraging/enabling re-use/recycling/composting				v		
Reducing private transport			v			
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness						v
Enhancing skills generally				v		
Improving knowledge					v	
Increasing motivation						v
Including different social groups						v
Providing a safe and supportive workplace/environment						v
Maintaining local cultural activities						v
Creating an effective and equitable organisation				v		
Providing a service to the local community						v
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production						v
Using local products for inputs						v
Contributing to local income					v	
Creating local employment					v	
Supporting unpaid work					v	
Sustaining long term employment				v		
Providing opportunity for innovation/entrepreneurship					v	
Creating links to local industries/enterprises					v	
Generating other jobs/income indirectly						v
Providing an enterprise which will continue into the future					v	
Producing outputs/products for regional export					v	
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						v
Supporting plans aimed at improving economy/social conditions						v
Encouraging innovation in 'green' products, processes or services						v
Improving infrastructure				v		
Spatial planning which reduces environmental impact						v
Supporting environmentally responsible integrated transport			v			
Improving support networks				v		

## Evaluation of: HAZEL BROW FARM VISITS

<b>Location</b>	Swaledale, Richmond, North Yorkshire
<b>Start/End dates</b>	06/95 – 06/96
<b>Funding arrangements</b>	EU (EAGGF); North Yorkshire TEC; MAFF

### Description of Project

Extension to farm buildings and improvements to provide catering and handwashing facilities/toilets/animal housing/shop facilities; farm trail, riverside walk and pond creation; picnic area/outdoor seating and play facilities; improvements to access and parking.

### *Production Activities*

#### **Main inputs and their sources:**

Building materials  
Finance  
Signage  
Labour (architect; plumbing; construction workers; electrician; printer)  
Road building materials  
Catering equipment  
Seating/play equipment;  
Milk cooling tank  
Paper  
Technological knowledge  
Energy (electricity)

#### **Main outputs (including by-products):**

New building  
Milk cooling tank  
Agricultural store  
Signage  
Displays  
Improved access and car park  
Footpath  
Pond  
Equipment for catering  
Outdoor seating  
Play area  
Leaflets

#### **Destination of Outputs**

Hazel Brow Farm; Swaledale; North Yorkshire (on-farm diversification)

#### **Main Processes used in delivery of Outputs**

Construction  
Plumbing  
Electrical work  
Printing  
Design (including architectural design)  
Marketing/promotion

**Distribution of product(s) (transportation and destinations)**

Fixed location but will attract visitors by public and private transport who need to travel to find the product.

Leaflets distributed to accommodation within 45 minutes drive time and TICs.

**Marketing of Product (style and local identity)**

Leaflets are to be printed. Advertising; signage; Hazel Brow Farm brochure; Logo of a milk churn.

Current brochure distributed by a company specialising in this work, TICs and all types of accommodation outlets within a range of 45 minutes drive.; advertisements in local newspapers; Yorkshire Dales Guide and National Park newspaper 'The Visitor'. Capitalises on James Herriot story.

**Opportunities for further contribution to Environment/Economy/Community**

Increase of visitor numbers will strengthen contribution to region's economy and increase environmental awareness and farm education for the local community and visitors. Need to further increase awareness of the attraction within its immediate vicinity; improvements in environmental interpretation.

The key to increasing contribution to environment/economy/community seems to lie in increasing visitor numbers

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

The farm is in very beautiful surroundings; customer care is high quality; guided tours are given allowing opportunity for social integration; shared learning experiences; 'Hands on' experience; unspoilt farm retaining original features.

The farm is difficult to find.

By creating a colour brochure more visitors should be attracted and not lost to other businesses

Very practical concern for the environment shown

Selling of locally sourced and produced food, e.g. cheese made in Richmond which is personalised to the farm.

Also sells local crafts and other souvenirs

Educational resource for community in terms of learning about heritage; farming' the uplands area and environment

**Summary of project**

**This project demonstrates clear links between environment, economy and community since it allows access to an farm experience which increase awareness of environmental and farming (economic) issues; provides a high quality aesthetic experience and there are links to other local producers.**

**Benefits to economy****Income generation**

Job creation/sustaining (temporary)

Links to local producers

Attracting tourists to local area

Increasing farm income

**Benefits to Environment****Increasing environmental awareness**

Incentive to preserve traditional landscape

Pond creation – enhancing biodiversity



**Benefits to Community**

**Work opportunities**

Enhances regional identity

**Access for disabled**

Increase environmental awareness amongst all ages and provides opportunity to experience a different way of life

Attracts visitors

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills						√
The characteristic built environment						√
Using popular images of North Yorkshire						√
Using/capitalising on natural resources						√
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						√
Reducing emissions to soil/air/water			√			
Enhancing/maintaining environmental quality				√		
Increasing area of/variety within green open space						√
Developing brownfield sites						√
Developing sites already served by transport networks				√		
Using 'clean technology' and 'clean products'				√		
Maintaining local distinctiveness						√
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use			√			
Raising awareness of energy saving measures	?	?	?	?	?	?
Using renewable energy	?	?	?	?	?	?
Reducing water usage and wastage			√			
Encouraging/enabling re-use/recycling/composting				√		
Reducing private transport		√				
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness						√
Enhancing skills generally					√	
Improving knowledge					√	
Increasing motivation						√
Including different social groups					√	
Providing a safe and supportive workplace/environment						√
Maintaining local cultural activities						√
Creating an effective and equitable organisation					√	
Providing a service to the local community					√	
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production					√	
Using local products for inputs						√
Contributing to local income					√	
Creating local employment					√	
Supporting unpaid work				√		
Sustaining long term employment					√	
Providing opportunity for innovation/entrepreneurship					√	
Creating links to local industries/enterprises						√
Generating other jobs/income indirectly						√
Providing an enterprise which will continue into the future					√	
Producing outputs/products for regional export				√		
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)					√	
Supporting plans aimed at improving economy/social conditions					√	
Encouraging innovation in 'green' products, processes or services					√	
Improving infrastructure				√		
Spatial planning which reduces environmental impact					√	
Supporting environmentally responsible integrated transport			√			
Improving support networks				√		

## Evaluation of: NORTH YORKSHIRE HERITAGE WORKSPACE SCHEME

<b>Location</b>	Some buildings within Objective 5b Northern Uplands area
<b>Start/End dates</b>	01/07/98 - 30/06/99
<b>Funding arrangements</b>	Own fund /SME; Redundant Buildings Grant; ERDF

### Description of Project

Protects the built heritage of the countryside by encouraging new uses for redundant buildings that will conserve their character and setting in the landscape and benefit local communities. Provides business accommodation in rural employment areas for new and expanding enterprises.

### *Production Activities*

#### **Main inputs and their sources:**

Existing redundant buildings (listed or of historical significance)  
Planning and Conservation expertise of the Rural Buildings Preservation Trust  
Funding - redundant buildings grant, ERDF  
Building materials

#### **Main outputs (including by-products):**

96.48 sq m of workspace  
9 jobs created  
approximately 9 temporary jobs for 12 months during construction  
existing property refurbished  
residential accommodation linked to business use (business homes)  
*3 different types of business:*

- chartered accountancy
- furniture renovation from reclaimed wood
- original Roman cement production and tropical bird house

#### **Destination of Outputs**

North Yorkshire/North Lancashire/South Lakeland  
Harrogate, Scarborough and Craven Council areas (North York Moors National Park)

#### **Main Processes used in delivery of Outputs**

Construction /conversion/refurbishment of existing redundant buildings

#### **Distribution of product(s) (transportation and destinations)**

Chartered accountancy will seek market (clients) in North Yorkshire/North Lancashire/South Lakeland  
Furniture to buyers in North Yorkshire and visitors (assumed)  
Roman cement and birds - probably a wide market geographically, if specialists

#### **Marketing of Product (style and local identity)**

No information available

**Opportunities for further contribution to Environment/Economy/Community**

Use of locally produced timber for furniture making  
Use of local materials for building work and Roman cement making  
Employ local people and use local contractors  
Open bird house to visitors and increase environmental awareness

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

These initiatives are useful employment generators, especially during the construction phase. It is likely that the chartered accountancy will be a good income generator for the region although some business will be outside the uplands area (leakage). Environmentally sound as existing buildings are used which are probably already served by existing transport routes. Conversions will be in keeping with landscape character and original construction materials which are likely to be sourced locally. A case of environmental spend generating economic and community benefits.

**Summary of project**

The project(s) are using materials which are typical of the region; landscape-friendly; creating jobs and new products.

**Benefits to economy**

Jobs (up to 20); income generation; all relatively high value products;

**Benefits to Environment**

protection of tropical bird species (enhancing biodiversity albeit not local!); use of existing premises and roads so built environment not expanded into natural environment; residential use of business premises so cuts down need for new housing; probable use of local materials so less use of long distance transport;

**Benefits to Community**

Job creation; preservation of local heritage; landscape value improved; increase in local income; services (furniture renovation/chartered accountancy); wildlife interest (birds)

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills						v
The characteristic built environment						v
Using popular images of North Yorkshire					v	
Using/capitalising on natural resources				v		
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						v
Reducing emissions to soil/air/water				v		
Enhancing/maintaining environmental quality						v
Increasing area of/variety within green open space				v		
Developing brownfield sites						v
Developing sites already served by transport networks						v
Using 'clean technology' and 'clean products'				v		
Maintaining local distinctiveness						v
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use			v			
Raising awareness of energy saving measures						
Using renewable energy						
Reducing water usage and wastage						
Encouraging/enabling re-use/recycling/composting					v	
Reducing private transport			v			
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness				v		
Enhancing skills generally					v	
Improving knowledge				v		
Increasing motivation				v		
Including different social groups					v	
Providing a safe and supportive workplace/environment					v	
Maintaining local cultural activities					v	
Creating an effective and equitable organisation				v		
Providing a service to the local community					v	
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production					v	
Using local products for inputs					v	
Contributing to local income						v
Creating local employment						v
Supporting unpaid work						
Sustaining long term employment		N	ut	ral		
Providing opportunity for innovation/entrepreneurship						v
Creating links to local industries/enterprises						v
Generating other jobs/income indirectly						v
Providing an enterprise which will continue into the future				v		
Producing outputs/products for regional export					v	
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						v
Supporting plans aimed at improving economy/social conditions					v	
Encouraging innovation in 'green' products, processes or services					v	
Improving infrastructure		ne	utr	al		
Spatial planning which reduces environmental impact						v
Supporting environmentally responsible integrated transport			v			
Improving support networks		ne	utr	al		

## Evaluation of: ISLAND HERITAGE (Rare Breed Sheep Farm + Production of Rare Breed Sheepswool Garments)

<b>Location</b>	Healey (Near Masham) Objective 5b area of North and East Yorkshire
<b>Start/End dates</b>	1994 - pres
<b>Funding arrangements</b>	Funding (EU, RDC, Bank, Own funds) for workshop development only

### *Project Description*

A rare breeds farm specialising in the making of rare breed sheepswool garments for sale locally and through several retail outlets in mainly in Scotland. The conversion of redundant farm buildings into workshops has made the farm into a tourist attraction where visitors can see all types of rare breeds animals and the sheepswool garments being made. They can also purchase items from the shop.

### *Production Activities*

#### **Main inputs and their sources:**

Financial: Bank+owner funds, RDC, Ob 5b for workshop development  
 Between 27-40 outworkers making the garments  
 Sheep on 25 acres  
 Fleeces (own bred and bought in from other breeders - members of the Rare Breeds Survival Trust)  
 Wool spun from the fleeces by mills in Yorkshire  
 Labour to convert redundant farm buildings into workshops

#### **Main outputs (including by-products):**

Producing variety of wool products (travel rugs, men's jackets, jumpers and cushion covers)  
 Shop - on location- selling their products  
 30 retails outlets mainly in Scotland  
 Tourist Attraction incl. shop and rare breed sheep and other animals  
 Workshops (converted 200 year old barn)  
 Created a market for primitive rare breeds thus conserving rare breeds  
 Increased public attention about rare breeds

#### **Destination of Outputs**

Main markets - Local Tourists via shop, other outlets mainly in the Shetlands, Orkneys, Isle of Man and Wester Isles of Scotland. Some overseas exports  
 Visitors to Yorkshire  
 Wool mills in Yorkshire

#### **Main Processes used in delivery of Outputs**

Spinning, weaving and knitting  
 Marketing of rare breeds and rare breed products  
 Labour to convert buildings into workshops

#### **Distribution of product(s) (transportation and destinations)**

Local tourists, outlets in Scotland

#### **Marketing of Product (style and local identity)**

Products marketed on the basis that rare breed garments have specific qualities, buying products helps conserve these species.

#### **Opportunities for further contribution to Environment/Economy/Community**

**Economy**

Not sure if outworkers are local - if not there are opportunities to train local people to spin and weave the garments.  
Products don't seem to have any local Yorkshire identity mainly because the Sheep are mainly Scottish breeds. They could however link products to the Yorkshire Mills which spin the wool and local(?) workers who make the garments.

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

**Summary of project**

**Benefits to economy**

Utilising the local environment to breed rare breed sheep and then use the by-products to generate added value products. Tourism is a spin off from the manufacturing process.

**Benefits to Environment**

Conserving and sustaining rare breed animals. Also enhancing peoples awareness of such animals.

Helping preserve the local built environment by bringing back into use redundant farm buildings.

**Benefits to Community**

Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills					X	
The characteristic built environment						X
Using popular images of North Yorkshire		X				
Using/capitalising on natural resources				X		
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets					X	
Reducing emissions to soil/air/water						
Enhancing/maintaining environmental quality					X	
Increasing area of/variety within green open space					X	
Developing brownfield sites						
Developing sites already served by transport networks						
Using 'clean technology' and 'clean products'				X		
Maintaining local distinctiveness						
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use						
Raising awareness of energy saving measures						
Using renewable energy						
Reducing water usage and wastage						
Encouraging/enabling re-use/recycling/composting						
Reducing use of non renewable resources and materials						
Reducing private transport						
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness					X	
Enhancing skills generally				X		
Improving knowledge					X	
Increasing motivation						
Including different social groups						
Providing a safe and supportive workplace/environment					X	
Maintaining local cultural activities						
Creating an effective and equitable organisation						
Providing a service to the local community						
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production					X	
Using local products for inputs						X
Contributing to local income				X		
Creating local employment					X	
Supporting unpaid work						
Sustaining long term employment					X	
Providing opportunity for innovation/entrepreneurship						
Creating links to local industries/enterprises					X	
Generating other jobs/income indirectly					X	
Providing an enterprise which will continue into the future					X	
Producing outputs/products for regional export						X
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)				X		
Supporting plans aimed at improving economy/social conditions						
Encouraging innovation in 'green' products, processes or services					X	



Improving infrastructure						
Spatial planning which reduces environmental impact						
Supporting environmentally responsible integrated transport						
Improving support networks						

## Evaluation of: LOBSTER V-NOTCHING SCHEME

<b>Location</b>	Whitby
<b>Start/End dates</b>	05/98 - 10/01
<b>Funding arrangements</b>	EU (PESCA), RDC, private sector

### **Description of Project**

The project aims to purchase, mark with a V-notch and return to the sea, 2,500 egg bearing female lobsters per year of scheme. The project will also introduce protection byelaw for V-notched and mutilated lobsters to prevent them being caught by fishermen

### *Production Activities*

#### **Main inputs and their sources:**

Finance: EU (PESCA), RDC, and local businesses

Labour: NESFC officers, student

10,000 local egg bearing female lobsters; lobster fishing equipment; fishing vessel

#### **Main outputs (including by-products):**

Increase lobster stock levels by 34,000 over 4 years; increase lobster landings and income for fishermen, merchants and others in ancillary employment; safeguard 733 fishermen's throughout the North Eastern Sea Fisheries Committee District; safeguard 2,200 shore based jobs associated with fishing; meet market demand for lobster so reducing reliance on imports from abroad.

#### **Destination of Outputs**

Local lobster fishermen and on shore businesses associated with fishing, such as suppliers of fishing equipment.

#### **Main Processes used in delivery of Outputs**

Purchase of egg bearing female lobsters, marking with V notch in the tail and returning to the sea to breed. Byelaw to prevent fishermen catching the V-notched lobsters and monitoring of catches to enforce byelaw.

#### **Distribution of product(s) (transportation and destinations)**

Lobster are bought from local merchants and transported to the sea via fishing vessels.

#### **Marketing of Product (style and local identity)**

Press releases in local newspapers and fishing press; local radio and TV coverage.

#### **Opportunities for further contribution to Environment/Economy/Community**

Encourage the industry to participate in future notching schemes on a long term basis.

#### **Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Bye law passed resulting in 3 prosecutions for removal of V-notched lobsters.

#### **Summary of project**

The project purchases egg bearing female lobsters, marks them with a V-notch and returns them to the sea. These lobster are protected by a byelaw passed for V-notched and mutilated lobsters. The aim is to increase lobster stock levels thereby maintaining a sustainable local lobster industry and safeguarding jobs

#### **Benefits to economy**

Long term stability to the lobster fishing industry and to associated on-shore industries; safeguarding 733 lobster fishermen jobs in NESFC District and 2,200 on-shore jobs associated with the lobster industry.

**Benefits to Environment**

Maintenance of sustainable lobster stock levels with a range of ages.

**Benefits to Community**

Job creation

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills					✓	
The characteristic built environment	✓					
Using popular images of North Yorkshire		✓				
Using/capitalising on natural resources						✓
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						✓
Reducing emissions to soil/air/water	✓					
Enhancing/maintaining environmental quality					✓	
Increasing area of/variety within green open space	✓					
Developing brownfield sites	✓					
Developing sites already served by transport networks	✓					
Using 'clean technology' and 'clean products'		✓				
Maintaining local distinctiveness				✓		
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use	✓					
Raising awareness of energy saving measures	✓					
Using renewable energy	✓					
Reducing water usage and wastage	✓					
Encouraging/enabling re-use/recycling/composting				✓		
Reducing use of non-renewable resources and materials	✓					
Reducing private transport	✓					
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness				✓		
Enhancing skills generally			✓			
Improving knowledge				✓		
Increasing motivation				✓		
Including different social groups		✓				
Providing a safe and supportive workplace/environment			✓			
Maintaining local cultural activities				✓		
Creating an effective and equitable organisation			✓			
Providing a service to the local community					✓	
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production					✓	
Using local products for inputs						✓
Contributing to local income						✓
Creating local employment					✓	
Supporting unpaid work				✓		
Sustaining long term employment						✓
Providing opportunity for innovation/entrepreneurship				✓		
Creating links to local industries/enterprises				✓		
Generating other jobs/income indirectly				✓		
Providing an enterprise which will continue into the future					✓	
Producing outputs/products for regional export				✓		
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						
Supporting plans aimed at improving economy/social conditions					✓	
Encouraging innovation in 'green' products, processes or services		✓				
Improving infrastructure	✓					
Spatial planning which reduces environmental impact	✓					
Supporting environmentally responsible integrated transport	✓					
Improving support networks		✓				

## Evaluation of: RIDINGS MACHINERY RING

<b>Location</b>	Northern Uplands - Yorkshire Dales and Moors
<b>Start/End dates</b>	01/10/94 - 30/06/01
<b>Funding arrangements</b>	MAFF 50%, EAGGF 50%

### *Project Description*

Development of a machinery and skills ring (coop) in the 5b area to support the local economy by encouraging interchange of services, equipment and skills both within the Uplands but also between Uplands and Lowlands, reducing costs, increasing upland farm incomes, increasing and securing job opportunities for the Upland communities thus reducing out migration.

### *Production Activities*

#### **Main inputs and their sources:**

£420k Funding over 7 years  
Farm machinery  
Farm labour (farmers and employed staff)  
Training and advice to farmers

#### **Main outputs (including by-products):**

Labour pool - facilitates movement of labour (farmers and employed staff) to temporary employment opportunities both in the Uplands but primarily to Lowlands thus bringing valuable income to upland farms and supporting isolated families.

Training and advice to farmers to enable them to improve skills and sell their labour

Machinery pool - provides pooled and owned machinery to enhance earning power.

Hay and straw (outputs from labour)

#### **Destination of Outputs**

Upland but mainly lowland farms which are generally larger

#### **Main Processes used in delivery of Outputs**

Co-ordination of local supply of labour, machinery and hay and straw to suppliers needs

#### **Distribution of product(s) (transportation and destinations)**

Hay and straw to all parts of Scotland through Inter Machinering Ring Trading

Temporary movement of Upland labour to lowland farms

#### **Marketing of Product (style and local identity)**

Training available for group members to improve their skills of mainly livestock farmers to enable them to work and earn money on lowland farms.

#### **Opportunities for further contribution to Environment/Economy/Community**

Development of a marketing coop for hill lamb and beef (being investigated)

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities**

**Summary of project**

**Benefits to economy**

Supplements income of Upland farmers enabling many of them to keep their farms operational and viable.

Provides a flexible and accessible labour force for lowland farms enabling them to be more efficient.

Provides regional export of hay and straw to Scotland bringing in non local income.

**Benefits to Environment**

Shared knowledge between upland and lowland farmers and increased income for Upland farmers allows them to be better farmers and custodians of their own little bit of the region.

**Benefits to Community**

Mixing of Upland farmers - Upland farming quite a remote and isolated existence - through ring they can share knowledge and experiences . There may also be opportunities for increased social interaction and socialising.

Mixing of Upland farmers with lowland farmers - creating opportunities for shared knowledge and experiences.

Supporting isolated upland farmers and families this reducing outmigration of younger family members.

Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills						X
The characteristic built environment						
Using popular images of North Yorkshire						
Using/capitalising on natural resources					X	
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets				X		
Reducing emissions to soil/air/water		X				
Enhancing/maintaining environmental quality				X		
Increasing area of/variety within green open space						
Developing brownfield sites						
Developing sites already served by transport networks						
Using 'clean technology' and 'clean products'						
Maintaining local distinctiveness						
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use						
Raising awareness of energy saving measures						
Using renewable energy						
Reducing water usage and wastage						
Encouraging/enabling re-use/recycling/composting						
Reducing use of non renewable resources and materials						
Reducing private transport		X				
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness					X	
Enhancing skills generally						X
Improving knowledge						X
Increasing motivation						X
Including different social groups						X
Providing a safe and supportive workplace/environment						X
Maintaining local cultural activities					X	
Creating an effective and equitable organisation					X	
Providing a service to the local community					X	
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production					X	
Using local products for inputs						X
Contributing to local income						X
Creating local employment						X
Supporting unpaid work						
Sustaining long term employment						X
Providing opportunity for innovation/entrepreneurship					X	
Creating links to local industries/enterprises					X	
Generating other jobs/income indirectly					X	
Providing an enterprise which will continue into the future					X	
Producing outputs/products for regional export						X
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)					X	

Supporting plans aimed at improving economy/social conditions					X	
Encouraging innovation in 'green' products, processes or services					X	
Improving infrastructure						
Spatial planning which reduces environmental impact						
Supporting environmentally responsible integrated transport						
Improving support networks					X	



**Evaluation of: MIDDLEHAM CONSERVATION AREA (Environmental improvements to conservation area)**

<b>Location</b>	Middleham North Yorkshire
<b>Start/End dates</b>	9/95 - 9/98
<b>Funding arrangements</b>	ERDF, Rural Challenge, TC and DC

**Description of Project**

Environmental improvements to the conservation area at Middleham Castle, Swine market and West End. Part of a wider package of measures designed to improve the economy, environment and community facilities in Middleham.

*Production Activities*

**Main inputs and their sources:**

Public funds - £114k  
 Labour involved in construction/programme of works  
 Designers/architects

**Main outputs (including by-products):**

Re-introduction of traditional natural floorscape surfacing involving new cobbling, flat stone setts, stone flags and restoring Jubilee fountain.

Re-routing overhead wires - rationalised and routed underground

Replace existing lighting and erect additional lighting which complements the local area.

Amenity planting and drystone walling

Overspill car parking to meet peak demand.

120,000 additional tourists attracted

Improved tourist facilities

**Destination of Outputs**

Middleham environment]  
 Tourists  
 Residents

**Main Processes used in delivery of Outputs**

Contracting of builders/groundwork companies

**Distribution of product(s) (transportation and destinations)**

Middleham

**Marketing of Product (style and local identity)**

Develops town which is rich in architectural and historic interest - focusing upon Middleham Castle

**Opportunities for further contribution to Environment/Economy/Community**

Opportunity for unemployed people to be trained and involved in the labour process

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

**Summary of project**

**Benefits to economy**

Re-invest in the built environment thereby improving the attractiveness of the area to visitors and generally improving the economic wellbeing of the area.

**Benefits to Environment**

Improvement of landscape and wildlife habitats via planting and drystone walling

Improvement of built environment - improved aesthetics for local residents, tourists and other visitors.

Car park will reduce impact of traffic elsewhere in the town

**Benefits to Community**

Improved sense of community and civic pride

Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills				?		
The characteristic built environment						X
Using popular images of North Yorkshire						
Using/capitalising on natural resources				X		
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						X
Reducing emissions to soil/air/water						
Enhancing/maintaining environmental quality						X
Increasing area of/variety within green open space						X
Developing brownfield sites						X
Developing sites already served by transport networks						
Using 'clean technology' and 'clean products'						
Maintaining local distinctiveness						X
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use						
Raising awareness of energy saving measures						
Using renewable energy						
Reducing water usage and wastage						
Encouraging/enabling re-use/recycling/composting						
Reducing use of non renewable resources and materials						
Reducing private transport						
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness				X		
Enhancing skills generally				X		
Improving knowledge				X		
Increasing motivation						
Including different social groups						
Providing a safe and supportive workplace/environment						
Maintaining local cultural activities				X		
Creating an effective and equitable organisation				X		
Providing a service to the local community						
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production						
Using local products for inputs						
Contributing to local income					X	
Creating local employment						
Supporting unpaid work						
Sustaining long term employment						
Providing opportunity for innovation/entrepreneurship						
Creating links to local industries/enterprises					X	
Generating other jobs/income indirectly					X	
Providing an enterprise which will continue into the future						
Producing outputs/products for regional export						
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)					X	
Supporting plans aimed at improving economy/social conditions						
Encouraging innovation in 'green' products, processes or services						

Improving infrastructure					X	
Spatial planning which reduces environmental impact					X	
Supporting environmentally responsible integrated transport					X	
Improving support networks						

**Evaluation of: A.B MOORE - BRYMOOR ICE CREAM (Ice cream manufacture and retail)**

<b>Location</b>	Masham
<b>Start/End dates</b>	1992- pres
<b>Funding arrangements</b>	EAGGF (50%) + Private (50%) for expansion and renovation of workshop buildings only

**Description of Project**

Ice cream parlour and provides ice cream for retail both around North Yorkshire and as far as London. Based on farm with 100 Channel Island Dairy Cows and followers. There is also an ice cream shop.

*Production Activities*

**Main inputs and their sources:**

Cows, Milk  
Labour  
Renovation of farm buildings (\$155k)

**Main outputs (including by-products):**

Ice cream products  
Cow manure  
Tourist attraction

**Destination of Outputs**

Local, regional, national and international markets  
Local tourists  
Wholesalers

**Main Processes used in delivery of Outputs**

Dairy Cattle farming  
Creamery  
Marketing

**Distribution of product(s) (transportation and destinations)**

Transport - Trucks/vans? - no information on types of transport

**Marketing of Product (style and local identity)**

The only ice cream manufacturer within 75 miles  
Involved in the Dales Food and Drink Trail  
No information on whether product is marketed using Yorkshire identity

**Opportunities for further contribution to Environment/Economy/Community**

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

No information on extent to which local skills are utilised in the production and distribution business.

**Summary of project**

**Benefits to economy**

Producing added value products based upon dairy products/farm products

Creating export

**Benefits to Environment**

Sustaining dairy herd

Renovation of old farm buildings and bringing them back into use as workshops

**Benefits to Community**

Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills					?	
The characteristic built environment					X	
Using popular images of North Yorkshire					?	
Using/capitalising on natural resources						X
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						
Reducing emissions to soil/air/water						
Enhancing/maintaining environmental quality				X		
Increasing area of/variety within green open space				X		
Developing brownfield sites						
Developing sites already served by transport networks						
Using 'clean technology' and 'clean products'						
Maintaining local distinctiveness						
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use			?			
Raising awareness of energy saving measures						
Using renewable energy						
Reducing water usage and wastage			?			
Encouraging/enabling re-use/recycling/composting						
Reducing use of non renewable resources and materials			?			
Reducing private transport			?			
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness				X		
Enhancing skills generally						
Improving knowledge				X		
Increasing motivation						
Including different social groups						
Providing a safe and supportive workplace/environment				X		
Maintaining local cultural activities				X		
Creating an effective and equitable organisation						
Providing a service to the local community						
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production				X		
Using local products for inputs						X
Contributing to local income					X	
Creating local employment					X	
Supporting unpaid work						
Sustaining long term employment					X	
Providing opportunity for innovation/entrepreneurship						
Creating links to local industries/enterprises				X		
Generating other jobs/income indirectly						
Providing an enterprise which will continue into the future					X	
Producing outputs/products for regional export						X
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)					X	
Supporting plans aimed at improving economy/social conditions					X	
Encouraging innovation in 'green' products, processes or services					X	

Improving infrastructure						
Spatial planning which reduces environmental impact						
Supporting environmentally responsible integrated transport						
Improving support networks						



## Evaluation of: MOORLAND REGENERATION PROGRAMME

<b>Location</b>	North York Moors National Park
<b>Start/End dates</b>	10/95 - 12/00
<b>Funding arrangements</b>	EU (EAGGF), MAFF, National Parks Authority, Private businesses, in kind contribution from English Nature and RSPB

### Description of Project

The North York Moors is an isolated block of heather moorland in which sheep and grouse are particularly vulnerable to effects of sheep tick and bracken. This has serious consequences for land based businesses that rely on the moorland. The Programme unites the estates and farmers with other partners to redress the high rate of lamb and grouse chick mortality to produce a large number of healthier, better quality lamb and grouse to market for the benefit of the whole upland economy and the future conservation of moorland in the National Park.

### *Production Activities*

#### **Main inputs and their sources:**

Finance from EU (EAGGF), MAFF, National Parks Authority, private businesses (19 estates, 101 graziers – approx £500,000), in kind contribution from English Nature and RSPB (£3,000).

Labour: for heather burning, bracken spraying, fencing. Veterinary time, marketing and professional services, trainer

Material: herbicides, pesticides, vaccinations, sheep handling systems, cattle grids, fencing. Most materials are sourced locally.

Marketing Feasibility study

#### **Main outputs (including by-products):**

Economic - improved sheep and grouse productivity; strengthened moorland economy; creating 12 full time and 16 part time farmer and game keepers jobs and safeguarding 155 full-time job in 120 businesses; indirectly helping viability of associated businesses benefiting from a more buoyant grouse and sheep economy; production of mobile game larders; creation of water supplies; feasibility study of opportunities for retailing lamb and grouse; fencing to promote heather restoration; tick control; sheep dipping/handling facilities; access track improvements; shooting butt improvements.

Environmental - better conservation of heather moorland and associated upland habitats and species; environmental and ecological data collection; bracken control; heather management; moorland restoration; protecting moorland habitats and species

#### **Destination of Outputs**

Agricultural community in North York Moors National Park, including 19 estates, 101 graziers, grouse shooting, consumer; game keepers.

#### **Main Processes used in delivery of Outputs**

Comprehensive delivery of advice to farmers; demonstration and training events, newsletters, talks; ecological surveys; North York Moors Quality Sheep Association; development of partnership between farmers, landowners, gamekeepers, conservationists; use of locally derived ideas; annual tick treatment programme; dipping and vaccination, creating 3km of water supply and 3ha of wetland; formation of marketing working groups; marketing feasibility study; pilot marketing scheme for lamb; Sheep Health Scheme.

#### **Distribution of product(s) (transportation and destinations)**

Meat abattoirs, processors, auction markets; game processors and dealers; farming community; game keepers, local shops and catering establishments through the region.

#### **Marketing of Product (style and local identity)**

Marketing Feasibility Study; North York Moors Quality Sheep Association promotes sales of hill ewes

and lambs and halfbred lambs through stands at County shows, promotional material, farming press, markets; marketing of moor land as “Heather Lamb”; booklets on Mobile game larders; marketing of game by 5 sporting estates to single processor/dealer.

#### **Opportunities for further contribution to Environment/Economy/Community**

Economic opportunities: Communal shepherding to manage individual flocks to benefit a moor as a whole - could lead to additional rural employment; inclusion of other game as branded product, such as pheasant, partridge, duck, rabbit etc to increase success of marketing venture; increased tourism; increased revenue from grouse shooting.

Environmental opportunities: enhanced landscape from moorland regeneration.

Community opportunities: job creation, training opportunities for farmers.

#### **Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Improvement in quality of moorland through 32 conservation agreements protecting 48,000 ha of moorland which contributes to improving sheep and grouse productivity; raises awareness of local environmentally related issues eg. interaction of sheep/grouse/wild birds; in line with UK Government’s Biodiversity Action Plan; marketing of local products with quality assurance standards.

#### **Summary of project**

The project aims to improve sheep and grouse productivity through tick and bracken control and heather restoration. Also supports existing businesses to develop new markets and up-to-date techniques of management.

#### **Benefits to economy**

Improved sheep and grouse productivity through fencing to promote heather restoration; tick control; sheep dipping/handling facilities and creation of water supplies; strengthened moorland economy, including creating the equivalent of 12 full-time jobs, 16 part-time jobs and safeguarding 155 full-time jobs in 120 businesses; indirectly helping viability of associated businesses benefiting from a more buoyant grouse and sheep economy; access track improvements; shooting butt improvements; development of new markets for sheep and grouse.

#### **Benefits to Environment**

Better conservation of heather moorland and associated upland habitats and species environmental and ecological data collection; bracken control; heather management; moorland restoration; protecting moorland habitats and species; improvement in quality of moorland through 32 conservation agreements protecting 48,000 ha of moorland

#### **Benefits to Community**

Job creation, increased game shooting opportunities, enhanced local landscape.

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills					✓	
The characteristic built environment				✓		
Using popular images of North Yorkshire						
Using/capitalising on natural resources						✓
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						✓
Reducing emissions to soil/air/water				✓		
Enhancing/maintaining environmental quality						
Increasing area of/variety within green open space						
Developing brownfield sites						
Developing sites already served by transport networks						
Using 'clean technology' and 'clean products'						
Maintaining local distinctiveness						✓
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use						
Raising awareness of energy saving measures						
Using renewable energy						
Reducing water usage and wastage						
Encouraging/enabling re-use/recycling/composting						
Reducing private transport						
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness					✓	
Enhancing skills generally						
Improving knowledge						✓
Increasing motivation				✓		
Including different social groups						✓
Providing a safe and supportive workplace/environment						
Maintaining local cultural activities						
Creating an effective and equitable organisation						
Providing a service to the local community						
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production						✓
Using local products for inputs					✓	
Contributing to local income						✓
Creating local employment						✓
Supporting unpaid work						
Sustaining long term employment						✓
Providing opportunity for innovation/entrepreneurship						✓
Creating links to local industries/enterprises						✓
Generating other jobs/income indirectly						✓
Providing an enterprise which will continue into the future						✓
Producing outputs/products for regional export					✓	
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						✓
Supporting plans aimed at improving economy/social conditions					✓	
Encouraging innovation in 'green' products, processes or services			✓			
Improving infrastructure						
Spatial planning which reduces environmental impact						
Supporting environmentally responsible integrated transport						
Improving support networks						

## Evaluation of: RURAL CHALLENGE

<b>Location</b>	Middleham, North Yorkshire
<b>Start/End dates</b>	Sept. 1995 - Sept. 1998
<b>Funding arrangements</b>	Rural Challenge, ERDF, Richmondshire district Council (lead partner), Middleham Town Council, DTI, N. Yorks, County council, N. Yorks TEC, Askham Bryan College, Middleham Trainers Association

### Description of Project

A range of schemes to develop the area's key industries of racehorse training and tourism.

The bid aimed to regenerate the town through:

- developing the town's main industry of racehorse training
- encouraging tourism
- providing community facilities

Six main aims:

1. securing the future of young people in the local community
2. developing the area's main industry, training of race horses
3. encouraging tourism
4. providing community facilities
5. improving the environment of Middleham
6. dealing with the management of stable waste through a rural recycling scheme

5 key objectives:

1. Young people: creating a positive future
2. Creating new jobs and encouraging enterprise
3. Community development and environmental improvement
4. Waste management through innovative rural recycling
5. Effective partnership, management and implementation

### *Production Activities*

#### **Main inputs and their sources:**

Rural Challenge prize	£1 million
private sector	£0.9 million
other public sector	£0.9 million
Total value of project	£2.8 million

#### 1. Young people: creating a positive future

Middleham Key Centre

Rural Challenge	£237,978
MKP	£69,358
EU	£372,620
Middleham Trainers Assoc.	£30,000
English Partnerships	£98,000
Total	£807,956

Middleham Key Centre - Course Development

Rural Challenge	£20,000
European Social Fund	£21,510
MAFF	£17,416
NYCC	£2,545 (in kind)
York college	“
Askham Bryan College	“
Darlington college	“

Total	£69,106		
2. Creating new jobs and encouraging enterprise			
Equine training infrastructure:			
Rural Challenge	£144,932		
Objective 5b funding	£159,250		
Middleham Trainers assoc.	£45,000		
other private sector	£44,000		
Total	£393,182		
Low Moor Dedicated walkways			
Rural Challenge	£60,300		
EU	£600		
Middleham Trainers Ass.	£19,340		
Middleham Town council	£1,000		
Objective 5b	£13,500		
Total costs	£94,740		
Tourism Strategy:			
Castle improvements			
Rural challenge	£55,000		
English Heritage	£55,000		
total costs for tourism strategy	£139,170	from a range of sources:	
Rural challenge, Leader II, Middleham Town council, Private Sector			
3. Community development and environmental improvement			
Conservation area enhancement	£306,270	from Rural Challenge	100,000
		ERDF	156,770
		District council	29,500
		Middleham town co.	20,000
Challenge Wood	£11,200	from Rural challenge	7,966
		middleham town co.	1,166
		Croft forestry	1,968
Sportsfield Development	£9,000		
Children's Play Area	£42,000	from rural challenge	24,500
		priv sector	13,500
		middleham town co.	2,000
		District council	2,000
4. Waste management through innovative rural recycling			
Stable Waste recycling	£14,800	From rural challenge	12,800
		private sector	2,000
5. Effective partnership, management and implementation			
Management	£188,000	From rural challenge	68,000
		district council	99,000
		private sector	21,000

**Main outputs (including by-products):**

1. Young people: creating a positive future  
Middleham Key Centre  
200 sq metre new/refurbished business/commercial space

0.63 ha land developed  
4 jobs created  
2 jobs safeguarded  
1 community facility established  
1 community service established

#### Middleham Key Centre - Course Development

##### *Equine skills course:*

People trained obtaining jobs 2  
people provided with educational places 3

##### *Rural skills course:*

people trained obtaining qualifications 8  
people trained obtaining jobs 9  
people provided with ed. Places 2

##### *Business skills course:*

new business starts 8  
existing businesses expanded 44  
businesses advised 22  
training weeks provided on formal courses 10  
people benefiting from other training sessions 202  
people trained obtaining jobs 3  
people benefiting from training 3

#### 2. Creating new jobs and encouraging enterprise

##### *Equine training infrastructure*

business starts 2  
newly built business units 2  
refurbished business units 1  
jobs created 40  
open land improved 202ha

##### *Low Moor dedicated Walkways*

new jobs 5  
built 7.5 km hard surfaced equine walkway

##### *Tourism Strategy:*

new business starts 5  
businesses advised 31  
jobs created 15  
jobs safeguarded 21

castle improvements

Heart of Wensleydale leaflet

Middleham town trail leaflet

Racing breaks initiative

Middleham festival

#### 3. Community development and environmental improvement

Conservation area enhancement

Challenge Wood

Sportsfield Development

Children's Play Area

#### 4. Waste management through innovative rural recycling

Stable Waste recycling

#### 5. Effective partnership, management and implementation

Management

**Destination of Outputs**

Focused on Middleham

**Main Processes used in delivery of Outputs**

Teaching courses  
provision of services  
use of local labour

**Distribution of product(s) (transportation and destinations)**

focused on Middleham

**Marketing of Product (style and local identity)**

Tourism strategy developed leaflets and guides for the town and area

**Opportunities for further contribution to Environment/Economy/Community**

community centre will continue to contribute to the community

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

- stable waste recycling project did not really get going and was terminated.

**Summary of project**

**Benefits to economy**

- job creation
- jobs safeguarded
- equine training infrastructure will make the local industry more viable

**Benefits to Environment**

- creation of a community woodland

**Benefits to Community**

- new community centre
- sporting facilities improved
- children's play are built





## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills					*	
The characteristic built environment		*				
Using popular images of North Yorkshire			*			
Using/capitalising on natural resources	*					
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						*
Reducing emissions to soil/air/water	*					
Enhancing/maintaining environmental quality						*
Increasing area of/variety within green open space					*	
Developing brownfield sites					*	
Developing sites already served by transport networks				*		
Using 'clean technology' and 'clean products'				*		
Maintaining local distinctiveness					*	
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use			*			
Raising awareness of energy saving measures			*			
Using renewable energy			*			
Reducing water usage and wastage			*			
Encouraging/enabling re-use/recycling/composting				*		
Reducing use of non-renewable resources			*			
Reducing private transport				*		
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness						*
Enhancing skills generally						*
Improving knowledge						*
Increasing motivation						*
Including different social groups						*
Providing a safe and supportive workplace/environment						*
Maintaining local cultural activities						*
Creating an effective and equitable organisation						*
Providing a service to the local community						*
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production			*			
Using local products for inputs				*		
Contributing to local income				*		
Creating local employment					*	
Supporting unpaid work				*		
Sustaining long term employment					*	
Providing opportunity for innovation/entrepreneurship					*	
Creating links to local industries/enterprises					*	
Generating other jobs/income indirectly					*	
Providing an enterprise which will continue into the future						*
Producing outputs/products for regional export					*	
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)				*		
Supporting plans aimed at improving economy/social conditions					*	
Encouraging innovation in 'green' products, processes or services				*		
Improving infrastructure				*		
Spatial planning which reduces environmental impact				*		
Supporting environmentally responsible integrated transport			*			
Improving support networks					*	

## Evaluation of: THE WHITBY PARTY SEA ANGLING ENTERPRISE

<b>Location</b>	Whitby Harbour
<b>Start/End dates</b>	06/96 -
<b>Funding arrangements</b>	EU Obj. 5b

### Description of Project

Support to the Party Sea Angling Association to promote a party sea angling marketing and selling programme. Provision of grants to individual owners/skippers to bring vessels to the required standard to carry anglers.

### *Production Activities*

#### **Main inputs and their sources:**

Finance from EU Objective 5b  
Local skippers, fishing vessels and fishing tackle  
Materials for improving vessels.

#### **Main outputs (including by-products):**

A Party Sea Angling marketing and selling programme; increased number of fishing vessels suitable for party sea angling; increased income for existing owner/skippers, establishment of new party sea angling businesses; enhances the navigation, fishing and marketing skills of owner/skippers and individual skills of crew members; provision of prime angling sites to parties of anglers in the North Sea.

#### **Destination of Outputs**

Owners/skippers of fishing vessels, fuel suppliers, suppliers of fishing tackle, owners of visitor facilities, such as accommodation proprietors, restaurants, retail industries.

#### **Main Processes used in delivery of Outputs**

Grants for improving fishing vessels to required standard; the identification of prime fishing grounds and the ability to reach them in minimum time and the greatest comfort; marketing of Party Sea Angling trips.

#### **Distribution of product(s) (transportation and destinations)**

Fish catches are distributed throughout the UK.

#### **Marketing of Product (style and local identity)**

Reinforcing the fishing "image" of Whitby.

#### **Opportunities for further contribution to Environment/Economy/Community**

Economic opportunities: a continued growth in demand for sea angling will provide an opportunity for more business; provision of larger boats capable of providing multi-day fishing trips; better on-shore facilities for families.

#### **Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

This method of fishing is highly selective and is less damaging to fish stock than other fishing methods. The Party Sea Angling promotion reinforces the fishing "image" of Whitby.  
Increased traffic generation from visitors

#### **Summary of project**

The project supports the development and marketing and of Party Sea Angling in Whitby. Provides financial support to the Party Sea Angling Association and grants to individual owners/skippers to bring vessels to the required standard to carry anglers.

**Benefits to economy**

It is estimated that the Party Sea Angling contributes about £2 million to the local economy  
Provides direct income to owner/skippers of fishing vessels and indirect income to suppliers  
Attracts more visitors and increases visitor expenditure.

**Benefits to Environment**

This method of fishing is highly selective and is less damaging to fish stock than other fishing methods

**Benefits to Community**

Local communities benefit from an increase in visitors to Whitby

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills						✓
The characteristic built environment						
Using popular images of North Yorkshire					✓	
Using/capitalising on natural resources						✓
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						✓
Reducing emissions to soil/air/water						
Enhancing/maintaining environmental quality						
Increasing area of/variety within green open space						
Developing brownfield sites						
Developing sites already served by transport networks						
Using 'clean technology' and 'clean products'						
Maintaining local distinctiveness						
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use						
Raising awareness of energy saving measures						
Using renewable energy						
Reducing water usage and wastage						
Encouraging/enabling re-use/recycling/composting						
Reducing private transport						
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness						
Enhancing skills generally						✓
Improving knowledge					✓	
Increasing motivation						✓
Including different social groups						✓
Providing a safe and supportive workplace/environment						✓
Maintaining local cultural activities						
Creating an effective and equitable organisation						
Providing a service to the local community						
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production						
Using local products for inputs						✓
Contributing to local income						✓
Creating local employment						✓
Supporting unpaid work						
Sustaining long term employment						✓
Providing opportunity for innovation/entrepreneurship						✓
Creating links to local industries/enterprises						✓
Generating other jobs/income indirectly						✓
Providing an enterprise which will continue into the future						✓
Producing outputs/products for regional export						✓
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						
Supporting plans aimed at improving economy/social conditions						✓
Encouraging innovation in 'green' products, processes or services						
Improving infrastructure						
Spatial planning which reduces environmental impact						
Supporting environmentally responsible integrated transport						
Improving support networks						✓

**Evaluation of: HELLIFIELD AND RAILWAY CORRIDOR BUSINESS SUPPORT AT HELLIFIELD HERITAGE CENTRE**

<b>Location</b>	Hellifield and surrounding communities
<b>Start/End dates</b>	01/96 - 3/99
<b>Funding arrangements</b>	EU (ERDF), Settle-Carlisle Railway Development Co., County Council, District Council, private sector

**Description of Project**

Creation of a strategic and focal point for business and business development at Hellifield station, through the provision and improvement of productive and support infrastructure

*Production Activities*

**Main inputs and their sources:**

Finance from EU (ERDF), Settle-Carlisle Railway Development Co. (contributions from County and District Councils, and private sector)  
 Labour: builders, engineers, trainers  
 Unused railway station  
 Building materials, engineering and craft equipment

**Main outputs (including by-products):**

Economic development and diversification; 170 sq m of new engineering workshop, craft workshops and business units; 12 permanent and 4 temporary jobs created and 20 jobs safeguarded.; 10 construction jobs created on site during project; 5 specialist engineering jobs created during Phase I; 50 SME's assisted; 1 technology transfer; 2 ha of land visually improved; creation of a lake; increased rail travel.

**Destination of Outputs**

Local community; engineering and craft businesses; tourists/visitors to area; engineering and craft products to areas throughout UK.

**Main Processes used in delivery of Outputs**

Development of unused station buildings; training facilities; advice provision and counselling; information on access to grants.

**Distribution of product(s) (transportation and destinations)**

Rail transport on Settle-Carlisle railway; purchasers of products; tourists/visitors to Yorkshire

**Marketing of Product (style and local identity)**

Local and regional press; specialist rail press; on-site hoardings to inform locals and visitors

**Opportunities for further contribution to Environment/Economy/Community**

Economic opportunities: further development of site for commercial activities, provision of facilities on site to attract tourists using the railway.  
 Environmental opportunities: further landscaping of site  
 Community opportunities: use of buildings on site for community meetings/events

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Links to other Obj. 5b funded projects – Appleby Heritage Centre and Settle-Carlisle Country Promotions; Refurbishment of existing premises; encouraging greater use of public transport; Rural office/workshop location for local people will reduce car travel.

## **Summary of project**

The project will build new engineering and craft workshops and business units in unused station buildings. There will also be improvements to the local environment, including the construction of a lake. The facilities will provide training, encourage enterprise and improve access and communications for local businesses. It will provide a pleasurable location in which to work which will attract high skill/technology based businesses into the area.

### **Benefits to economy**

Economic development and diversification; 170 sq m of new engineering workshop, craft workshops and business units; 12 permanent and 4 temporary jobs created and 20 jobs safeguarded.; 10 construction jobs created on site during project; 5 specialist engineering jobs created during Phase I; 50 SME's assisted; 1 technology transfer; increased local expenditure by new businesses.

### **Benefits to Environment**

Creation of a lake; landscape enhancement; increased rail travel.

### **Benefits to Community**

Development of disused buildings; job creation; higher skill levels for local population

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills					✓	
The characteristic built environment						✓
Using popular images of North Yorkshire					✓	
Using/capitalising on natural resources				✓		
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets					✓	
Reducing emissions to soil/air/water					✓	
Enhancing/maintaining environmental quality						✓
Increasing area of/variety within green open space				✓		
Developing brownfield sites						✓
Developing sites already served by transport networks						✓
Using 'clean technology' and 'clean products'				✓		
Maintaining local distinctiveness				✓		
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use						
Raising awareness of energy saving measures						
Using renewable energy						
Reducing water usage and wastage						
Encouraging/enabling re-use/recycling/composting						
Reducing private transport					✓	
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness						
Enhancing skills generally						✓
Improving knowledge						✓
Increasing motivation					✓	
Including different social groups						
Providing a safe and supportive workplace/environment						✓
Maintaining local cultural activities						
Creating an effective and equitable organisation						
Providing a service to the local community				✓		
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production					✓	
Using local products for inputs					✓	
Contributing to local income						✓
Creating local employment						✓
Supporting unpaid work						
Sustaining long term employment					✓	
Providing opportunity for innovation/entrepreneurship						✓
Creating links to local industries/enterprises						
Generating other jobs/income indirectly					✓	
Providing an enterprise which will continue into the future						✓
Producing outputs/products for regional export				✓		
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						
Supporting plans aimed at improving economy/social conditions					✓	
Encouraging innovation in 'green' products, processes or services						
Improving infrastructure						
Spatial planning which reduces environmental impact					✓	
Supporting environmentally responsible integrated transport						✓
Improving support networks						✓

## Evaluation of: **THREE PEAKS PROJECT**

<b>Location</b>	Three Peaks Area of Yorkshire Dales National Park
<b>Start/End dates</b>	
<b>Funding arrangements</b>	EU (ERDF) Obj. 5b & Yorkshire Dales National Park Authority

### **Description of Project**

A five year project to develop a sustainable network of public footpaths in the Three Peaks area of the Yorkshire Dales National Park. The project will involve partnership working with landowners and English Nature to enhance and protect the area from visitor pressure with a minimum impact on the fragile surrounding environment.

### *Production Activities*

#### **Main inputs and their sources:**

Finance: EU (ERDF), Yorkshire Dales National Park and Lottery Sports Fund.

Labour: Employs 2 full-time National Park staff and local contractors; participation of wide number of social groups including parish councils, landowners, farmers, schools, volunteers, armed forces  
Use of appropriate restoration techniques in sympathy with surroundings; nearly all materials supplied locally.

Partnership working between National Park, farmers and English Nature.

#### **Main outputs (including by-products):**

Footpath restoration; safe and sustainable path surfaces; protection and restoration of habitats surrounding paths; sustainable network of access routes; promoting environmental awareness; reducing impact of visitors; 7 ha of land visually improved; 5-8 ha habitats protected; 8.1 km of sustainable footpath and bridleways provided; 2 jobs safeguarded and 350-400 person days created through contracts; increase in area of land available for livestock grazing indirectly increasing landowners income; increased visitor enjoyment; promotion of techniques and experiences to countryside managers and schools nationally; provision of creative remedies to difficult solutions.

#### **Destination of Outputs**

Tourists using footpaths, landowners, local contractors, local communities

#### **Main Processes used in delivery of Outputs**

Partnership working with landowners and English Nature; distribution of fact sheet on restoration techniques; major restoration works to fragile habitats eg. re-seeding, drainage, subsoiling, flagging.

#### **Distribution of product(s) (transportation and destinations)**

Tourists, visitors to Yorkshire Dales, projects and schools receiving information on restoration techniques, agricultural community, participants of Three Peaks race.

#### **Marketing of Product (style and local identity)**

Press releases, on site publicity through temporary signage; distribution of leaflets on restoration techniques.

#### **Opportunities for further contribution to Environment/Economy/Community**

Economic opportunities: Continue to raise the level of skills of contractors enabling them to compete for a wider range of opportunities; continue to employ local contractors and local suppliers in line with financial regulations; further use of locals in maintenance programmes, for example local farmers, landowners; increased opportunities for recreation increasing visitor expenditure in local economy.

Environmental opportunities: further work required on the Three Peaks public rights of way network to continue to protect habitats and restore eroded vegetation; encouraging farmers, landowners and other interested parties to play a role in the maintenance of restored areas; introduction of pay back scheme to encourage visitors/locals to financially contribute to the enhancement of the area.

Community opportunities: increased recreational opportunities; job creation.



**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Improvements to footpaths provides more recreational opportunities and attracts more visitors to the area. Increasing local tourism will increase visitor expenditure in the local economy.

**Summary of project**

Improvements to the footpaths and adjacent areas which directly improves the environment and protects it from further damage through erosion. The work is labour intensive safeguarding job within the National Park Authority and through use of local contractors. In addition, a well maintained and managed footpath provides increased opportunities for recreation in the area.

**Benefits to economy**

2 jobs safeguarded and 350-400 person days created through contracts;  
Increased visitor expenditure in the local economy

**Benefits to Environment**

7 ha of land visually improved; 5-8 ha habitats protected; promoting environmental awareness;  
reducing impact of visitors;

**Benefits to Community**

Creating a sustainable network of access routes; job creation;

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills					✓	
The characteristic built environment					✓	
Using popular images of North Yorkshire					✓	
Using/capitalising on natural resources					✓	
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						✓
Reducing emissions to soil/air/water						
Enhancing/maintaining environmental quality					✓	
Increasing area of/variety within green open space						
Developing brownfield sites						
Developing sites already served by transport networks						
Using 'clean technology' and 'clean products'					✓	
Maintaining local distinctiveness						✓
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use						
Raising awareness of energy saving measures						
Using renewable energy						
Reducing water usage and wastage						
Encouraging/enabling re-use/recycling/composting						
Reducing use of non-renewable resources and materials					✓	
Reducing private transport				✓		
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness					✓	
Enhancing skills generally					✓	
Improving knowledge					✓	
Increasing motivation					✓	
Including different social groups				✓		
Providing a safe and supportive workplace/environment					✓	
Maintaining local cultural activities				✓		
Creating an effective and equitable organisation					✓	
Providing a service to the local community					✓	
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production				✓		
Using local products for inputs					✓	
Contributing to local income					✓	
Creating local employment					✓	
Supporting unpaid work				✓		
Sustaining long term employment				✓		
Providing opportunity for innovation/entrepreneurship				✓		
Creating links to local industries/enterprises					✓	
Generating other jobs/income indirectly				✓		
Providing an enterprise which will continue into the future					✓	
Producing outputs/products for regional export			✓			
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						✓
Supporting plans aimed at improving economy/social conditions				✓		
Encouraging innovation in 'green' products, processes or services					✓	
Improving infrastructure						
Spatial planning which reduces environmental impact						
Supporting environmentally responsible integrated transport						
Improving support networks				✓		

**Evaluation of: WENSLEYDALE CREAMERY - HAWES (Hand crafted traditional cheese)**

<b>Location</b>	Hawes
<b>Start/End dates</b>	Making Cheese in the Hawes Creamery since 1953
<b>Funding arrangements</b>	?

**Description of Project**

The only dairy in Wensleydale still producing Real Wensleydale Cheese. At the creamery visitor centre you can learn about Wallace and Gromitts favourite snack, follow the history of Wensleydale cheesemaking in the museum, watch real Wensleydale cheese being made in the dairy from the Viewing Gallery. There is a specialist Cheese Shop and a Buttery Restaurant.

*Production Activities*

**Main inputs and their sources:**

Farm milk (6,000 gallons a day) - source unknown - probably local  
Labour - creamery, shop, museum, restaurant - local specialist skills used in cheesemaking process.

**Main outputs (including by-products):**

Cheese - 3 tonnes a day - most Wensleydale as well as some mature cheese and oak smoked fruit varieties.  
Cheese museum  
Cheese Shop  
Viewing gallery  
Restaurant

**Destination of Outputs**

Local, regional, national and international retail outlets  
On site shop/restaurant

**Main Processes used in delivery of Outputs**

Creamery - local skills  
Marketing

**Distribution of product(s) (transportation and destinations)**

No information on how cheese is transported

**Marketing of Product (style and local identity)**

Very strong Yorkshire identity  
Plays in the fact that Wensleydale Cheese has been made in Yorkshire Since iron age times.

**Opportunities for further contribution to Environment/Economy/Community**

Milk probably comes from local farms but maybe more could be done to source it locally.

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

**Summary of project**

**Benefits to economy**

Successful added value products (cheese, shop, museum etc.)

Supporting local farms (milk supply)

Using specialist local skills

**Benefits to Environment**

Sustaining local dairy herds

**Benefits to Community**

Appears to be great sense of pride and unity amongst workers and people associated with Wensleydale Cheese. Battle to save the creamery in Wensleydale in 1992 from transfer to Lancashire(!) united ex-managers, the workforce and community in a fight to persuade Dairy Crest (the owners) to sell the factory to them.

Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills						X
The characteristic built environment				X		
Using popular images of North Yorkshire						X
Using/capitalising on natural resources						X
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						
Reducing emissions to soil/air/water						
Enhancing/maintaining environmental quality						
Increasing area of/variety within green open space						
Developing brownfield sites						
Developing sites already served by transport networks						
Using 'clean technology' and 'clean products'					X	
Maintaining local distinctiveness						
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use						
Raising awareness of energy saving measures						
Using renewable energy						
Reducing water usage and wastage						
Encouraging/enabling re-use/recycling/composting						
Reducing private transport						
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness				X		
Enhancing skills generally				X		
Improving knowledge				X		
Increasing motivation					X	
Including different social groups				X		
Providing a safe and supportive workplace/environment				X		
Maintaining local cultural activities						X
Creating an effective and equitable organisation						
Providing a service to the local community						
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production				X		
Using local products for inputs					X	
Contributing to local income						X
Creating local employment						X
Supporting unpaid work						
Sustaining long term employment						X
Providing opportunity for innovation/entrepreneurship						
Creating links to local industries/enterprises					X	
Generating other jobs/income indirectly					X	
Providing an enterprise which will continue into the future					X	
Producing outputs/products for regional export						X
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)					X	
Supporting plans aimed at improving economy/social conditions						
Encouraging innovation in 'green' products, processes or services						
Improving infrastructure						

Spatial planning which reduces environmental impact						
Supporting environmentally responsible integrated transport						
Improving support networks						

## Evaluation of: WHITBY BEACON REGENERATION

<b>Location</b>	Objective 5b area of North and East Yorkshire
<b>Start/End dates</b>	97 – 01
<b>Funding arrangements</b>	EU (ERDF), National Heritage Lottery Fund, English Heritage, Scarborough Borough Council, North Yorkshire County Council, private sector.

### Description of Project

The fabric of the built environment in Whitby is deteriorating. The project will re-invest in the built environment, thereby improving the attractiveness of the area for visitor, enhancing quality of life for local residents and generally improving the economic well being of the area. Industrial sites will be targeted, particularly to improve the attractiveness of vacant sites and undeveloped land to secure new inward investment. Industrialist will be encouraged to enhance signing and landscaping in their own sites. Public investment will act as a catalyst, stimulating private investment in buildings and commercial premises thereby enhancing the local environment.

### *Production Activities*

#### **Main inputs and their sources:**

Finance: EU (ERDF), National Heritage Lottery Fund, English Heritage, Scarborough Borough Council, North Yorkshire County Council, private sector.  
Labour: construction workers; architects,  
Construction materials

#### **Main outputs (including by-products):**

Economic: improving attractiveness of area and thereby increasing visitor numbers and expenditure in Whitby; public investment will act as a catalyst stimulating private investment in buildings and commercial premises. Improve attractiveness of vacant buildings and undeveloped land to secure new inward investment. 17 temporary jobs during project life.  
Environment: the project represents an environmental improvement scheme which will include streetscape improvements and landscaping of visitor gateways and the business park. Attractiveness of vacant sites will be enhanced. 18 ha of land improved; 0,0025 hectares of improvements to town  
Community: improvements will enhance the quality of life for local residents and enhance civic pride 0.14 km of footpath developed or improved.

#### **Destination of Outputs**

Local business and local community

#### **Main Processes used in delivery of Outputs**

Development of vacant sites and increasing attractiveness of unused land

#### **Distribution of product(s) (transportation and destinations)**

Local and overseas visitors, businesses

#### **Marketing of Product (style and local identity)**

The project will be publicised in the local press and during construction via an on-site board.

#### **Opportunities for further contribution to Environment/Economy/Community**

Economic: improved marketing of Whitby as a visitor destination and centre for religious education

#### **Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Complimentary to other 5b projects in Whitby and surrounding area – Esk Valley Rail Partnership, Brigantia, Business Development Fund, Whitby Tourism Renewal Scheme and Whitby Volunteer

### **Summary of project**

The fabric of the built environment in Whitby is deteriorating. The project will re-invest in the built environment, thereby improving the attractiveness of the area for visitor, enhancing quality of life for local residents and generally improving the economic well being of the area. Industrial sites will be targeted, particularly to improve the attractiveness of vacant sites and undeveloped land to secure new inward investment. Industrialist will be encouraged to enhance signing and landscaping in their own sites. Public investment will act as a catalyst, stimulating private investment in buildings and commercial premises thereby enhancing the local environment.

### **Benefits to economy**

Improving attractiveness of area and thereby increasing visitor numbers and expenditure in Whitby; Public investment will act as a catalyst stimulating private investment in buildings and commercial premises. Improve attractiveness of vacant buildings and undeveloped land to secure new inward investment. 17 temporary jobs during project life.

### **Benefits to Environment**

The project represents an environmental improvement scheme which will include streetscape improvements and landscaping of visitor gateways and the business park. Attractiveness of vacant sites will be enhanced. 18 ha of land improved; 0,0025 hectares of improvements to town

### **Benefits to Community**

Improvements will enhance the quality of life for local residents and enhance civic pride  
0.14 km of footpath developed or improved



## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills				✓		
The characteristic built environment						✓
Using popular images of North Yorkshire						✓
Using/capitalising on natural resources						✓
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						✓
Reducing emissions to soil/air/water	✓					
Enhancing/maintaining environmental quality						✓
Increasing area of/variety within green open space						✓
Developing brownfield sites	✓					
Developing sites already served by transport networks				✓		
Using 'clean technology' and 'clean products'				✓		
Maintaining local distinctiveness						✓
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use	✓					
Raising awareness of energy saving measures	✓					
Using renewable energy				✓		
Reducing water usage and wastage	✓					
Encouraging/enabling re-use/recycling/composting	✓					
Reducing use of non-renewable resource and materials				✓		
Reducing private transport					✓	
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness						✓
Enhancing skills generally					✓	
Improving knowledge						✓
Increasing motivation					✓	
Including different social groups					✓	
Providing a safe and supportive workplace/environment					✓	
Maintaining local cultural activities						✓
Creating an effective and equitable organisation				✓		
Providing a service to the local community					✓	
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production			✓			
Using local products for inputs				✓		
Contributing to local income						✓
Creating local employment						✓
Supporting unpaid work				✓		
Sustaining long term employment						✓
Providing opportunity for innovation/entrepreneurship			✓			
Creating links to local industries/enterprises					✓	
Generating other jobs/income indirectly						✓
Providing an enterprise which will continue into the future						✓
Producing outputs/products for regional export						✓
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						✓
Supporting plans aimed at improving economy/social conditions						✓
Encouraging innovation in 'green' products, processes or services				✓		
Improving infrastructure						✓
Spatial planning which reduces environmental impact						✓
Supporting environmentally responsible integrated transport						✓
Improving support networks				✓		

## Evaluation of: YORKSHIRE DALES JOINT PROMOTIONS INITIATIVE

<b>Location</b>	The Wider Yorkshire Dales
<b>Start/End dates</b>	06/96 - 03/99
<b>Funding arrangements</b>	EU (ERDF), Rural Development Commission, partners & private sectors

### Description of Project

The project aims to promote the Yorkshire Dales as a single entity, in order to generate more income for existing tourism businesses through a range of activities and promotions compatible with the environmental concerns.

### *Production Activities*

#### **Main inputs and their sources:**

Finance: EU (ERDF), Rural Development Commission in Year 1, LA partners and income from private sector via advertising revenue

Partner organisations: District Councils, Borough Council, Yorkshire Dales National Park and Yorkshire Tourist board.

Yorkshire Dales built environment and landscape quality key to attracting visitors to area

#### **Main outputs (including by-products):**

Create a new image and branding for Yorkshire Dales for its long term benefit; Increase number and length of stay by visitors; increasing tourism demand for accommodation and attraction; Creation of 74 new permanent jobs, 59,000 new visitors and 181,000 new tourist days; supporting volunteer jobs at information centres and attractions; create a demand for entrepreneurial businesses through a stronger tourism industry. production of "Yorkshire Dales Official Holiday Guide; create a demand for accommodation; encourage the use of public transport; Environmental impact analysis; Establish an accommodation database; attendance at European and national travel shows.

#### **Destination of Outputs**

Local communities throughout the marketing area ie. Yorkshire Dales, accommodation proprietors, tourist attractions, visitors/tourists to area

#### **Main Processes used in delivery of Outputs**

Promotion of environmental awareness through a Yorkshire Dales Official Holiday Guide with series of cartoons to transmit environmental message; regular newsletters improve awareness of expectations of visitors, knowledge of marketing and quality requirements; regular communications with proprietors of accommodation to explain activities of YOJPI.; brochures; themed marketing leaflets; attendance at exhibitions.

#### **Distribution of product(s) (transportation and destinations)**

Individual guides sent by post, local businesses, accommodation proprietors

#### **Marketing of Product (style and local identity)**

The Yorkshire Dales brand is being developed. The strap line "naturally a better place" is used. Main brand characteristics include, peace and quiet, high landscape value and a genuine Yorkshire experience.

#### **Opportunities for further contribution to Environment/Economy/Community**

Economic opportunities: visitor pay back schemes will be explored; development of an internet site and greater use of information technology/electronic mail etc.

Environmental opportunities: development of a strategic role in the promotion and provision of an integrated transport system; further encouragement of cycling with development of designated cycle routes which could be "packaged" to visitors including accommodation.

Community opportunities: create and maintain jobs through increased demand for facilities from visitors. Creating of strong sense of local identity.

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Project adds value to existing tourism-related projects funded by EU across Yorkshire Dales

**Summary of project**

The project provides an opportunity to encourage and support the further development of the tourism industry and strengthen its contribution to the economy of the Yorkshire Dales.

**Benefits to economy**

Increase number and length of stay by visitors; increase tourism demand for accommodation and attraction; Creation of 74 new permanent jobs, 59,000 new visitors and 181,000 new tourist days; create a demand for entrepreneurial businesses through a stronger tourism industry.

**Benefits to Environment**

Create greater understanding of environment; encouraging use of public transport; conducting environmental impact analysis

**Benefits to Community**

Creating an understanding of importance of conserving local communities eg. shopping locally in village store and farm shops, purchasing locally-made products, using local bus and train services

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills						✓
The characteristic built environment						✓
Using popular images of North Yorkshire						✓
Using/capitalising on natural resources						✓
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets				✓		
Reducing emissions to soil/air/water				✓		
Enhancing/maintaining environmental quality				✓		
Increasing area of/variety within green open space	✓					
Developing brownfield sites	✓					
Developing sites already served by transport networks				✓		
Using 'clean technology' and 'clean products'	✓					
Maintaining local distinctiveness					✓	
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use				✓		
Raising awareness of energy saving measures				✓		
Using renewable energy				✓		
Reducing water usage and wastage				✓		
Encouraging/enabling re-use/recycling/composting	✓					
Reducing use of non-renewable resources and materials		✓				
Reducing private transport					✓	
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness					✓	
Enhancing skills generally				✓		
Improving knowledge					✓	
Increasing motivation					✓	
Including different social groups				✓		
Providing a safe and supportive workplace/environment				✓		
Maintaining local cultural activities						✓
Creating an effective and equitable organisation					✓	
Providing a service to the local community						✓
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production						✓
Using local products for inputs						✓
Contributing to local income						✓
Creating local employment						✓
Supporting unpaid work					✓	
Sustaining long term employment						✓
Providing opportunity for innovation/entrepreneurship					✓	
Creating links to local industries/enterprises						✓
Generating other jobs/income indirectly						✓
Providing an enterprise which will continue into the future						✓
Producing outputs/products for regional export				✓		
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)				✓		
Supporting plans aimed at improving economy/social conditions						✓
Encouraging innovation in 'green' products, processes or services				✓		
Improving infrastructure				✓		
Spatial planning which reduces environmental impact	✓					
Supporting environmentally responsible integrated transport					✓	
Improving support networks				✓		

## Evaluation of: YORKSHIRE PANTRY (Promotion of Yorkshire Food and Drink)

<b>Location</b>	Objective 5b area of North and East Yorkshire
<b>Start/End dates</b>	01/98 - 01/01
<b>Funding arrangements</b>	EAGGF, ERDF, MAFF

### Description of Project

Three year programme of promotional activity for the food and drink industry in the Objective 5 b area. The objective will be to increase awareness and interest in regional food and drink products and to widen the availability of such products by encouraging retail and catering outlets to stock and sell locally produced added value products. By involving the trade and consumer in promotional and incentive schemes the project will increase opportunities for SMEs.

### *Production Activities*

#### Main inputs and their sources:

Public funding - £204k  
 Project Officer  
 Publicity materials  
 Food and drink businesses in the 5b area

#### Main outputs (including by-products):

A network of cooperating businesses  
 Create new sales opportunities  
 Promote farm shops, public houses, village stores as focus points for the sale of regionally produced food.  
 Create new retail and catering outlets  
 Involve multiples in regional food promotions  
 Develop Yorkshire Pantry identity as a vehicle for selling regional food and drink across the country.  
 Building a substantial publicity campaign - providing participating outlets with a starter pack of point of sale merchandising to support sales.  
 Create new employment opportunities  
 Link food and drink with tourism across the county  
 Stage a major food exhibition  
 Production of trade buyers guide  
 Preparation of tourist map

#### Destination of Outputs

Food and drink SMEs across the 5b area  
 Tourist markets  
 Local, regional, national and international markets both consumer and trade  
 Retail outlets including pubs, village shops and large multiples (supermarkets)  
 Trade exhibitions

#### Main Processes used in delivery of Outputs

Resources of Project Officer and clerical support

#### Distribution of product(s) (transportation and destinations)

Publicity materials (brochures, guides, maps etc..) within retail outlets, Tourist Information centres  
 Exhibitions  
 Directly targeting potential members within the 5b area and potential buyers and retail outlets locally and nationally

#### Marketing of Product (style and local identity)

Development of Yorkshire Pantry identity as a vehicle for selling regional food and drink across the country.  
Linking Yorkshire food and drink with tourism within the county.

**Opportunities for further contribution to Environment/Economy/Community**

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

**Summary of project**

**Benefits to economy**

Supporting and promoting the local food and drink industry, supporting local jobs, increasing tourist/visitor spend in the country, increasing the level of exports to other regions and countries.

**Benefits to Environment**

Supporting those activities which may source natural inputs from the local area (Jam, honey etc..) - we do not have details of specific enterprises supported.

As it acts as an umbrella organisation it reduces the need for individual enterprises to market/retail their products which in turn may reduce the need for physical travel, use of telecommunications, individual marketing material (paper), investment in individual retail outlets etc..

**Benefits to Community**

Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills					X	
The characteristic built environment						
Using popular images of North Yorkshire					X	
Using/capitalising on natural resources						
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets				X		
Reducing emissions to soil/air/water						
Enhancing/maintaining environmental quality						
Increasing area of/variety within green open space						
Developing brownfield sites						
Developing sites already served by transport networks						
Using 'clean technology' and 'clean products'						
Maintaining local distinctiveness						X
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use				X		
Raising awareness of energy saving measures						
Using renewable energy						
Reducing water usage and wastage						
Encouraging/enabling re-use/recycling/composting						
Reducing private transport				X		
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness				X		
Enhancing skills generally				X		
Improving knowledge						X
Increasing motivation					X	
Including different social groups						
Providing a safe and supportive workplace/environment						
Maintaining local cultural activities					X	
Creating an effective and equitable organisation						
Providing a service to the local community						
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production					X	
Using local products for inputs					X	
Contributing to local income					X	
Creating local employment					X	
Supporting unpaid work						
Sustaining long term employment					X	
Providing opportunity for innovation/entrepreneurship					X	
Creating links to local industries/enterprises					X	
Generating other jobs/income indirectly						
Providing an enterprise which will continue into the future						
Producing outputs/products for regional export					X	
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)					X	
Supporting plans aimed at improving economy/social conditions						
Encouraging innovation in 'green' products, processes or services						
Improving infrastructure						

Spatial planning which reduces environmental impact					X	
Supporting environmentally responsible integrated transport						
Improving support networks					X	



## Evaluation of: YORWOODS (The Upland Yorkshire Woodland initiative)

<b>Location</b>	Objective 5b area of North and East Yorkshire
<b>Start/End dates</b>	09/97 - 12/97
<b>Funding arrangements</b>	EU (EAGGF) & MAFF

### *Production Activities*

#### **Main inputs and their sources:**

Finance from EU (EAGGF) (30.5%) and MAFF (plus contributions from N Yorks County Council; English Nature; Forestry Authority; North York Moors NP; Yorkshire Dales NP; Timber Growers Association; Forestry Contracting Association; Dales Millennium Trust)

Human: partner organisations and consultants

Woodland/trees

Labour (local skills of farmers, forestry contractors; consultants etc.)

Stone walls around woodland

Promoting a 'Yorwood' brand of woodland products (proposals)

#### **Main outputs (including by-products):**

Woodland enhancement; provision of multi-purpose resource; advice and grant aid; database of woodland resource and practitioners (100% of owners); diversification of business activity; establishment of new markets; establishment of best practice; ecological survey of 1200 ha woodland exemplifying a model of best practice; bring 600 ha woodland into active management; create and safeguard jobs; environmental plans for 50ha woodland; training; plant 200ha new native broadleaved woodland; timber and woodland products; opportunities for recreation (e.g. sport); shelter for livestock; contribution to landscape; biodiversity; fuel; heritage; erosion control.

#### **Destination of Outputs**

Agricultural community in North Yorkshire; woodland owners; woodland advisors; tourists/visitors to North Yorkshire; furniture, musical instrument, toy and marquetry specialists; woodfuel could be burned in systems in rural businesses in the Northern Uplands of Cumbria; woodland products to other areas

#### **Main Processes used in delivery of Outputs**

Targeted workshops; co-ordination of partners' information; development of public/private sector partnerships; exhibitions (e.g. Yorkshire Show); provision of certificated training through development of network of private sector consultants (relating to business training; environmental awareness; awareness of new markets for products - especially in relation to European Single Market); Specific projects to address environmental issues of importance to woodlands in the 5b area; ecological surveying; establishment of machinery ring between groups of woodland owners; extension of existing 'social' country sports; development of farm tourism and recreational opportunities; linking buyers and sellers (e.g. through 'woodline'-type database); grant aid targeted at first time production of woodland produce.

#### **Distribution of product(s) (transportation and destinations)**

Tourists; visitors to Yorkshire; woodland owners; partner organisations; advisory visits;

#### **Marketing of Product (style and local identity)**

co-operative marketing encouraged; 'Yorwoods' personalises the project (your woods) and links it to Yorkshire; general promotion via trade press, in the main local shows, markets etc.

#### **Opportunities for further contribution to Environment/Economy/Community**

Diversification opportunities: woodchips for filtering farm slurry/silage effluent; woven scrub 'hurdles' for coastal erosion control, sheep shelters and snowdrift control; fuelwood; charcoal production;

Value-adding to farm woodland produce by on-site sawmilling and processing; new opportunities for stake production; employment creation; local timber sourced and utilised locally; provision of marketing/business development grants; proposed links to co-operative and supplier groups; wood products can be exported from region;

Contribution to environment: woodlands are a major carbon sink and can be used to filter pollutants, slurry etc.; landscape enhancement; conservation of biodiversity; reduction of energy use through woodfuel which is sustainable and carbon neutral; use of timber to replace plastics, metals etc.

Contribution to community: opportunity for recreation; job creation; education programmes for farmers and training opportunities; training in Health and Safety;

Further opportunities: greater work with timber users in the area to develop businesses, products etc. and diversify incomes, create employment etc. and for ongoing management of woodland (this is only scratching the surface); greater use of woodfuel; opportunity for work with River Regeneration Project.

**Additional Comments (links between environment/economy/community - Strengths/Weaknesses/Opportunities)**

Links to other EAGGF funded projects - Dales and Moors farm Business Support Initiative; introduction of targeted information about markets for woodland products and developments in techniques; in line with UK Government's Biodiversity Action Plan; Yorkshire Dales National Park Plan; generation of new and sustainable long term jobs (20-30 created and 80 safeguarded) for woodland practitioners who will spend money in the 5b region thereby stimulating the economy; woodlands are integrated part of agricultural holdings; strong foundation for future generations to enjoy woodlands in the area; example of best practice for other regions in Europe with potential for transnational links);

## Evaluation

	-3	-2	-1	+1	+2	+3
<b>Extent to which use is made of resources found in North Yorkshire:</b>						
Local skills					v	
The characteristic built environment		v				
Using popular images of North Yorkshire					v	
Using/capitalising on natural resources						v
<b>Extent of contribution towards environmental conservation or enhancement by:</b>						
Directly sustaining/improving environmental assets						v
Reducing emissions to soil/air/water					v	
Enhancing/maintaining environmental quality				v		
Increasing area of/variety within green open space			v			
Developing brownfield sites		v				
Developing sites already served by transport networks	v					
Using 'clean technology' and 'clean products'				v		
Maintaining local distinctiveness				v		
<b>Extent of contribution towards sustainable use of resources by:</b>						
Reducing overall energy use					v	
Raising awareness of energy saving measures	v					
Using renewable energy						v
Reducing water usage and wastage	v					
Encouraging/enabling re-use/recycling/composting	v					
Reducing private transport	v					
<b>Extent of contribution towards benefiting local communities by:</b>						
Promoting environmental awareness					v	
Enhancing skills generally						v
Improving knowledge						v
Increasing motivation						v
Including different social groups	v					
Providing a safe and supportive workplace/environment				v		
Maintaining local cultural activities	v					
Creating an effective and equitable organisation				v		
Providing a service to the local community				v		
<b>Extent of contribution to North Yorkshire Uplands Economy by:</b>						
Meeting local needs through local production						v
Using local products for inputs						v
Contributing to local income						v
Creating local employment						v
Supporting unpaid work		v				
Sustaining long term employment						v
Providing opportunity for innovation/entrepreneurship						v
Creating links to local industries/enterprises				v		
Generating other jobs/income indirectly						v
Providing an enterprise which will continue into the future						v
Producing outputs/products for regional export						v
<b>Extent of contribution towards 'strategic' environmental planning by:</b>						
Supporting environmental plans (local/regional/national/European)						v
Supporting plans aimed at improving economy/social conditions						v
Encouraging innovation in 'green' products, processes or services						
Improving infrastructure						
Spatial planning which reduces environmental impact						
Supporting environmentally responsible integrated transport						
Improving support networks						