

RDPE LEADER

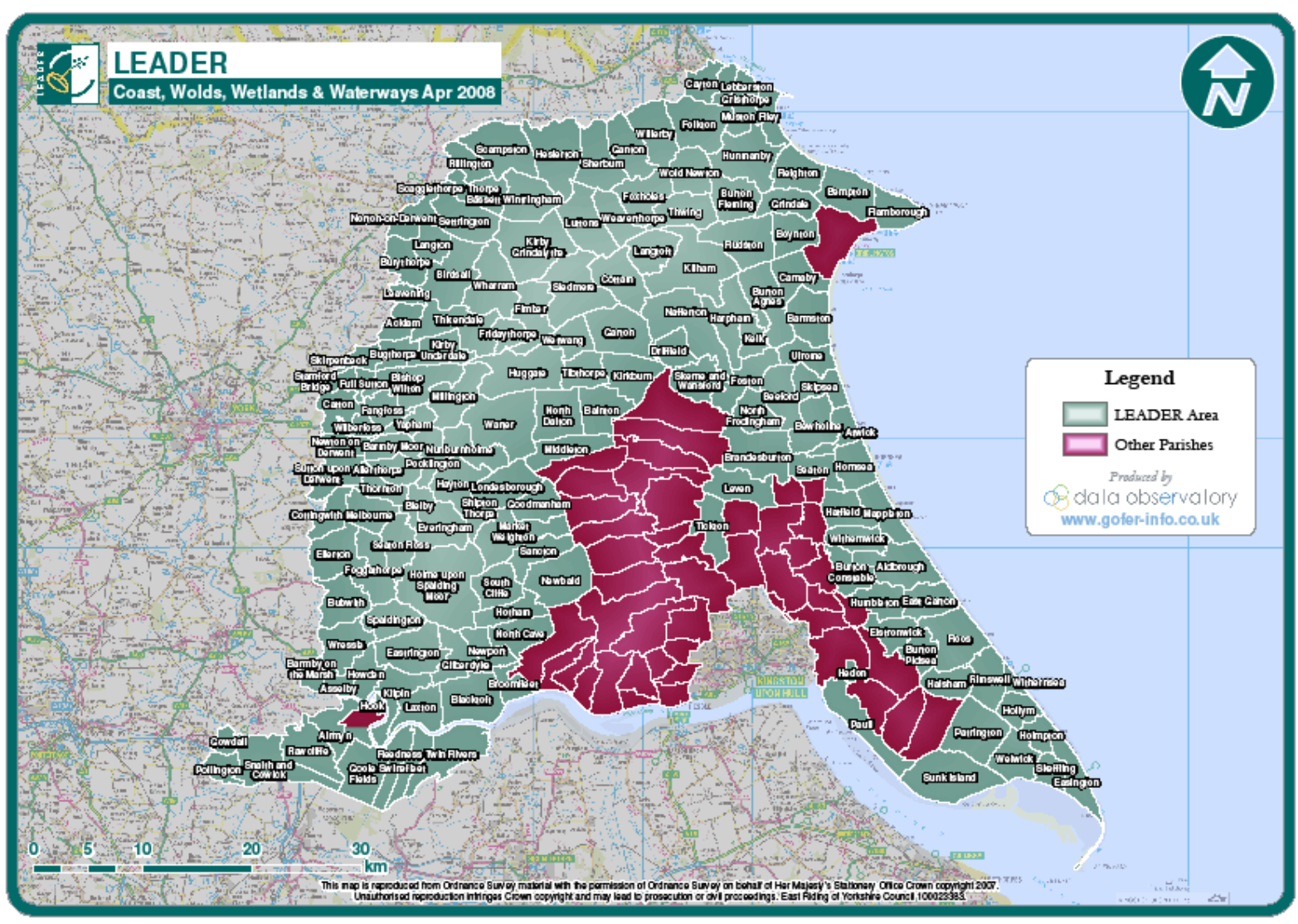
Coast, Wolds, Wetlands & Waterways Programme

Rural Art, Culture & Landscape Local Leader Impact

Dee Mitchell

Local Action Group Co-ordinator

The CWWW Area Map



The CWWW area

- ❖ Mainly large arable holdings
- ❖ Estates with tenant farmers
- ❖ 8 functional market towns
- ❖ Yorkshire Wolds
- ❖ Coast

The CWWW Programme

- ❖ Build on work started in LEADER+
- ❖ Major theme Rural Heritage & Culture
- ❖ Strategic/commissioned
- ❖ Small grants

1. Wander Project

- ❖ Yorkshire Wolds Way National Trail – 79 miles, least walked
- ❖ The project has delivered 10 artists benches with poetry at viewpoints along the way
- ❖ Plus 3 sculptures/art works.
- ❖ The ‘Waves & Time’ as featured on BBC Countryfile. A walkers bus shelter and the Enclosure Rites sculpture. All were done by artists working with the local communities.

10 benches



Prime viewing spots....,



A soothing seat....,

- Each bench is inscribed with poetry created by John Wedgwood Clarke.
- The text has been branded into the wood.



Enclosure Rites

Enclosure Rites - Jony Easterby

Site – Wolds Way Caravan and Camping site, West Farm
near

Wintringham



Waves and Time

The project included the restoration of an old dew pond using traditional methods



Waves and Time

- The inspiration for the design came from the dry valleys and imagining them with water or ice flowing.
- Chris Drury



Outcomes

- ✓ Partnerships with communities and National Trail/VHEY.
- ✓ Greater publicity locally and nationally.
- ✓ Greater awareness & understanding of how national trails attract visitors.
- ✓ Business group formed.
- ✓ Watch this space for next phase – digital app, free wi-fi.....
- ✓ More visitors = Local Business Growth.

2. Nature Tourism

- ❖ Research report into economic benefits of Nature Tourism
- ❖ Collaboration & Cooperation – YWT & Leeds Met, plus 5 other EU partners
- ❖ Partnership developed



Nature Tourism Project

- Marketing
- Working with local businesses
- Developing nature tourism assets
- Sharing/learning with co-operation partners

Love Yorkshire, Love Wildlife



Yorkshire
Wildlife Trust

www.ywt.org.uk



Working with businesses

- Visits and workshops
- Linked to VHEY accommodation guide
- Puffin mark
- Local and co-operation businesses



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Love Yorkshire, Love Wildlife



Yorkshire Wildlife Trust

www.ywt.org.uk



Yorkshire's Nature Triangle



Marketing

- Nature triangle map leaflet
- www.yorkshirenaturetriangle.com (part of VHEY)
- Linked to RSPB, YWT, Yorkshire Water and East Riding marketing
- Co-operation project partner website

Love Yorkshire, Love Wildlife



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Outcomes

- ✓ Investment prospectus produced
- ✓ Nature Tourism included in strategic plans
- ✓ International product development partnership
- ✓ Linked to effective local delivery partnership
- ✓ Significant funding levered into area and more to come

Cont....,

- ✓ Business expansion opportunities – eg safaris
- ✓ New business opportunities- eg Yorkshire Coast Nature
- ✓ A network of quality nature experiences and tourism packages linked to other LEADER funded activities (Local Food, walking/cycling etc).
- ✓ YWT able to diversify and operate at national and international level
- ✓ International recognition

East Riding Artists

1. Network of Artists developed under LEADER+
2. Need for selling & exhibition space
3. Opportunity to link with local hotel/business expansion
4. Training for members to run the venue & exhibition equipment
5. Economic downturn impacted and now used for 'pop-up' exhibitions

Festivals and Events

Malton Racing Stables Open Day

“I sold shares in a couple of racehorses.”

“My current owners travelled up & stayed in Malton Town the night before the event.”

“I also learned a lot more about the retraining of ex-racehorses. What a treat to see in action that there is another vocation for horses that have ended their racing career because of injury or something else”

Tim Fitzgerald, Chairman, Malton & Norton Trainers Association

Filey Food Festival

- *“During the weekend of the 1st Filey Food Festival, we had an excellent weekend – our takings were up more than 50% on sales.”*
 - *“Customers were telling us how much they had enjoyed the varied Food Stalls and cookery demonstrations, some of these customers had not visited Filey before and were pleasantly surprised how lovely the town was – hopefully to return again sometime soon.”*
 - *“This is the sort of event that Filey needs to boost its economy and put money into the town. We look forward to the next Food Festival and seeing more visitors to the Town”*
- Carol Briggs, proprietor, Retail - Handbags and Gladrags – John Street, Filey**

Mind-Map to Evaluate Malton Stables Open Day Outcomes

WORKING TOWARDS SAME GOAL: CELEBRATING THE LOCAL HISTORICAL RACING INDUSTRY
 Promoting in Business and Educating both Visitors and Local People

SOCIAL INTERACTION



Malton Stables 7 and 8th November 2012



Malton Stables 7 and 8th November 2012
 Malton Stables 7 and 8th November 2012



Most people who would enjoy the event and would be looking for the local refreshments including Malton Stables in the city.



We had a number of visitors who stayed at Malton Stables and purchased Malton Stables products in their collecting requirements.



I went along to a couple of refreshments. My friend's owners came up and stayed in Malton the night before. I also learned a lot more about the Malton Stables and the history of the area. It was a very nice day and I had a great time. The Malton Stables and the Malton Stables Association.



If you're a horse lover, you'll enjoy a day at Malton Stables. It's a great day for all the horse lovers in the area. The Malton Stables and the Malton Stables Association.



Malton Stables 7 and 8th November 2012

Malton Stables 7 and 8th November 2012



This day has allowed visitors to get a broader knowledge of the Malton Stables and the local equine industry. It was a great day for all the horse lovers in the area. The Malton Stables and the Malton Stables Association.

Malton Racing Stables Open Day 2012 - LEADER was able to provide targeted support to market, publicise and finally evaluate the impact of this event. This has enabled the group to ensure a sustainable and expanding annual event for the future.



The event increased Malton's local area on a Friday and Saturday of the week. The racing industry has a large sector of the economy and supports a significant number of jobs in the Malton area.



The Malton Stables Open Day was a great success. It was a day for all the horse lovers in the area. The Malton Stables and the Malton Stables Association.



INCREASED SKILLS AND/OR KNOWLEDGE



Actual Economic Benefits

We had a number of visitors who stayed at Malton Stables and purchased Malton Stables products in their collecting requirements.



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Networks

Local Food Network - Grow the market for local food through two key channels – namely “local retail” and “local hospitality”. The project will play a leading role in developing the local retail and local hospitality clusters.

“I believe this project is acting as a vital focus for SME food producers and food outlets and capitalizing on the tourist developments.”

“Local food is a major community force. It brings together all the members of rural villages whether they are retired or work away or local it is one of the few common interests left in our diverse community.”

Graham Ward, LAG chair and DMB rep on local food

The future...

➤ Join an Industrial Heritage project

➤ Thank you

➤ Any questions?