

# Vision for Richmond

Part of the Town Investment Plans programme

Draft Plan



Town Investment Plans

# Introduction

Home to around 8,000 people, the historic market town of Richmond boasts remarkable heritage and natural beauty.

This Town Investment Plan sets out a clear and collaborative vision for Richmond's future. Informed by a review of policy, economic and social data, and shaped through extensive engagement with residents, businesses and stakeholders, the plan identifies a clear set of priorities for the town. This engagement captured views from a wide and diverse audience and is summarised later in this document. A local steering group of elected members, businesses and community organisations played a key role in developing the plan and defining a shortlist of priority projects. This document sets out a vision and framework for investment over the next 10 years. This document will be reviewed and refreshed in approximately 5 years to ensure it remains relevant to the town's needs and the changing political context of the region and nation.

Towards the end of this plan there are a series of investable propositions designed to support sustainable development, celebrate and preserve Richmond's unique character and improve quality of life. As a part of the Town Investment Plan Programme, this document positions Richmond to thrive economically, socially and culturally, while ensuring that the town's distinctive identity is celebrated and preserved for generations to come. This work is supported by David Skaith, Mayor of York and North Yorkshire and receives funding from the York and North Yorkshire Combined Authority.



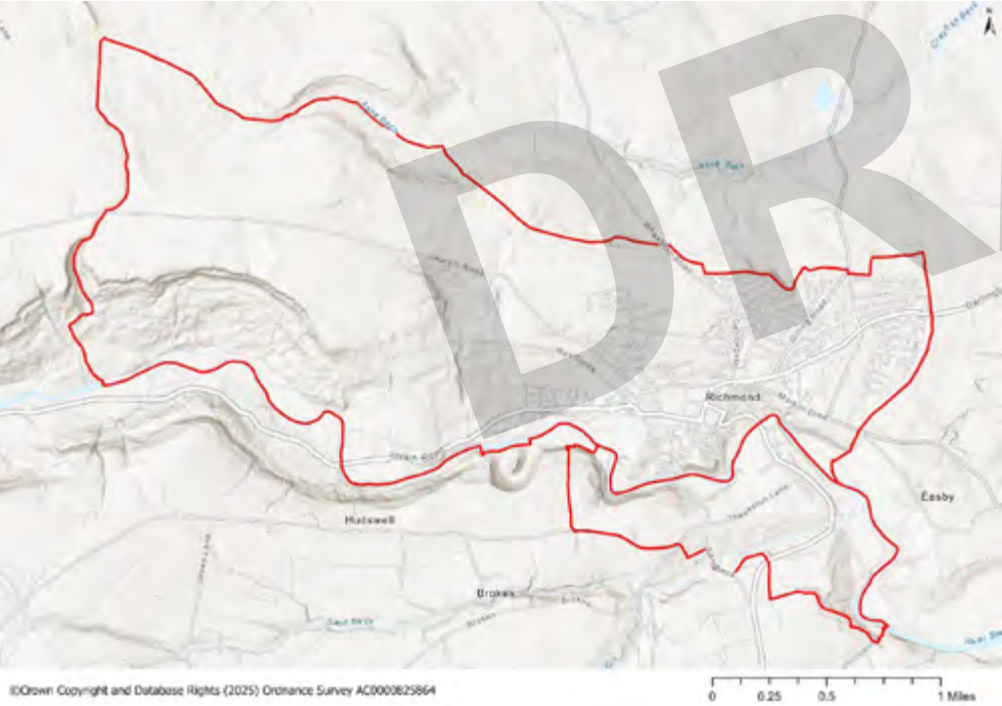
# Current Context

Situated on the edge of the Yorkshire Dales National Park, and on the River Swale, the town serves a geographically diverse rural area, including settlements within and bordering the Yorkshire Dales National Park such as Reeth, Leyburn and Keld. It benefits from easy access to the A1 and to Darlington, which provide links to the East Coast Main Line and Teesside International Airport.

South of Richmond are Catterick Garrison, Catterick village and Colburn. This area features the largest British Army Garrison in the world and has a large veteran community including many Gurkha and Nepalese families. These settlements will benefit from their own plan, and both plans recognise the strong social and economic connection between these settlements and Richmond.

Richmond boasts a rich and storied history. The Castle, set dramatically above the River Swale, is a significant tourism draw. The town is a key part of the Coast-to-Coast walking route and serves as a gateway to the Dales for many walkers and cyclists.

In 2009, the town and its surrounding area were awarded 'Great Town of the Year' by the Academy of Urbanism. Much of the town and its immediate surroundings have been designated as Conservation Areas, preserving and highlighting Richmond's unique character and heritage.



Map of agreed plan boundary including hinterland settlements



# Strategic Context

## National

### **National Planning Policy Framework**

is a statutory national level planning and development guide that highlights the need to ensure the vitality of town centres for local communities. Planning policies and decisions should actively support the role of town centres by embracing a positive approach to their growth, management, and adaptation, allowing them to evolve and flourish over time.

### **Historic England's Future Strategy (2021)**

aims to improve lives by championing heritage through three priorities: Thriving Places - creating vibrant, sustainable historic environments; Connected Communities - celebrating local heritage; and Active Participation - empowering people to care for places.

**Lets Create - Arts Council England Strategy 2020-2030: Cultural Communities.** The strategy highlights how investing in cultural activities, arts organizations, museums, and libraries enhances lives, regenerates neighbourhoods, supports local economies, attracts visitors, and fosters community connections.

## Regional

**The North Yorkshire Council Plan (2024-2028)** includes five key ambitions aligning with the Town Investment Plan Programme. It focuses on supporting small businesses, regenerating town centres, promoting active travel, and enhancing cultural venues, all of which are crucial for Richmond's economy and appeal to visitors.

**The York and North Yorkshire Economic Framework (2024)** outlines economic priorities for the York and North Yorkshire Combined Authority through three main ambitions: transitioning to carbon negative, delivering inclusive economic growth, and increasing opportunities for all in the region.

**The York & North Yorkshire Combined Authority's "Route map to Carbon Negative"** sets out the region's ambitious plan to be net zero carbon by 2035 and carbon negative by 2040. It emphasises collective action with objectives to provide strategic direction, catalyse collaboration, build confidence, harness economic opportunities, and influence government policy. The Routemap to Carbon Negative is being refreshed and it is expected to be updated during 2026.

**The North Yorkshire Council's Economic Growth Strategy (2024-2029)** envisions an innovative, carbon-negative economy driven by its entrepreneurial business base and distinct communities. It focuses on three pillars: enterprise, infrastructure, and people. It aims to enhance town centre vitality through investments in heritage, public spaces, active travel, and cultural events to boost vibrancy and attract visitors.

**North Yorkshire Council's 2024-2034 Destination Management Plan** aims to grow the £4bn visitor economy sustainably, creating jobs and boosting overnight stays. Led by Visit North Yorkshire, it focuses on partnerships, inclusivity, and enhancing experiences while protecting communities and the environment.

**North Yorkshire's Housing Strategy 2024-29** sets the vision to provide good quality, affordable, sustainable homes that meet the needs of all communities. The strategy focuses on preventing homelessness, improving and retrofitting existing homes, and increasing new affordable and council housing in well designed, healthy places.

**Joint Local Health and Wellbeing Strategy 2023-2030** aims for all residents of North Yorkshire to have a fair chance of living a fulfilling life, free from preventable ill health, 'adding years to life and life to years'. Think 'Place' in North Yorkshire, where you live should help you stay well and happy.

**The North Yorkshire Culture Strategy** aims to create a distinctive region where accessible and inclusive culture and heritage is at the heart of improving people's lives. This will be achieved through championing cultural entitlement, ensuring that everyone can partake in cultural activities and ensuring that creativity thrives across North Yorkshire.



## Local

The Richmond Swale Valley Initiative (RSVI) (2003) guides sustainable development in Richmond and the Swale Valley, balancing heritage conservation with tourism and community regeneration. The initiative addresses challenges like economic decline and underutilised tourism. It emphasises protecting heritage, improving access, and maximizing economic and cultural opportunities.

The 2009-2014 Final Framework updates progress, highlighting completed projects and the need for a focus on future industries, sustainability, youth engagement, health, and collaboration. Richmond earned “Beacon Town Status” in 2004 for its heritage-led efforts.

The Richmondshire Local Plan (2012-2028) outlines the vision, objectives, and policies for development in Richmondshire District (excluding the Yorkshire Dales National Park). Richmond, the historic centre, was named “Great Town of the Year” in 2009 but has limited capacity for housing growth, directing most development to Catterick Garrison. Growth in Richmond will be small-scale, focusing on infill and brownfield sites. The plan emphasises protecting over 1,200 historic assets while allowing sustainable development.

The 2023 Richmondshire Vacant Property Feasibility Report (nexusplanning) highlights Richmond’s strong independent retail and leisure scene within an attractive historic environment, although it is car-dominated with limited pedestrian access. Vacancy rates are below the national average. The report suggests capacity for more convenience retail and recommends residential conversions of upper floors, enhancing green infrastructure, improving accessibility, and promoting culture through events, heritage trails, and creative spaces.

Local Area Energy plans, identify common ‘low regret’ suggestions: increasing local renewable energy (solar PV and onshore wind), retrofitting buildings, expanding EV charging, developing heat networks, and installing heat pumps. The Harrogate and Dales Local Area Energy Plan highlighted Richmond’s potential for solar energy due to high non-domestic building density and proximity to large-scale generation, suggesting a local flexible market to alleviate fuel poverty by maximizing local energy use.



# Strengths, Issues and Opportunities

## Key strengths

### Heritage and Culture

Richmond's heritage and culture are key strengths. The Grade 1-listed Norman castle, historic market place, Green Howards Museum, Richmondshire Museum, and Georgian Theatre Royal all share the town's story and shape its unique character.

The town benefits from a wide range of arts, live music, sport and cultural activities including dance studios, choirs, amateur operatic and dramatic activity, orchestral activity, sports clubs and a cinema. This wealth of activity is community-focused, highlighting the active and engaged nature of the town's population.

The Station is a hub for local creativity and is complemented by key buildings such as The Old Grammar School, which will soon be brought back into use for business, community and culture. The Victorian market hall, several ancient churches, and the architecturally significant town hall all add depth to the town's cultural and heritage offerings. Together, they make Richmond a town with an incredible sense of place and identity.

### Environment

Richmond's town centre is characterised by its cobbled streets, stone walls, and more than 340 listed buildings, including several long-standing and popular public houses. The town is surrounded by incredible natural beauty, featuring rolling hills, mature woodlands, parks, and nature reserves. These landscapes are accessible through a variety of local walks and trails, accommodating a range of abilities. The River Swale runs through the town and features characterful green spaces and the iconic Falls, making this gateway to the Yorkshire Dales a favourite spot for photos, paintings and postcards alike.

### Local Leadership and Community Networks

Local leadership and community involvement will be key to delivering this Town Investment Plan. Richmond has a strong history of successful delivery and has a wealth of active voluntary and community sector groups. A great example of this is the Richmond Building Preservation Trust, which brought the old Station building back to life as a successful arts, culture and community hub. Another example is the Richmond Yorkshire Community Interest Company (CIC) who have launched several initiatives and projects, including Richmond Festivals and the official Coast to Coast Passport. Richmond also benefits from the Original Richmond Business and Tourism Association (ORBTA), which has over 70 businesses as members from Richmond and its surrounding areas.

### Business

Richmond boasts a resilient and diverse business landscape that plays a vital role in the town's economy and identity. The local economy is characterised by a mix of pro-active independent businesses, including retailers, hospitality venues, artisan producers and professional services.

# Key data for the town.

The table below highlights some key data points for the town:

ASPECT	KEY DATA
<b>Population</b>	<ul style="list-style-type: none"> <li>Population decreased by 4.1% from 8,413 to 8,072 between 2011 and 2021</li> <li>Ageing population</li> <li>Lower rates of 0-15 age group in population than average</li> </ul>
<b>Connectivity</b>	<ul style="list-style-type: none"> <li>Longer travel times to hospitals and large employment centres than average</li> <li>Lower job access score (measures connectivity to workplaces including journey times by both public transport and car)</li> <li>Broadband use and download speeds lower than the English averages.</li> <li>Connectivity North-South is strong, but East-West is poor</li> </ul>
<b>Economy</b>	<ul style="list-style-type: none"> <li>The proportion of full-time jobs in Richmond town (57.2%) is lower than the proportion in North Yorkshire (65.9%) and England (69.2%)</li> <li>Richmond's top three employment sectors are public administration, restaurant trade and secondary education <sup>1</sup></li> </ul>
<b>Health</b>	<ul style="list-style-type: none"> <li>Overall health in Richmond is generally positive</li> <li>Slightly higher levels of reception children classed as overweight or obese in Richmond West electoral ward than local authority and national averages</li> <li>Richmond has a better than average perception of health, with only 33.6% of over 65's reporting bad or very bad health. (England average 42.1% reporting bad or very bad health)</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>Education levels in Richmond are good</li> <li>37% of the population have qualifications of level 4 or 5, higher than regional and national averages</li> <li>Progression rates to higher education well above national rates</li> </ul>

In summary, the analysis of existing policy, review of available socio-economic data and community consultation suggested Richmond faces a range of challenges:

- **Demographic change:** Richmond's ageing population brings valuable experience and stability to the community, but also presents challenges such as a smaller workforce and increased pressure on services. At the same time, the area continues to face difficulties in attracting and retaining younger people, highlighting the importance of fostering intergenerational connections and collaboration.
- **Limited economic resilience:** reliance on lower-wage sectors and weaker digital infrastructure restricts opportunities for high-wage, high-skill growth.
- **Transport and connectivity constraints:** weak public transport, slower than average broadband and limited access to key services undermine accessibility and inclusivity..
- **Environmental and infrastructure pressures:** Car dominance, inconsistent river water quality and limited climate adaptation reduce the long-term sustainability and wellbeing of the town.
- **Heritage-driven considerations:** the town's conservation areas and historic street layout are key assets that contribute to its character and distinctiveness. However, they can also create constraints for new housing opportunities, accessibility improvements, and low cost upgrades to modern infrastructure.

<sup>1</sup> ONS BRES MSOA Richmondshire 002 2025 3 digit

# Stakeholder engagement

Engagement and consultations in Richmond provided valuable feedback from the community. This included drop-in events across five different sites, walk-arounds in the town centre and trading estate, and an online survey. The drop-in sessions were attended by 150 people, along with a further 30 young people at the school sessions. 25 people attended the original themed sessions, and the online survey received 270 responses.

Respondents were united in their view of Richmond as an attractive market town with good green spaces, scenery and natural environment. The heritage and leisure assets of the town were consistently highlighted. Residents at the sessions agreed the town was engaged, friendly and inclusive with a wealth of active voluntary and community groups. Facilities within Richmond, such as sports, healthcare and education infrastructure, were also presented as a strength.

There were concerns surrounding the retention of young people in the area and the lack of provision for this demographic, such as youth clubs, appropriate events and social spaces. There was strong demand to reopen and invest in the swimming pool, this provision being viewed as a key facility for the community, with a focus on the longevity and sustainability of the asset for future generations. Public transport was flagged as an issue, in particular providing links to Northallerton and nearby villages, as well as safer cycling infrastructure and improved pedestrian spaces.

Attention was drawn to underused buildings and the barriers to business growth, including perceptions of high rents and a lack of start-up spaces. Suggestions to increase visitor numbers and improve overall experience in the town centre included:

- The diversification of shops and cafés
- Improved parking and transport
- Increased events and markets and
- Enhanced leisure options

Environmental priorities also emerged, including cleaning up the River Swale, expanding EV charging, and the protection of green spaces.



# Section 2:

## Mission

This plan puts forward a simple, unifying mission for the town: **'Striving to make Richmond an even better place for all'**.

The mission intentionally communicates three important factors:

1. **'Striving'** – recognises that leading and delivering positive change is neither easy or automatic.
2. **'Even better'** – Richmond is acknowledged as a place with many strengths, the challenges it faces are not critical in nature, but there is room for improvement.
3. **'For all'** – an essential inclusive aspect, as to make places that work for all.

One of the key messages from the consultation exercise was the need to attract and retain younger people and families in Richmond. Settlements of every size see a natural migration of young people leaving at 18 or 21. To address the challenge of an ageing population, market towns such as Richmond require a blended high-quality offer of lifestyle, leisure, more affordable housing and nearby employment opportunities to bring a flow of younger people and families back into the town, or to encourage a degree of retention in the existing population.

The public consultation suggested that socio-economic factors, such as the availability of affordable housing, the quality and nature of employment, and connectivity, were factors in this. There was also an articulated need to encourage new investment, support existing businesses and community organisations and highlight Richmond's strengths for a range of demographics.

This plan recognises that a holistic approach across business, community and the public sector will be required to achieve the mission. The measures put forward in this plan will be central to develop the ambition to create a 'thriving, inclusive market town that celebrates its heritage, supports enterprise and creativity, and enhances wellbeing and opportunity for every generation'.



# Themes

**Mission**

**Vision**

**Striving to make Richmond an even better place for all**

A thriving, inclusive market town that celebrates its heritage, supports enterprise and creativity and enhances wellbeing and opportunity for every generation.

**Drivers of the Vision**



**ENVIRONMENT: BUILT, GREEN & BLUE**

- Enhance the Market Place and public spaces
- Improve accessibility, paths and cycling infrastructure
- Protect and celebrate natural and riverside areas



**EMPLOYMENT, BUSINESS & TOURISM**

- Support small businesses and start-ups
- Grow the creative and digital sectors
- Strengthen town centre vibrancy, signage and marketing



**CULTURE, HERITAGE & EVENTS**

- Celebrate Richmond's story and historic assets
- Foster collaboration across venues, attractions and volunteers
- Create inclusive, large-scale community events that strengthen identity



**HEALTH & WELLBEING**

- Address loneliness and mental health
- Improve transport to health services and access to sport
- Make Richmond more active, accessible and connected



**COMMUNITY SUPPORT**

- Retain and attract younger people and younger families to the town
- Empower volunteers and community groups
- Build local pride, inclusivity and intergenerational links

**Richmond's Core Strengths & Values**

**Community Spirit** - active volunteers, local pride, strong connections  
**Heritage & Character** - a distinctive town rich in history and identity  
**Natural Setting** - green spaces, riverside access and environment quality  
**Inclusivity & Fairness** - ensuring everyone benefits from investment  
**Partnership & Collaboration** - local people, businesses and organisations working together  
**Sustainability & Care** - protecting assets for future generations

## Sustainability

Town Investment Plans are helping shape a long-term vision for North Yorkshire's towns, with sustainability being a key theme shaping their development. By committing to a sustainable future, North Yorkshire can attract new investment, protect our natural environment, improve health and wellbeing, create new jobs, and make homes and buildings more energy-efficient and achieve 'energy independence' / community owned renewable energy.

North Yorkshire Council's Climate Change Strategy 2023 – 2030 sets out the key areas of focus on:

- **Mitigation** – reducing the greenhouse gases produced
- **Adaptation** – preparing towns and communities for the impacts of a changing climate
- **Supporting nature** – protecting and improving the natural environment

Communities, businesses and local authorities are all taking action to deliver against the aims of the strategy. This includes retrofitting homes to make them warmer and more efficient, reducing carbon emissions from community and business buildings and vehicles, and supporting a range of nature recovery programmes. The council has also published a Local Nature Recovery Strategy (a statutory requirement), which sets out the priorities for restoring and supporting nature across the region and recognising the wider benefits that natural habitats can bring, including managing climate regulation and flood risk and improving health and wellbeing.

Working together with the City of York Council and the York and North Yorkshire Combined Authority (YNYCA), we've also partnered with residents and businesses to develop regional plans and programmes that support a sustainable future for everyone, including a dedicated Retrofit Strategy and participation on a pilot programme looking to explore the opportunity of a Strategic Energy Partnership for the region. These regional plans work hand-in-hand with North Yorkshire Council's Climate Change Strategy, strengthening the local economy and ensuring that all communities benefit from the transition to a low carbon economy.

Richmond has several opportunities to contribute to wider regional sustainability goals. These include:

- Expanding renewable energy by increasing rooftop solar installations and domestic heat pumps, supported through property retrofitting initiatives and the development of community energy clubs.
- Enhancing clean air and active travel by connecting existing walking and cycling routes and integrating these improvements with tourism initiatives and biodiversity projects.
- Supporting business decarbonisation by promoting circular practices, reducing waste, and identifying new opportunities for shared energy solutions that help businesses grow sustainably.



## Richmond Castle

The construction of this Norman stone fortress led to Richmond becoming a key administrative centre in the north, and the Castle remains central to the town today. It is a defining local landmark, shaping Richmond's identity and telling the story of its development over the past 1,000 years. The Castle is a major attraction for visitors and a key asset for the local visitor economy. Improvements are planned to its food and drink offer, alongside longer-term proposals to better interpret its history, including its role as a military prison. As well as attracting a steady flow of new and returning visitors, the Castle plays four important roles locally:

### Volunteering

The Castle provides volunteering opportunities in the town. These range from practical opportunities to be hands-on in the grounds, to people centric roles such as guides who improve the visitor experience and unlock the stories behind the buildings. English Heritage intend to grow and enhance the volunteering opportunities they offer, recognising the social value and sense of community they can create through such opportunities.

### Military

Castles are military buildings designed to project power, house a garrison and withstand a siege. Richmond Castle has one of the longest active military histories in the country. Today it still serves an important military role, acting as a host for ceremonies from the nearby Catterick Garrison, as well as working with local organisations, including the Town Council, to provide value to the large veteran community locally.

### Education

The education role of the Castle at Richmond is dramatically enhanced by the major investments of English Heritage in its education centre. The collection and exhibits engagingly tell the story of the town, the Castle and the country for every generation.

### Events

Richmond Castle continues to play an important role as an events space in the town, hosting the Mayfest Mayfair and events such as the Norman re-enactments.

English Heritage are committed to developing and investing in exceptional visitor experiences at all their sites, growing towards a secure commercial footing across their portfolio that tells the stories wrapped up in their unique locations. The organisation continues to steward the nation's heritage and connect local communities to their stories and past through residents' days, as well as exploring partnerships that benefit these communities.



## Affordable Housing

Affordable housing was repeatedly raised by the public during the engagement phase and confirmed as being perceived as a major local issue by the steering group who authored this document. There was a perception of employment opportunities locally being lower value, while housing is seen as above average in price.

It is important to understand the economic context behind this feedback. The table below compares household incomes, house prices and affordability. Overall, housing in Richmond is more affordable than the North Yorkshire and England averages, as the gap between earnings and house prices is smaller. However, Richmond is slightly less affordable than the wider Richmondshire area, and significantly less affordable than the Yorkshire and Humber region. It should be noted that regional figures are heavily influenced by cities such as Leeds, Bradford and Hull, which are not directly comparable to Richmond.

Geography	Average total annual household income <sup>2</sup>	Median House Prices (Dec 24 to Dec 25) <sup>3</sup>	Ratio of earnings to house prices
Richmond Parish	£50,500	£237,300	4.70
Richmondshire	£56,400	£260,600	4.62
North Yorkshire	£56,300	£269,700	4.79
Yorkshire & Humber	£50,500	£203,700	4.03
England	£60,200	£290,500	4.83

Source: ONS & Land registry

### Why does this matter?

This highlights that Richmond does have an affordability challenge for home ownership, and that any focus on affordable properties would therefore have a positive impact. However, it also shows this issue is not critical in Richmond or vastly different from the national trend. It is therefore a wider economic issue linked to supply and demand, which is being addressed through a range of national and local policy interventions.

## Social and affordable homes

The lack of social and affordable housing is having a negative impact on businesses recruiting young people in Richmond. The Government's announcement in July 2025 of a £39 billion Social and Affordable Homes Programme to deliver a "social rent revolution" and transform housing over the next decade is therefore very welcome. The ambition is to build around 300,000 social and affordable homes, with at least 60% for social rent. This major intervention supports the Plan for Change mission to build 1.5 million homes and deliver the biggest boost to social and affordable housing in a generation. The programme supports a wide variety of housing types including repurposing empty homes, rural and community led schemes.

It is envisaged that, in conjunction with the Government's programme, the second homes levy introduced by North Yorkshire Council is also an opportunity to support the delivery of social housing in Richmond.

The York and North Yorkshire Combined Authority have developed a regional retrofit strategy to improve the efficiency of existing housing stock by working closely with stakeholders across the retrofit sector. The public consultation on the strategy ran for 8 weeks (9th October – 3rd December), and it is expected that the finalised strategy will be published in Spring 2026.

North Yorkshire Council are working to support the retrofit of homes across the Richmondshire area and are currently delivering a programme of retrofit measures to council owned homes, and private sector housing. Additionally, advice and support on energy efficiency is available from North Yorkshire Council and can be accessed online: [www.northyorks.gov.uk/housing-and-homelessness/healthy-and-sustainable-homes/choices4energy](http://www.northyorks.gov.uk/housing-and-homelessness/healthy-and-sustainable-homes/choices4energy)

<sup>2</sup> Total annual household income small area 2023 release, 2020 data [inflation adjusted to Oct 2025, BoE Inflation calculator]

<sup>3</sup> Median house prices by Middle layer Super Output Area - Office for National Statistics

## Visitor Economy and Events

The repeated themes received during engagement with the community focussed on the diversification of shops and cafés, improved parking and transport, increased events and markets and enhanced leisure options. All these aspects of the town are directly linked to its visitor economy and using events to drive local and national tourism into Richmond.

An initial 5-year visitor and events plan will be developed, looking at how Richmond can become better known for its events, and develop its reputation as an 'events town', focussing on a year-round programme and strong brand.

This could increase footfall and strengthen the town's offer, building on Richmond's existing strengths, including its independent businesses, rich history and surrounding countryside. The town already has a well-established programme of festivals and community events, but there is an opportunity to better connect these and develop a clearer identity as an events town.

The town already benefits from: Richmond MayFest, The Duck Race, The Richmond Meet, The Swaledale Festival and The Walking & Book Festival, as well as the Richmondshire Concert Series in the spring and the autumn. There is already active development in this space through the 'Richmond Show' a cultural show in late August, to be organised by the Town Council and to take place for the first time in 2026, and the Richmond Festivals project is actively working towards new planned festival events including Richmondshire Pride and Richmond After Dark.

As the 5-year events plan is developed, it is important to be aware of the risks in this community ambition. The very issues brought to the fore in this plan; parking, visitor and footfall management and accommodation pressures on housing would all potentially be exacerbated by a focussed approach to developing Richmond as an events town. Mitigating, managing and quantifying these risks will be essential going forward.

This aspect of the town's development will be greatly assisted by wider development opportunities such as the community, youth and creative & digital sector focus being spearheaded through the regeneration of the Old Richmond Grammar School. This is an exciting opportunity to develop a new community hall, which would become an essential anchor venue and location for planning and delivering this ambitious future.



## Strategy

After the engagement and visioning phase, a comprehensive list of potential interventions was compiled. Each intervention was evaluated based on several criteria, including its strategic alignment, compatibility with community feedback, positive impacts on the economy, environment, and community, as well as its feasibility, sustainability, and cost-effectiveness. As a result of this evaluation, the most deliverable interventions have been highlighted in the subject specific features above and compiled in a shortlist below.

### Project prioritisation

Highest scoring North Yorkshire Council led investable propositions	Highest scoring community led investable propositions
<b>Market Place Regeneration</b>	<b>Marketing Richmond</b>
In line with Healthy High Streets Report <sup>4</sup> and 21st century towns report <sup>5</sup> , identifying ways to improve dwell time in the Market Place and ensure clearer pedestrian and vehicle priorities.	In line with the Economic Strategy, place marketing and events promoting the existing high-quality offer in Richmond is essential to its long-term success.
<b>Accessible Richmond (part of programme)</b>	<b>Richmond Bike Park</b>
Existing programme that can be further developed and accelerated to make North Yorkshire's streets and towns more accessible and inclusive.	A community led bike park that provides an excellent location for physical activity and social development. It has scope for expansion and can benefit from ongoing development.
<b>Accessible, circular pocket trails and active travel</b>	<b>Improved Town Centre vibrancy</b>
A series of circular walking trails that are accessible, providing activity for residents and visitors and improving linkages between key areas including employment sites and visitor destinations of the town to promote active travel and modal shift to build on previous work.	A broad-brush approach to many of the smaller elements that make town centres thrive including shop fronts, refreshed design guide, bunting and street furniture.
<b>Parking improvements</b>	<b>Former Grammar School</b>
Richmond's parking is not yet optimised, the most convenient places are free, and the least convenient are paid. Ensuring the right sorts of parking, in the right places, that encourage dwell time, active travel and longer visits is essential.	Redevelopment of the building to bring it back into community use to include space for young people, creative industries, arts and culture, training and skills, physical activity and relocation of the library.
<b>Sustainable Richmond</b>	<b>Business start-up space</b>
Opportunities for retrofit, improved efficiency, heat networks and energy generation. Relevant to residential and commercial areas within and around the town. This also spans to climate adaptation in built up areas, water management and thermal adaptations.	Create pop up type retail, co-working and small office spaces to encourage a culture of entrepreneurship and business start-ups. This will help to deliver the early stages of the creative and digital sector aspirations contained in the Grammar School project.
<b>Business Park improvements</b>	<b>Richmond Festival &amp; Town Show</b>
A holistic programme to explore a range of possible improvements to the industrial estate, ranging from branding, signage, public transport connections, parking and networking opportunities.	Exploring a five-year plan to position Richmond as a recognised 'events town' by developing a strong year-round programme and unified brand, starting with a cultural show for Richmond.
	<b>Methodist Church Community Hub</b>
	The rebuilding and remodelling of the current Methodist Church premises to provide a modern, multi-use, sustainable and inclusive resource to extend its current community footprint. The building will provide a modern hub to cater for the needs of the wider community.

<sup>4</sup> Institute of health equity

<sup>5</sup> NYER LEP

# Section 3:

## Approach to delivery

This document sets out a framework for supporting funding bids and delivering positive change. It is not confined to the long list or short list, but these set out some initial interventions and longer-term potential interventions.

A recognition that some of the projects that need to be delivered to achieve the overall ambition for the town can only be done by third parties, outside of the control of North Yorkshire Council and the community. This plan will be used to clearly articulate the vision for the Town and advocate for changes and interventions required.

The short list acknowledges the projects that can be most easily progressed over the next 10 years utilising funding or community partnerships already available and in place.

A North Yorkshire Council led project being presented here does not guarantee its delivery but is an indication of external funding ambitions and local priorities should a business case confirm the viability of any intervention, and resources become available to deliver it.

North Yorkshire Council will lead some projects. The community will be involved at every available and appropriate opportunity to shape and guide definition and delivery.

Some projects will be community led, where North Yorkshire Council can offer support and advice to assist the community in both the development and deliver phases of interventions.

A separate long list of projects, developed from the community engagement exercise, will be maintained and regularly reviewed. Nothing on the long list is precluded from future consideration, the short list acts as a guide for immediate priorities.

The shortlist has identified projects that are most likely to develop and deliver momentum for the town. This plan has a broad 5-to-10-year timescale, and if delivery is completed on this short-list, North Yorkshire Council will work with a wide range of stakeholders to reassess priorities and take forward a fresh plan with the community.

Nothing is as valuable for a town and community as a record of success, positive momentum, and evidence of progress. That is what this shortlist has the potential to deliver.

