



Tadcaster & Rural
Community Interest Company

Visitor Strategy and Action Plan for Tadcaster and surrounding villages

November 2018



**NATIONAL
LOTTERY FUNDED**

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1. Introduction

Tadcaster is a beautiful market town, centrally situated between York and Leeds and surrounded by stunning countryside and villages. Tadcaster was named Calcaria (place of limestone) by the Romans and was originally a small settlement, serving as a resting place for travellers and a staging post on the London to York road.

The quality of the local water from the River Wharfe, after being filtered through local limestone, led to Tadcaster developing as a brewery town. Today Tadcaster has three brewing companies, the Tower Brewery (Molson Coors), John Smith's (Heineken) and Samuel Smith's Old Brewery.

The River Wharfe runs through the town and on 29th December 2015, after days of high water levels and flooding from the river, the road bridge in Tadcaster partially collapsed, leaving the town split in two from east to west. The bridge finally re-opened in February 2017 and this was commemorated with a special celebration day, which was attended by over five thousand local people and visitors.

Tadcaster is a small town with amazing potential to develop into an exciting town with incredible local facilities and attractions. Tadcaster is blessed with some wonderful assets including an ambitious local football club, Tadcaster Albion FC; the largest Scouts Association in the district with 200 children participating as well as numerous community level sports opportunities. Tadcaster and the surrounding villages benefit from a number of beautiful listed buildings and local attractions that are known to the local community but not widely advertised or sign posted from local roads.

The "Our Place Tadcaster" Operational Plan¹ (written by Tadcaster and Rural CIC and published January 2015) researched how Tadcaster could develop into a vibrant and enterprising town, resulting in benefits to the community including regenerating the town centre and improving visitor numbers.

This document sets out a Visitor Strategy and Action Plan for Tadcaster and the surrounding villages² from 2018 – 2022. This is consistent with the Selby District Visitor Economy Strategy 2018-2022 and beyond (Selby District Council, April 2018).

The aim of the Strategy is to encourage people to come to Tadcaster and surrounding villages and stay for longer periods of time and ultimately to spend more money in local shops, attractions and businesses. It is also designed to be consistent with the spirit of the 'Our Place' project in engendering a more self-sufficient and enterprising community.

¹ Our Place was a programme run and funded by Locality to enable communities to investigate where and how power could be shifted to the locality in order to realise cost savings and develop a more enterprising sense of place.

² Tadcaster's surrounding villages are Acaster Selby, Appleton Roebuck, Barkston Ash, Biggin, Bilbrough, Bolton Percy, Catterton, Church Fenton, Colton, Grimston, Healaugh, Kirkby Wharfe, Lead, Little Fenton, Newton Kyme, Saxton, Scarthingwell, Steeton, Stutton, Tadcaster, Towton, Ulleskelf

The benefits to the local community of increasing the number of people to the town and attractions nearby include:

- An increase in the number of visitors viewing the local attractions.
- Encouraging visitors to make a donation towards the upkeep of the attractions.
- Achieving a sense of community pride, which could lead to events promoting local attractions and a desire to maintain the look and feel of the surrounding area.
- Visitors staying in the village or area for longer and spending money in local shops, pubs and other outlets.
- A more diverse business sector in the town centre.
- Improving the town/village profile from a 'must visit' perspective.

2. Tadcaster: Strengths, Weaknesses, Opportunities, Threats and Activities

<p>Strengths</p> <ul style="list-style-type: none"> • Brewery town – strong historic and economic links • Local visitor attractions, historic buildings • Excellent sporting facilities, including Tadcaster Albion FC • Large uniformed sections including Scouts, Guides, Air Cadets (Church Fenton) • Local events programme, (TEMPT) • Good volunteer support • Local social media groups and websites, Tadcaster Today • Excellent road links to A1M and A64 • Town twinning with Saint Chély d'Apcher in the department of Lozère, France • Plentiful car parking in town centre • Walking, cycling 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Number of derelict and empty business properties on Tadcaster High Street • Lack of visitor attraction signs (brown signs) • Lack of gateway information and signs on public highways • Industrial/unattractive view of the 'backside' of the town from A64. • No clear theme or vision. • People visit Tadcaster for a specific purpose e.g. dentist GP etc • Lack of hotel or overnight stay space • Poor range of shops other than independents. • No external ATM in town centre • One remaining bank – Halifax.
<p>Opportunities</p> <ul style="list-style-type: none"> • Improve gateways to Tadcaster • Advertise local visitor attractions • Improve signage for local visitor attractions on local roads to increase visitor numbers • Acknowledge important local people and historic buildings with blue plaques • Create a community centre • Create a visitor centre • Increase number of local events with a well-managed and co-ordinated events team • Increase the number of local food and drink outlets at events • Increase volunteering opportunities • Improve marketing and online presence • Fill empty shops and properties and create more employment opportunities • Create options for pop-up shops in the area • Town twinning events • Empty commercial property (banks etc) • Promote history – bridges, brewing, battles, milling, market town, romans, railway • 	<p>Threats</p> <ul style="list-style-type: none"> • Continue to have empty shops/properties on High Street • SDC introduce car parking charges in Central and Britannia car parks • Local events are not well supported • Fail to improve local visitor attraction and gateway signage • Risk of flooding and impact on local businesses and the visitor economy • Communication with the public by civic bodies considered to be haphazard • Any loss of significant businesses

Current activities supporting the visitor economy	Lead body
1. TEMPT – annual programme of events developing + ‘what’s on’ guide and calendar.	Tadcaster&Rural CIC
2. www.visit-tadcaster.co.uk website promoting businesses, events etc.	Tadcaster&Rural CIC
3. www.tadcastertowncouncil.co.uk	Tadcaster Town Council
4. Tadcaster Business Forum – bringing business community together to find joint solutions, new initiatives.	Tadcaster&Rural CIC
5. Business Improvement District – feasibility work underway.	Tadcaster&Rural CIC
6. Visitor information	Tadcaster Town Council
7. Town twinning activities and promotion	Twinning Committee
8. Gateway management/Tadcaster in Bloom	Tadcaster Town Council
9. Christmas Illuminations	Tadcaster Town Council
10. Christmas market	Tadcaster Town Council
11. Carnival	Tadcaster Magnets/Carnival Comm
12. TadFest	Tadcaster Magnets
13. Community Swimming Pool	Tadcaster Swimming Pool
14. Tadcaster Albion	i2i
15. Leisure Centre	Selby District Council
16. Duck Race	Tadcaster Swimming Pool
17. Bunting	Tadcrafters
18. Blue Plaque project planning	Tadcaster&Rural CIC
19. Event stewarding	Tadcaster Flood Action Group
20. Social media	Tadcaster News, We are Tadcaster, Tadcaster Citizen, Tadcaster Carnival...
21. Walking tours, historical information	Tadcaster Historical Society

3. Local Context

Since 2017, three important strategic documents have been produced which provide a clear context for the Tadcaster Visitor Strategy and Action Plan. These three documents are further complemented by the District’s Core Strategy, published in 2013. Each is summarised briefly below:

3.1 Tadcaster Cultural Strategy 2016

Commissioned by the Tadcaster and Villages Community Engagement Forum, this Strategy, written by Dave Edmunds of Selby Arts, sets out the results of a series of consultation concerning the current and potential future arts and cultural offer of the town. It made four key recommendations:

1. Develop a year-round mixed artform programme;
2. Develop a consolidated approach to communications and marketing;
3. Develop partnerships with supporting and delivery organisations;
4. Embed a process of meaningful monitoring and evaluation.

3.2 Selby District Visitor Economy Strategy 2018-2022

The Selby District Visitor Economy Strategy focuses on Selby District and includes brief highlights that make reference to or apply to Tadcaster, including:

- the District's strengths of rich layers of history including buildings, battle sites and beer
- good road connections
- the lack of a major visitor experience in the District
- the poor visual impact of market towns
- opportunities to create themed trails and uncover hidden gems
- opportunities for events and festivals
- supporting the Church Fenton Yorkshire Studio to develop a tourism offer based around film
- building international links e.g. with Tadcaster's twinned town of St. Chely d'Apcher

3.3 Selby District Economic Development Framework 2017-2022

The Selby District Economic Development Framework focuses on developing economic growth in the district. The main points that relate to Tadcaster and villages are:

- to grow the visitor economy and hospitality sector, to create vibrant market towns and to celebrate the unique local identity of the District.
- to revitalise the town-centre offering of Tadcaster by:
 - developing a long term programme of market town regeneration, including developing diverse and vibrant high streets in Tadcaster.
 - developing the leisure and night-time economy in Tadcaster.
 - develop a Visitor Economy Strategy that builds upon key tourism assets in Tadcaster and rural villages.
- to grow the creative industries sector and to create new opportunities as a major regional creative and media hub at places such as the Yorkshire Film Studios at Church Fenton Airfield.

3.3 Selby District Core Strategy 2013

The Selby District Core Strategy is the district's primary strategic 'Local plan' document, leading onto a range of planning documents under development by the council, all of which apply, more or less, to Tadcaster and its surrounding area. This includes:

- Reference to geographical location and travel to/from the town.
- Different industries which are large employers in the area such as the finance, business and insurance sector on top of the massive beer production in Tadcaster from its three breweries.
- That one of the key assets of the town is its character which comes from the great amount of original Georgian architecture and that from other time periods.
- Most of the centre of town is unaltered due to it being owned by one of the breweries, which in turn has helped to preserve the character of the town and its key assets.

Key goals from the adopted Core Strategy which have some bearing over Tadcaster and other small local areas include:

- The plan to meet any assessed development needs whether it be housing, new infrastructure or commercial activity all whilst maintaining the overall character of the district.
- The desire to increase the attractiveness of any town centres to help bring in more outside commerce, including the plan to take particular interest in measure to counter flooding.
- Development of the economy of the whole district through increasing and creating new jobs in the area which will try to meet local aspirations and by making it appeal to outside sources as a way of hopefully securing investment.
- Securing investment in the three main market towns one of which being Tadcaster and their local areas by an increase in funding towards the betterment of the 'high street' in an attempt to draw people in from other areas and to promote local sourcing.

4. The Strategy and Action Plan

The Strategy sets out a set of clearly identified and deliverable proposals which will contribute to the following strategic objectives, all designed to contribute to our overarching strategic aim:

“To develop a strong and sustainable visitor economy for Tadcaster and its surrounding villages that complements existing economic activity in the area and brings opportunities for prosperity for all.”:

Our offer as a town is for our visitors to be able to enjoy the sights and sounds of a truly historic town, with a wide range of independent shops, eateries and pubs. Easy to access, safe and easy to move around and with a riverside experience that is second to none.

Key objectives – we will:

- **Welcome our visitors with –**
 - ✓ Clear, high quality signage, welcoming visitors to town, from the A64 through to in-town finger posts.
 - ✓ Easily accessible visitor information, giving up to date information on the range of attractions and services.
 - ✓ Premises that are easy to enter and move around, for those with mobility problems; and helpful, well trained staff acting as ‘welcome hosts’.
- **Provide our visitors with high-quality products and experiences, including –**
 - ✓ Town centre shop-front visitor centre.
 - ✓ Brewery museum & visitor experience.
 - ✓ Well designed town tours.
 - ✓ Well-designed tourist information brochures, maps and ‘take-aways’.
- **Investing in our public spaces –**
 - ✓ Riverside Park, opening up the river for all to enjoy.
 - ✓ Disabled – friendly pavements.
 - ✓ New public market place in the town centre.
 - ✓ Cycle racks.
 - ✓ New CCTV – a safe place.
- **Encouraging diversification on an ‘independents-led’ High Street –**
 - ✓ Brochure and website advertising empty and available property.
 - ✓ “Your business here” window displays.
 - ✓ Business support for our independent traders.
 - ✓ Regular town centre markets for pop ups and independents.

Actions are set out under a series of themes below and these marry with the Strategic Objectives:

- 1. Cherishing our Heritage and History**
- 2. Promoting the Town**
- 3. Enhancing the Visitor Experience**

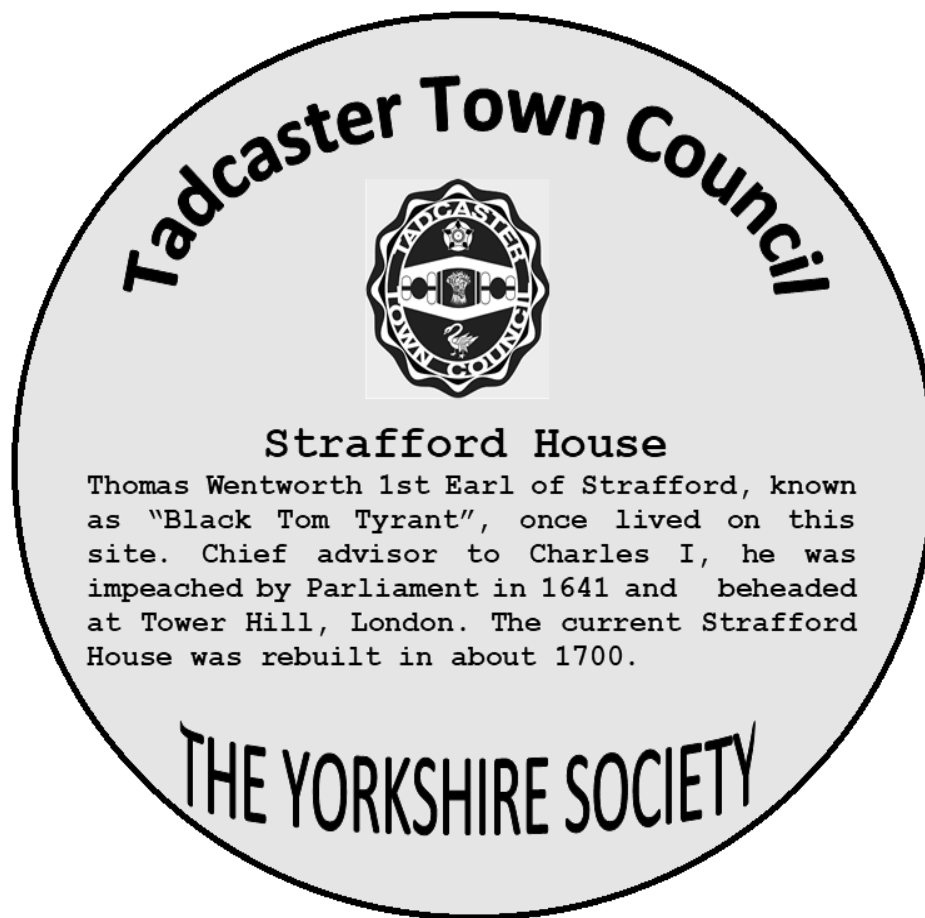
4.1 Cherishing our Heritage and History

4.1.1 Heritage Plaques

Siting 'blue plaques' on buildings are a wonderful way to commemorate important local people, places and businesses that have contributed to our heritage. Part of the visitor strategy is to implement a 'blue plaque' scheme in Tadcaster with the aim of introducing 15 plaques over 3 years. Plaque schemes are widely recognised throughout the UK and can be run by local councils and charitable or historical organisations.

We are working in partnership with the Town Council, Tadcaster Historical Society and The Yorkshire Society. The Tadcaster Historical Society are hugely knowledgeable about the history of Tadcaster and its former residents and achievements. The Yorkshire Society currently run a Yorkshire wide plaque scheme and with their advice, the plaques will not be blue but instead made from stainless steel, which will give the plaques a contemporary look and feel. The first five plaques that have been proposed were selected from a list compiled by the Tadcaster Historical Society:

- **Tadcaster Grammar School** (Archbishop Oglethorpe)
- **Girls Sunday School** (Judith and Mary Hill)
- **Strafford House** (Thomas Wentworth)
- **Riley Smith Hall** (William Riley-Smith)
- **Tadcaster Methodist Chapel**



Mock-up of Tadcaster Heritage Plaque

Although the current plaques are focused on Tadcaster, we will be looking at creating more plaques in the future and we will be looking to our community for nominations of notable people from our history who lived and/or worked in Tadcaster and the surrounding villages.

Key partners: Town Council, property owners, Historical Society, Tadcaster & Rural CIC

4.1.2 Heritage Trails

There are a number of well sign posted and informative walking trails in Tadcaster. We want to build on the success of these trails by introducing new heritage trails, which capture the heritage and history of our whole community, throughout Tadcaster and the villages. These should include maps, visitor information and recommended places to stop off for refreshments and souvenirs. We will deliver these trails in paper form and electronically in order to reach out and attract to as many

people as possible to our area. Key partners should include Walkers are Welcome and the Business Forum.

The Town Council is already well underway with a project to update and extend information boards around the town working with the Historical Society and these will dovetail well with any new visitor information.

The current 'finger post' signs in the Central carpark also present an opportunity for expansion in future with more 'fingers' on the current posts as well as entirely new signs, for example at the market place cobbles on Kirkgate, at the Britannia carpark and other locations. There is also space for more 'informal' finger posts, such as that illustrated below from the town of Clermont Ferrand.



Key partners: Business Forum, SDC, Walkers are Welcome, Historical Society, Town Council

4.1.3 Heritage Action Zone

Heritage Action Zones aim to harness Historic England's expertise and resources. Some of the services they can provide include:

- Research into historic sites or buildings
- Funding, including Repair Grants for listed buildings and scheduled monuments
- Advice on repairing and finding new uses for buildings, advice on planning policy
- Condition surveys of buildings and monuments
- Historic Area Assessments to understand and explain the heritage interest of an area
- Help with updating entries on the National Heritage List for England
- Training in how to assess the significance of historic places
- Help with identifying places that could be listed
- Help with engaging local communities
- Networks and contacts that may bring other key players to the table

To be suitable for Heritage Action Zone status, places need to meet the following criteria:

- The Heritage Action Zone should be delivered through a partnership, this could consist of public, private and third sector organisations, including at least one local authority
- The Zone should deliver opportunities for sustainable long-term growth
- The Zone must be based around local heritage assets, designated or undesignated
- The project should be capable of delivery within three to five years

Tadcaster would appear to be highly suited to such an initiative which could help release new funds for improving the historic environment as well as raising the profile of the town and increasing community involvement and awareness of the wealth of heritage the town has.



Appleby-in-Westmoreland Heritage Action Zone

Key partners: Town Council, SDC, CEF, T&R CIC, HLF, Historical Soc

Heritage Action Zones:

1. Appleby
2. Bishop Auckland
3. Coventry
4. Dewsbury
5. Elsecar
6. Grimsby
7. Hull
8. Kings Lynn
9. Lowestoft
10. Nottingham
11. Ramsgate
12. Rochdale
13. Stockton
14. Stoke
15. Sunderland

4.2 Promoting the town

4.2.1 Developing a key theme for the town

Tadcaster has strong associations with a number of themes ranging from the Romans who founded the town (as Calcaria) through to stone quarrying, beer brewing, nearby battles (notably Towton) and as a market town, with a market charter dating back to 1270. More recently of course the town has gained fame because of the collapse and re-build of its historic roadbridge. However, despite this the town has not fully exploited any of these strong associations for the purposes of branding or attracting visitors. The town's crest (below) does highlight a number of these, including the bridge, the river Wharfe and a sheaf of barley (representing brewing).

Proposals have been made for the town to develop its key theme of Beer/Brewing. However, the additional themes of Battles and Bridges too have strong merits and should not be lost.



4.2.2 Brown Signs and Gateways

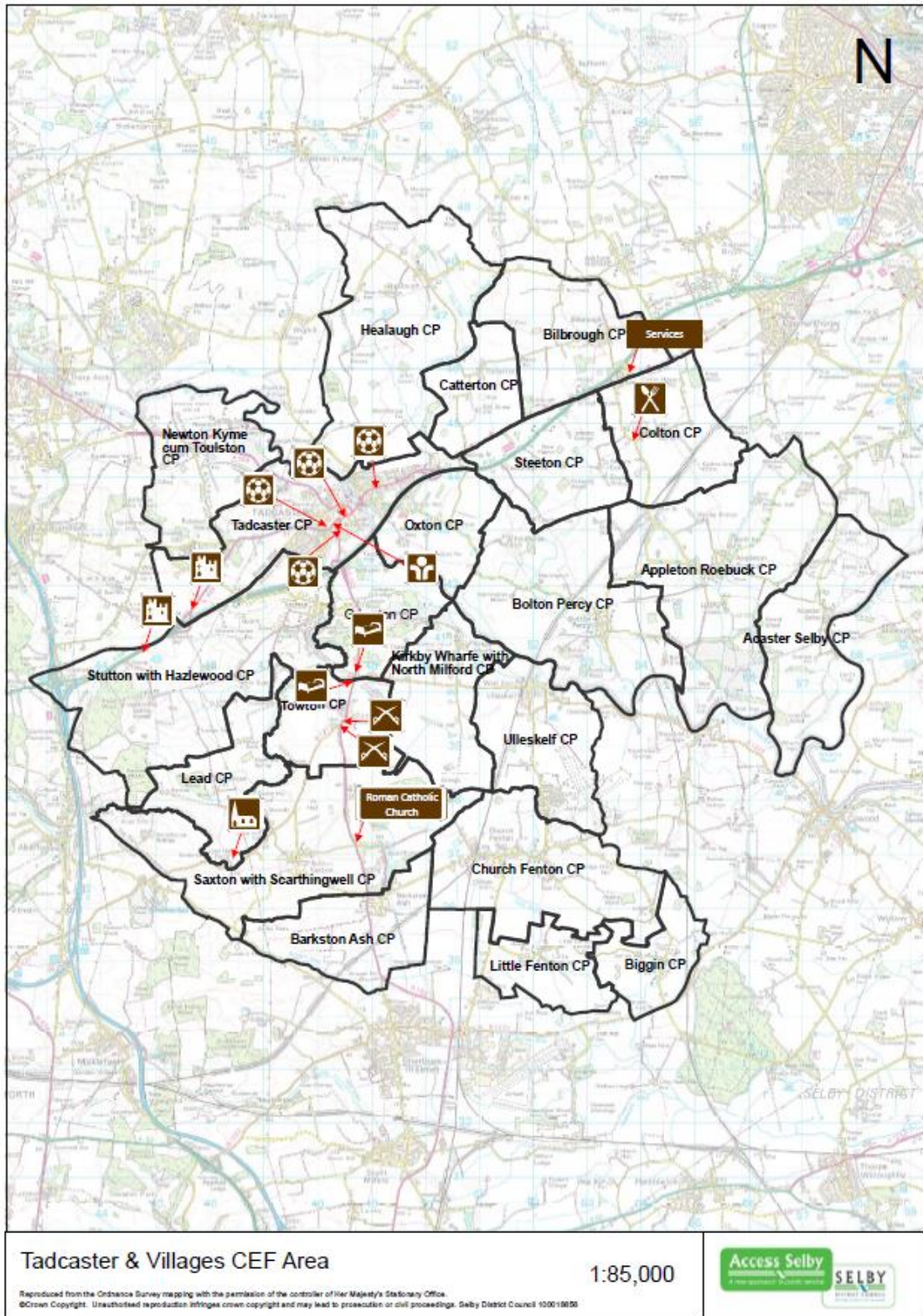
Tadcaster and the surrounding villages benefit from a wealth of tourist opportunities, which we are very good at protecting but could be better at promoting! Throughout the area we are blessed with many historic buildings, battlefields, churches, tea rooms and pubs but it is not always obvious to visitors where to find them.

A key part of the visitor strategy is to welcome new and returning visitors to Tadcaster and villages and to help them make the most of their valuable time. An audit has been taken of the existing brown tourist signs in the area and only eight current attractions have brown signs. Tadcaster Albion FC is well signposted and has four brown tourist signs in Tadcaster. There are a number of information signs, predominately in Tadcaster, including signs for the swimming pool, the leisure centre and the library.

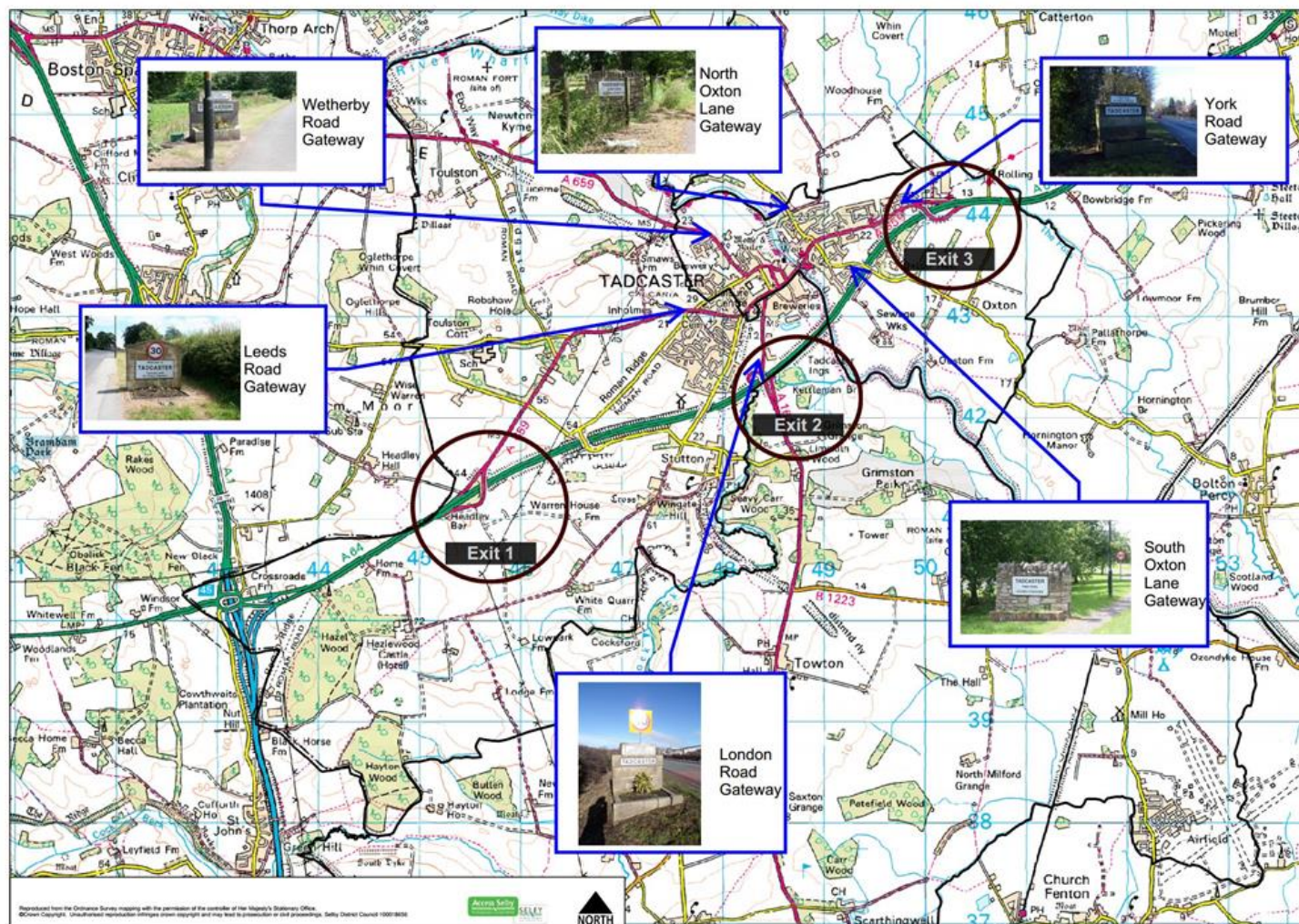
A huge benefit to Tadcaster is that it has excellent road networks and is just off the A64. There are two gateway signs on the A64 at Headley Bar and Tadcaster Bar, both of which are exit signs. There are no signs currently in place on the A64 to advertise the positive image of Tadcaster or to highlight the various services, visitor or historical attractions that are available, for example the history of the brewing industry in the town. There are five “Tadcaster” signs, which include town twinning references to St. Chely d’Apcher. There are two “Tadcaster” signs approaching from the north, two from the south, one from the east and one from the west.

In general, signage is poor and doesn’t reflect the number of excellent local attractions we are proud of and want people to come and visit. We think we can do better and we want to improve the physical signage of attractions throughout the area and as well as improving virtual gateways by improving advertising and marketing via a central website, visit-tadcaster.com, by running spotlight articles in Tadcaster Town Council’s magazine, Tadcaster Today and by holding regular events by the TEMPT team.

Key partners: Town Council, Parish Councils, NYCC, SDC, CEF, T&R CIC



Brown tourist sign location map



Tadcaster Gateways map

4.2.2 TEMPT

The Tadcaster Events Management Project Team - TEMPT – has now been in existence for 2 years and is evolving towards becoming an independent social enterprise. It currently exists under the umbrella of Tadcaster and Rural CIC and brings together a range of organisation and individuals on its steering group including: Town Council, CEF, Community Swimming Pool, Riley Smith Hall, Tadcrafters, Coors and local traders including Cyclesense.

TEMPT is developing plans for sustainability and to ensure the continuation of the legacy fund it inherited from the first key event, the Celebration of Roadbridge Re-opening. This includes seeking core funding for its operation and to support the development of annual events that will develop an income stream over the longer term.



Key partners: Town Council, SDC, CEF, Business Forum, Tad & Rural CIC

4.2.3 Banners & Bunting

Our town needs to be welcoming, inviting and enticing to the visitor. In recent times, the Tadcrafters project has had great success in producing high quality cloth bunting for a variety of events. We have also begun to produce banners for events and these have been successful in promoting activities, including the recent Arts Festival.

The Town Council are developing an enhanced programme for Christmas illuminations too which is being increasingly supported by the business community and ensures that for the period from mid-November to mid January the town is well decorated.

Bunting can be left up nearly all year round. Certainly, from Spring to Autumn. This can bring a pleasant cheer to the town and give the impression of celebration to any passing visitor. Similarly, large strategically placed banners can advertise events to passing motorists and the general public. A funded programme of producing bunting and banners can be an important step to promoting the town and welcoming our visitors.



Key partners: TEMPT, Town Council, Business Forum, Tadcrafters

4.3 Enhancing the Visitor “Experience”

The main outlet for visitor information is Tadcaster Town Council’s offices at The Ark, on Kirkgate, Tadcaster. The Ark provides a small amount of visitor material including leaflets and event information, but access is limited to the office opening times. Currently the Ark is open 9:30 am to 12:30 pm on Mondays to Thursdays. The Ark is closed at weekends.

We are looking to create a new visitor experience, which will incorporate a Tadcaster Museum and a tourist information office which could focus on Tadcaster’s major tourism assets and ‘themes’ as outlined earlier - beer, bridges and battles:

Beer

Tadcaster has long been associated with the brewing industry due to the quality and accessibility of the local water. As local water sources are naturally filtered through Yorkshire limestone, this results in the water being rich in lime sulphate.

Tadcaster is home to three breweries, The Tower Brewery (operated by Molson Coors), John Smith’s (operated by Heineken) and the independent Samuel Smith Old Brewery.



These breweries are a hugely important source of employment and are vital to the economic sustainability of the town. There are over ten pubs in Tadcaster plus at least one in each of the surrounding villages. The brewing industry is central to life in Tadcaster and beyond and we are proud to display this aspect of the town's culture by incorporating beer and brewing into the visitor experience.

Bridges

Tadcaster's most famous bridge is Wharfe Bridge which spans the River Wharfe and connects Commercial Street on the east side of Tadcaster to Bridge Street to the west. The bridge is Grade II listed and built in the late 17th Century. The bridge is made from magnesian limestone ashlar, has seven bays and each has a segmental headed arch.



Tadcaster and several of the villages surrounding the town were seriously affected by the floods of Christmas 2015. The subsequent collapse of the Wharfe Bridge in the town severed the community in half for 14 months. The re-opening of the bridge in February 2017 led to a renewed sense of optimism for the future of the community, after business activity had declined and many shops remained shut for months.

There are many other historic bridges in the area, including the Tadcaster Viaduct and the bridge over the River Wharfe, (former Tadcaster to Wetherby Railway Bridge) at Newton Kyme. We plan to promote the historic bridges and encourage people to learn about their history and why they are so important to our community.

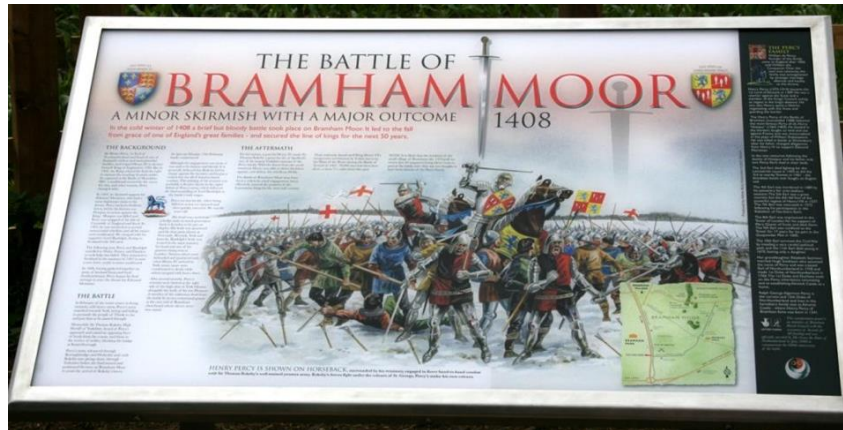
Battles

Britain's bloodiest battle, the Battle of Towton took place on Palm Sunday, 29 March 1461 between the Houses of York and Lancaster for control of the English throne. The battle ended in a crushing victory for the House of York where it was reported that up to 78,000 men fought and 28,000 died on the battlefield. The victory resulted in Edward of York (Edward IV) becoming king of England. Towton Battle Society hold regular walking tours and battle re-enactments throughout the year.



Re-enactment of the Battle of Towton

The Battle of Bramham Moor took place on Monday 19th February 1408. It was the final battle in the Percy Rebellion of 1402 – 1408 and was between Henry Percy, 1st Earl of Northumberland and King Henry IV. The battle started at 2pm, and although it was short, it was said to be furious and bloody. Percy's army was rapidly defeated with Lord Bardolph being fatally wounded and Percy himself lost his life. The spot where Percy fell was marked by a memorial stone cross.



Information board at Bramham crossroads

4.3.1 Tadcaster Visitor Centre

To create a successful visitor information centre we need to:

- Create a clear vision of what we are trying to achieve
- Ask the community what they want to see in a visitor information centre
- Write a feasibility study and a business plan
- Appoint key officers and volunteers, to form a management team
- Run Community Engagement Days and conduct market research
- Find suitable premises to house the visitor information centre
- Fundraise
- Conduct a marketing and publicity campaign

Currently there are only a very few commercial properties that are available for rent. A visitor information centre falls under planning class D1 non-residential institutions and if suitable premises are found, they will potentially require a change of use, subject to planning.

The Tadcaster Visitor Centre will showcase the history and artefacts of the area, to include a section highlighting the archaeological digs and finds from the Towton battlefield and the Tadcaster Motte and Bailey castle. Themed weeks could also be run around the main focus areas of beer, bridges and battles, as well as including a standalone exhibition on the history of brewing in the town. It is however quite feasible that a stand-alone brewing museum could be developed in the town. This could draw on experience from elsewhere such as the national brewing museum in Burton on Trent, the Guinness museum in Dublin, the Coors Brewery Experience in Golden, Colorado and, closer to home, the Black Sheep Brewery visitor centre at Masham.

The Centre would also act as an information point, particularly important over the weekend when the Ark (Town Council) is closed.

Key partners: Town Council, SDC, CEF, Business Forum, Historical Society, Tad & Rural CIC

4.3.2 The Town Centre environment

4.3.2.1 Riverside Park

The Riverside Park project was started over five years ago but hasn't made much progress on the ground to date due to flooding and proposed riverbank improvements associated with flood defences. The plan was to create a park "to be proud of, that respects its heritage and natural beauty, which provides an attraction for visitors and residents to come into the town and stay longer, which is safe, clean and well maintained for the benefit of all". Separate areas were to provide public open space for play and amenity purposes and fitness and leisure opportunities. This project is critical to the regeneration of the town centre and to breathe new life into Tadcaster's riverside.

Key partners: Town Council, NYCC, Groundwork, SDC

4.3.2.2 Streetscape improvements

Since the collapse of the Wharfe Bridge in 2015, Tadcaster has suffered from a significant downturn in footfall on the high street. An improvement in the streetscape along the Commercial Street/Bridge Street/High Street/Chapel Street/Westgate/Kirkgate and on key routes into and out of the town would make Tadcaster a much more welcoming and interesting place for people to visit.

Improvements could include: better seating areas, more flower-filled planters, café style pavement seating, pop-up shops in empty buildings, more litter bins by the river and the introduction of pedestrianised zones where regular street markets could take place.

Key partners: Town Council, Business Forum, CEF

4.3.3 Tadcaster Town App

Companies such as Townapps Ltd can create bespoke town guide and historical tour apps. Townapps itself was established in 2012 and is based out of Athlone, Ireland. They have designed numerous apps for 27 towns in the UK such as: Truro, Yeovil and St. Austell. Such Apps, which provide a 'landing page' for anyone arriving in Tadcaster with a mobile device, will give information about the history, local points of interest, upcoming events and of course food and retailers thus creating a 'be all end all' site for use in Tadcaster.

Typically costs are very variable for such products but have fallen significantly in recent years as the technology has become more embedded, 4G becomes more available and the model refined.



Key partners: Town Council, Business Forum, Tad & Rural CIC

4.4 Tadcaster Business Improvement District

A Business Improvement District (BID) is a business-led and business funded body formed to improve a defined commercial area. The benefits of BIDs are wide-ranging and include:

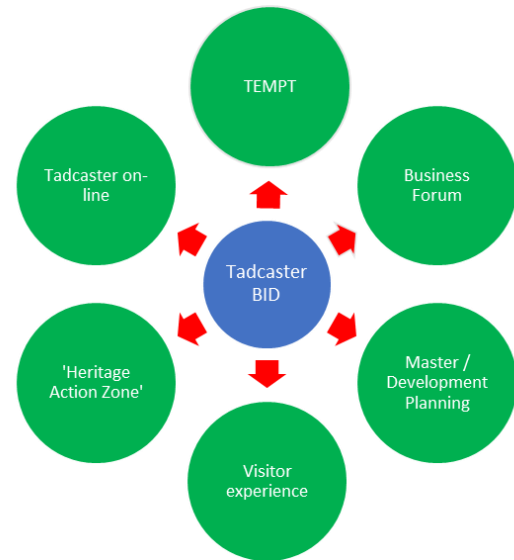
- Businesses decide and direct what they want in their area
- Businesses have a voice in issues affecting their trading area
- BID levy money is ring-fenced for use **only** in the BID area
- Increased footfall and spend
- Improved staff retention
- Reduced business costs
- Enhanced marketing and promotion
- Guidance in place shaping vision activities
- Facilitated networking opportunities with neighbouring businesses
- Improved dealings with the Council, Police and other public bodies

The draft vision for a Tadcaster BID is to:

“Put the heart back into the centre of our town; reimagining Tadcaster as a destination for socialising, culture, health, wellbeing, creativity and learning.”

To achieve this, a wide partnership is required including:

- Tadcaster Traders/Business Forum
- Community Engagement Forum (CEF)
- Tadcaster and Rural CIC/TEMPT
- Selby District Council
- Town Council
- Local Large Employers
- Sports Clubs



The concept of the BID has been introduced to businesses and this now needs to be fleshed out and developed so that a more fully formed proposal might be considered and debated, including the key actions that a BID could undertake which would complement and enhance the work of authorities such as the Town and District Councils.

Key partners: Town Council, T&R CIC, SDC, Tadcaster Business Forum

5. In summary

SUMMARY		
Strategic objectives	Key actions	Lead organisation (proposed)
1. Welcoming our visitors	Brown Signs and Gateways Visitor Centre & information Banners and Bunting Visit-tadcaster.com Town App	Tadcaster & Rural CIC Tadcaster & Rural CIC Tadcrafters Tadcaster & Rural CIC Tadcaster & Rural CIC
2. Providing our visitors with high-quality products and experiences	TEMPT events Visitor Centre Riverside Park Heritage trails	TEMPT Tadcaster & Rural CIC Selby District Council Tadcaster Town Council
3. Investing in our public spaces	Heritage Action Zone Riverside Park Streetscape improvements	Tadcaster Historical Society Selby District Council Tadcaster & Villages CEF
4. Encouraging diversification on an 'independents-led' High Street.	Business Improvement District & associated initiatives	Tadcaster Business Forum



Tadcaster & Rural Community Interest Company