

Your voice matters: but you need to make it heard

To help you send a clear message to decision-makers, please use the **HAVE YOUR SAY** section below.

And come to the consultation exhibition at 2 Market Place, Malton on Saturday, 2nd April, from 10am to 3pm. If you cannot be there and talk to us, the same information is available online at:

www.PlanningConsultation.com.

It's obvious really. Make Malton easy to use, make people welcome, and more of the money currently spent by local people in York and its retail parks and in Scarborough will come to Malton.

It's a bit of a shock to realise that Malton is getting only £1 of every £6 spent by local residents. The town **MUST** become a better place to visit and shop, and those we elect to public office to represent us **MUST** act in the town's best interests. Our future, and that of our children, depends on it.

So, please visit our display on 2nd April and either then, or now,

HAVE YOUR SAY!



FITZWILLIAM ESTATES
A tradition of working for Malton

Briefing 2

Malton Town Centre News

March 2011

Localism starts here and now. Malton today needs to make a vital decision for the future of our town. You, the people of Malton, should have your say in it.

The decision will be taken by those from across Ryedale elected to represent us. *But it is one that you, the people of Malton itself, should rightly have a direct say in.*

If the Government's new thinking about community-led decision-making – its "localism" agenda – is to have a real meaning, then right here, right now is where localism needs to begin.

On this decision rests the prosperity of the town centre – whether the

shops, cafes, restaurants, pubs and all the other traders will stay in business and thrive, and whether you will want to continue using them.

What it comes down to for everyone is whether you are attracted to shop in Malton and whether the experience of coming into Malton is a pleasure, or a pain.

We say it can be improved, and that it has to be improved.

HAVE YOUR SAY:
fill in the reply slip or come to the display at 2 Market Place on Saturday 2nd April

Who are we?

We are the Fitzwilliam (Malton) Estate. You may know of us as the ultimate owners of much of the town centre. We share with you a real interest in seeing the right balance between preserving Malton's unique and timeless character, and fitting the town for today – and tomorrow. The crucial points are how easy it is to reach by car and on foot, how handy all the shops and services are, how attractive the town centre is, and how much of a buzz there is about the place.

Town centres up and down the country are in decline - a direct result of out-of-town shopping centres. Malton has seen the same effect, but so far less severely than many market towns. The variety and viability of locally-owned retailers and food outlets could be irreversibly affected even more by the arrival of a big supermarket if it is not well linked to the existing town centre. It is a mistake for council planners to see the short-term financial benefits of attracting a large-scale supermarket separated from the town centre, if established businesses are priced out and have to shut up shop.

The decision to allow a huge superstore would be a big mistake: large predatory sharks and smaller fish rarely swim together for long.

We, the Estate, have a long-term interest in Malton. We have been here for 300 years. We consider ourselves benevolent landlords and have been able to benefit our tenants and their customers, and Malton's residents and visitors alike, in all kinds of ways – from free parking in the town centre to allowing local clubs and societies to use premises for their activities, from free food festivals to contributing to local good causes. Most of our properties are listed buildings, limiting how they can be modernised, but we maintain them well and charge no more than we need to.

The point we are at now is to decide on the future of the Livestock Market. It occupies a key position in the town centre that has historically been vital to its commerce and what happens here has an important influence on the whole area.



*Farming and food are vital to the Town but the way in which the livestock market is used by farmers has changed out of all recognition. We feel it's time to put this part of the Town to new use to help secure its future. **What do you and your family think?***

Fitzwilliam Malton Estate is looking to redevelop the Livestock Market site and with it provide high quality food and non-food retail units with a generous provision of car parking.

Have your say

From what I have read and seen of the proposed redevelopment of the Livestock Market, I am

Broadly in favour In favour with some reservations Against it

Please jot down any comments, thoughts and ideas (continue on a separate sheet if you run out of space).....

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Please place this slip (or a copy) in an envelope and send it (with no stamp) to the one-line address: FREEPOST CHELGATE

If it's easier, send an email to malton@chelgate.com

What are our ideas for the Livestock Market site?

What we want to do is this:

The Livestock Market buildings are in regular use for only two half-days a week. This no longer makes sense and the market operators are already looking to establish a new future elsewhere before 2013. That will allow this central location to be redeveloped – with great sensitivity in terms of scale and design – to play a much fuller role in the commercial life of the town, while maintaining the town's heritage. In fact, we see a redeveloped Livestock Market as nothing less than the catalyst to reviving the old town.

The site creates the very best opportunity available for a modest-sized high quality food store, with a few additional smaller retail units ideally suited to attract modern high street retailers to Malton, and a generous provision of parking. The location is very well linked to the centre and within easy walking distance.

Our ideas contrast sharply with those of the District Council who want to build a superstore away from the heart of the town.

The town can only support one more supermarket, a fact set out in Ryedale District Council's own Retail Capacity Study (updated 2009); so we have to get it right. This scheme represents the chance to provide such a store at the same time as adding support for existing shops and services. A new shopping centre on these lines would not draw custom away from existing retailers, but actually encourage more local people to visit the town centre and to make the most of their trip by calling at other shops too. The whole experience of shopping in Malton can be made more attractive. This in turn could attract visitors from well beyond the town, essential if we are to maintain its vitality.

It will be a big improvement on the sheds and pens of the Livestock Market. The plan is to build a two storey building, architecturally sympathetic to its historic surroundings and the adjoining conservation area. It is an invigorating project which Malton Town Council and the Chamber of Trade are both expected to welcome. It is also expected to fit comfortably with the emerging Neighbourhood Plan which the Town Council will soon present in draft.

We ask you to help decide the kind of town you want to be part of, the flourishing town you want the next generation to inherit.

You may think that as individuals you are powerless. This is not so, particularly now that this Government is keen to see local decisions taken by local communities, not just the planning powers-that-be.

The people you elect to represent you – this May – will take note. Ask them where they stand.

What Ryedale District Council wants to do is this:

The district council (RDC), as opposed to the town council, has very different ideas. And it is difficult to see how they benefit Malton. Their plan is to allow a big supermarket outside the town centre, a cuckoo in the nest that pushes its more vulnerable

nestlings out in order to grab every morsel that's going. The site proposed is the Wentworth Street car park. RDC already owns it, as you may have noticed by the excessive parking charges that have actively discouraged users. RDC aims to sell it

to the highest bidder, with the expectation of planning permission it would grant. It would be a big store, selling everything, threatening Malton's existing businesses while changing the nature of the town centre.

As a destination, a one-stop shop, it would offer the kind of shopping experience where visitors go nowhere else. One of RDC's prime responsibilities is to uphold national and local planning policies to protect the vitality and viability of town centres. In both Norton and Malton we are seeing this duty breached against specialist advice and public opinion.

We say, in the interests of Malton, keep the Wentworth Street car park, tidy it up, make the charges reasonable: visitors will use it, the town centre will be busy, the shops, and the restaurants, cafes and pubs will all thrive.



While the Livestock Market stands mostly unused (above, and previous page) experience shows that we can attract thousands of visitors and shoppers to the town if we have the right things on offer. The pictures right and on the back page were taken at the Saturday market and at the last Food Lovers Festival which put cash in the coffers of many different local businesses. Just think what the proposed new development could achieve.



Every £1 spent in a Malton shop selling local produce puts twice as much money back into the local economy as £1 spent in a superstore.

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