

A Sustainable Future for Lower Wensleydale – Leyburn and Middleham Recommendations of Miller Research (August 2009)

'Lower Wensleydale is an area that offers an excellent quality of life for residents and visitors in an outstanding natural landscape offering a range of high quality independent shops, backed up by local services but is at risk of losing ground to competing centres if it cannot adapt to embrace social, economic and market conditions.'

Miller Research.

Infrastructure & Facilities	To make public realm improvements
	To enhance the community Infrastructure
Retail & Tourism	To enhance the visitor welcome
	To diversify the retail and hospitality offer
Arts, culture & events	To develop events / arts / cultural space
	To develop an events strategy
Marketing & Awareness	To develop an identity for Leyburn
	To develop a marketing strategy
Delivery Mechanism	To develop a joined up approach to delivery

Table 1 – Miller Research Recommendations 'A Sustainable Future for Lower Wensleydale – Leyburn Report'

Infrastructure & Facilities	To develop a better-connected Middleham
	To preserve, develop and invest in the racehorse training infrastructure
Retail & Tourism	To maintain & develop a strong local, independent retail & hospitality sector
	To develop further tourism associated with the horse racing industry
Marketing & Awareness	To develop & market a strong brand for Middleham
	Promotion of the area to its natural visitor segments
Arts, culture & events	To develop Middleham as a hub for the arts in Lower Wensleydale
Delivery Mechanism	To develop a joined up, proactive approach to delivery

Table 2 – Miller Research Recommendations 'A Sustainable Future for Lower Wensleydale – Middleham Report'