

Section 5.6: Local Economy

1. A vibrant local economy is seen as a key element to achieving a sustainable and balanced community.
2. While most people travel outside of the parish to access job opportunities, there are a significant number of businesses to be found within the parish. There are three large businesses; D & M Design and Fabrication located at North Close farm, Kirkby Malzeard, R and J Yorkshire's Finest located at Long Swales Lane, Kirkby Malzeard and Saputo (formerly Wensleydale Dairy), Kirkby Road, Kirkby Malzeard, all of whom employ over 50 people.
3. The vast majority of businesses in the parish are smaller – with five or less employees. There is also a growing, and above average number of people, who work from home, even allowing for the effect of Covid restrictions at the time of the Consultation. At 10.2% the proportion of the working age population who stated that they work from home was about three times the national average (3.5%) and nearly double the district average (6.1%), according to the 2011 Census.
4. Historically, farming has been the backbone of the local economy. Although the number of farms and the number of workers employed on these has gone down over the years, the sector continues to be an important source of jobs and wealth and a key part of the identity and character of the parish.
5. Other rural businesses include grouse and pheasant shooting, and under the management of the Dallowgill Estate, this remains a significant feature of the local economy, providing full time employment for 5 people, part time employment for a further 40 people, and considerable expenditure with local businesses. The shooting estate also helps to maintain large areas of moorland and woodland within the parish.
6. The viability, development and diversification of agricultural and other land based rural businesses are high priorities for the Plan and will be supported subject to any development respecting local character, residential amenity and highway safety.
7. Tourism is a growing aspect of the local economy and there has been a significant rise in the number of hospitality businesses (including AirB&B, glamping and holiday cottages) in recent years. Bringing visitors to this area is also essential to developing our sense of 'place'. There are important tourist facilities within easy reach of the Plan Area including the National Trust sites of Fountains Abbey/Studley Royal Water Garden and Brimham Rocks; Lightwater Valley Theme Park is also close by.
8. As described in Section 5.5 the parish has an extensive public access network of footpaths, bridleways and byways, as well as scenic lanes across the moors. This

network includes well marked trails, such as the 7 mile Mosaic Trail around the Western end of the Parish, and parts of the Ripon Rowel walk. Cyclists are also frequent visitors following the popularity of the Tour de Yorkshire events in 2018 and 2019. Motorcyclists enjoy the local road network and byways. Horse riding is increasingly popular with visitors and local residents and there is an extensive network of bridleways in the Parish. All of these activities have led to the growth of businesses which support them.

9. The Plan is strongly supportive of Nidderdale AONB and other local government support for the documentation, promotion and maintenance of footpaths, byways and bridleways across the Parish.
10. A survey of major local businesses was undertaken by the Steering Group as part of the stakeholder consultation between mid-2021 and early 2022. The public consultation also included a section which sought responses from those employers with 5 or less employees. From this exercise it is evident that the parish is generally seen as a good business location, but employers would welcome some improvements in the area; highway improvements; greater car parking capacity in Kirkby Malzeard and more affordable housing for employees were cited.
11. The consultation did underline strong local support and preference for the growth and expansion of smaller businesses, including home working. This could be both through the conversion of existing buildings and well designed, proportionate and suitably located new buildings from which such small-scale businesses can operate. The consultation indicated strong support especially for small businesses connected to hospitality, leisure and tourism in general.
12. In order to assist in strengthening the local economy, the Kirkby Malzeard, Laverton and Dallowgill Business and Community Group, (supported by the Parish Council), was created in 2022 with the aim of facilitating networking, peer-to-peer support and mentoring, within the Parish, within North Yorkshire and with national organisations, such as the Federation of Small Businesses.
13. The benefit of cooperation with neighbouring towns is promoted by North Yorkshire Council. These benefits are more significant to our Parish now because of the growing hospitality economy. The success of the wider area as a destination clearly impacts on our local economy. In particular, the Plan is supportive of collaboration with neighbouring initiatives;
 - Whilst Kirkby Malzeard, Laverton and Dallowgill is outside the Ripon BID (Business Improvement District) area, it would be useful to maintain communication with their initiatives in Ripon.
 - Nidderdale Plus, based in Pateley Bridge, has facilities and services that are available to residents in this Parish.

- Masham Community Office likewise offers services that are relevant to residents in this parish, and they will publicise local events.
14. The idea of Ripon-Rural co-operation has been actively promoted by some Parish Council members, as a means to maintain local services and reduce ‘brain drain’ to urban areas. Events held in 2022 and 2023 helped raise the visibility of the Parish in the wider area and increased visitor expenditure. This co-operation has also supported activities in Ripon of interest to residents of the Parish. The Plan is supportive of proactively maintaining this cooperation and collaboration.
15. There is a mutual benefit to be gained from co-operation between local businesses and voluntary groups, and village events have been used as a springboard to facilitate such co-operation. This has benefited the businesses in publicity and consumer loyalty and it has benefited the community groups in many ways – use of equipment, volunteers and donations. The Plan is supportive of this type of cooperation.

POLICY KLMD16: SUPPORTING THE DEVELOPMENT OF THE LOCAL ECONOMY.

Though some types of development do not necessarily need planning permission, where it is required, the Plan is supportive of new commercial and business development, providing it both supports local employment and can be undertaken sympathetically and without significant adverse impacts upon the quality of the local character and amenity, neighbouring uses and highway safety.