WELCOME
Why have I been invited?

Cllr Mick Stanley
Chairman, City Plan Committee
Outline

• Introduction

• What Ripon told us

• What else do we know?

• Group discussion

• Refreshment Break / Questions / Feedback

• Group discussion

• What does this mean for the Ripon City Plan

• What are the next steps?

• Questions and Answers
Consultation responses

What Ripon told us

Ben Howe
Graduate Intern, GRIP
How Ripon told us

• Consultation (April to June 2013) consisted of:
  • Household distribution
    • Leaflet in In-Focus Magazine
    • Fliers in Review Ripon Magazine
  • Press Releases / Publicity / Media articles
  • Ripon City Council Website
    • On-line versions of all documents
    • On-line questionnaire
  • Attendance at meetings
  • Handing out questionnaires at events

• 209 responses in total
• Responses analysed throughout July and August
What Ripon told us

• **Getting around - transport:** *How can we improve getting around? What are your three suggestions?*

**Buses:** ~54% of responses mainly about better connectivity within the City

**Parking:** ~47%, ~18% of which were issues about lack of provision, and ~11% about topic of cost.

**Roads:** ~43% (incorporating road planning/infrastructure and maintenance). Excluded is pedestrianization, which formed ~12%.

The most frequent specific suggestion was cycle routes: ~24%.
What Ripon told us

- **Earning and spending- businesses and shops:** *What would be your three most important changes to boost jobs and encourage spending in Ripon.*

Rates and rents: ~39% of proposals, suggestions surrounding rates, rents and incentives for businesses were by far the dominant suggestion.

Parking: ~30% including the costs of, and the availability of spaces.

Commercial diversity: ~19%, though this figure is much higher in real terms. Responses were recorded separately if they suggested a specific type of business.

~36% were objectively linked to aesthetics. ~16% of this would-be category was made up of beautification suggestions- both of buildings and approaches to the city. A further ~14% suggested the development of unused retail buildings, and the remaining ~7% covered general maintenance concerns.
What Ripon told us

- **Looking after Ripon - environment:** *What are your three most important suggestions to how we can sustain an attractive environment?*

  **Maintenance:** ~60%, including ~38% of responses about addressing litter. Not included are the ~21% suggesting implementing a body or campaign surrounding city pride and/or tidiness. Also omitted are the ~10% of responses specifically surrounding development or maintenance of unused sites / premises.

  **Green spaces:** ~31% about encouraging or maintaining green spaces or planting in the city.

  **Beautification:** ~21% surrounded beautification not be categorised by either of the above such as beautification of shop fronts.
What Ripon told us

- **Healthy Ripon- Community, voluntary and health:** *What are your three most important suggestions to help you, and others become involved in a healthy active and supportive local community.*

  New swimming facilities: ~36%. This figure does not include the ~11% of responses which recommended supporting or maintaining the current pool.

  **Promotion:** ~25% of responses simply suggested promotion of existing groups and facilities, or just of healthy living in general.

  **Youth:** ~17% of responses suggested targeting something at youth. This was a broad grouping that included educating youth on the benefits of a healthy lifestyle, encouraging youth volunteering, and installing features or activities targeted at young people. The notion of a skate park was a frequent sub-set of this.

  A number of other groupings closely followed the most prominent three, two notable topics surrounded support of the hospital (~14% of responses) and concerns over the cost and availability of sport and leisure facilities in Ripon (15%).
What Ripon told us

- **Living and learning- homes and education**: What are your three most important suggestions to provide the right housing in the right places, and opportunities and access to lifelong learning?

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Developing specific sites: ~34% of responses mentioned development (unused buildings, brownfield sites, and Claro barracks specifically).

Education: ~29% of responses were about the need for adult education, 18% improved higher education and 8% improved further education

Housing: ~21% of responses were regarding the need for affordable housing, with over 45% of responses mentioning specific sites, buildings or premises
What Ripon told us

- **Meeting and greeting- attractions:** *What are your three most important suggestions for making sure that Ripon’s buildings, streets and open places are best used to promote local pride, and to provide a welcome to visitors?*

**Beautification:** ~30%, of which most surrounded buildings. This was a separate to the calls to “do something with” Ripon’s empty units. Combining the two figures would have equalled ~50% of all issues raised.

**Maintenance/litter:** ~28%: litter, or general maintenance of pavements, roads and public spaces.

**Advertising, marketing and PR:** This group formed ~22% of responses and is made up of a range of related comments sharing the common theme that Ripon needs to work harder to exploit its qualities.
What Ripon told us

- **Other views or comments:** Do you have any other views or comments you wish to make that should be considered in the development of the Ripon City Plan?

**Wide range of different issues:**
- ~16% were comments about Ripon City Council
- ~15% were about providing a new attraction or feature. A new swimming pool dominated the suggestions, others included a theatre, visitor accommodation, or entertainment for younger residents.
- ~14%, were concerns about the City Plan process or the credibility of the plan being delivered
What is Ripon?

What else do we know?

Alan Weston
City Development Manager
What else do we know?

- **AMT-I (Association of Market Towns)**
  - Ripon City Centre Benchmarking Report

- **Harrogate Borough Council**
  - Ripon Neighbourhood Profile

- **Experian**
  - Town Centre Futures Report - Ripon

- **Harrogate Borough Council / York, North Yorkshire and East Riding Local Enterprise Partnership**
  - Claro Barracks Closure Economic Impact Assessment
  - Initial report due November / December
What else do we know?

- **AMT-I Benchmarking (survey date November 2012)**
  - Compared to similar towns, Ripon City Centre has:
    - More retail premises
    - Less finance / professional services premises
    - Limited office premises
  - Premises vacancy rate is 9% (up to 10% at July 2013)
  - Significant difference in footfall between Market and Non-Market Days
  - Customer profile
    - Local catchment (within the town) – 71%
    - Visitors (<30 min drive time) – 22%
    - Tourists (>30 min drive time) – 7%
What else do we know?

- **Ripon Neighbourhood Profile (2011 Census)**
  
  - 5% population growth 2001 to 2011, of which:
    - Ripon Spa +10%
    - Ripon Moorside -5%
    - Ripon Minster +9%
  
  - 15% of all households are inhabited by 1 person aged 65+
  
  - 7% of households have over 1.5 people per bedroom
  
  - Households with no cars or vans, of which:
    - 25.0% Ripon Minster Ward
    - 19.3% Ripon Moorside Ward
    - 17.4% Ripon Spa
What else do we know?

Breakdown of Age (Census 2011)

- **Aged 39 and under:**
  - Ripon: 47.6%
  - Harrogate: 44.4%
  - England: 51.0%

- **Aged 60 and over:**
  - Ripon: 25.8%
  - Harrogate: 26.4%
  - England: 22.3%
What else do we know?

Tenure (Census 2011)

- **England**: 63% Owned, 17% Social Rented, 18% Private Rented
- **North Yorkshire**: 70% Owned, 11% Social Rented, 9% Private Rented
- **Harrogate**: 71% Owned, 9% Social Rented, 18% Private Rented
- **Ripon Neighbourhood**: 66% Owned, 14% Social Rented, 18% Private Rented
What else do we know?

Households 7,413
What else do we know?

- City Centre Catchment

- Primary catchment
  - Population = 17,818
  - Households = 7,413

- Primary & Secondary catchment
  - Households = 16,413

Spend available in catchment: £217million

Capture: Ripon retains 39.5% (£86million)

Leakage: Biggest leakages to Harrogate (22.8%) / Northallerton (6.2%) / Thirsk and Leeds – Central (each 5.5%)
What else do we know?

**Daytime Population**
16,376 – net out commute of 1,500 people

**City Centre Catchment (cf national average)**

Markedly lower proportion of:
Young singles/homeshares and young households with children.

Higher:
Elderly families with no children, older families with no children, and mature families without children.
What else do we know?

How will my catchment change?

Small % HH Growth

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2020</th>
<th>% Change 2012-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>13,876</td>
<td>14,829</td>
<td>6.9%</td>
</tr>
<tr>
<td>Households</td>
<td>5,927</td>
<td>6,607</td>
<td>11.5%</td>
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Total households to grow by 11%

How is weekly spend likely to change?

Small % Spend Growth

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<thead>
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<th>2012</th>
<th>2018</th>
<th>% Change 2012-2018</th>
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<tbody>
<tr>
<td>Comparison</td>
<td>£749,779</td>
<td>£830,557</td>
<td>10.8%</td>
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<tr>
<td>Grocery</td>
<td>£573,223</td>
<td>£628,652</td>
<td>9.7%</td>
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</tbody>
</table>

Comparison spend to grow by 11%
What else do we know?

How will my demographic profile change?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2012</th>
<th>2020</th>
<th>% Change 2012-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 0-29 year olds</td>
<td>36.5%</td>
<td>33.1%</td>
<td>-3.4%</td>
</tr>
<tr>
<td>Age 30+</td>
<td>63.5%</td>
<td>66.9%</td>
<td>3.4%</td>
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Higher % growth in 30+ year olds
What else do we know?

What will the profile of my consumers look like in 2018?

- **Tough Vintage**: 5.6%
- **Daily Challenge**: 6.8%
- **Urban Pulse**: 6.0%
- **Family Value**: 26.0%
- **Retiring In Style**: 24.1%
- **Juggling Parents**: 13.2%
- **Top Table**: 18.3%

Key groups likely to be 'Family Value' and 'Retiring In Style' consumers

**Family Value**: Mid to lower income families
- They will want value: this is the 'squeezed middle', higher costs, constrained income
- They will want experience: safe and attractive places for shopping and leisure
- They will use technology: purchasing, price comparison, socialising

**Retiring In Style**: Affluent older singles and couples
- They will want service: require specific facilities and good access to them
- They will want experience: require safe, attractive, interesting local centres
- They will use technology: as 'baby boomers' retire usage will increase
Any Questions So Far?
Discussion / Feedback:

From all of the information provided, is this the Ripon you know?
The Ripon City Plan
Ripon City Plan

The Ripon City Plan needs to be more than just a Neighbourhood Plan.

The Ripon City Plan will be a detailed strategy for the future of the parish of Ripon, with:

- A management plan to address the issues that people have highlighted as being important to them and which will help improve the City,

- A neighbourhood plan to give the people of Ripon a greater say in planning matters and the longer-term development of the City,
Ripon City (Management) Plan

City Development Initiative

• **Future Ripon:** developing a shared strategy and plan and delivering it (City Plan)
• **Discover Ripon:** improved communication
• **Promoting Ripon:** promotion, marketing and events
• **Welcoming Ripon:** making the City attractive, inviting and pleasant
• **Proud Ripon:** celebrating our cultural heritage, history and traditions
• **Invest Ripon:** attracting new businesses and jobs
Ripon City (Neighbourhood) Plan

- Relates to the use of land, or aspects of how our City works,
- Can shape where development will go and what it will look like, providing a more detailed planning framework for the City.
- Can adopted Neighbourhood Plan, voted for by the community at a referendum, would be used to consider all planning applications in our City
What’s next?

Christopher Hughes
City Plan Committee
What’s next?

Ripon City Plan Phases
1. Define the Neighbourhood Area
2. Consultation and information collection
3. Develop draft City Plan
   - Publicise responses
   - Focus group of volunteers
   - Vision and objectives
   - Initial draft City Plan
4. Consultation on draft City Plan
5. Review and finalise City Plan
6. Submission to Harrogate Borough Council
7. Independent Examination
8. Community Referendum
9. Implementation
Describe what Ripon will look like in 2030...
How can you help us get there?

Continued involvement