



Community Benefits

This might surprise you, but this is where we get really really excited. GMI Holbeck Land has an established track record of community involvement. Our combined team has extensive experience of regeneration. We figured out years ago that no project exists in isolation. It has to have all the right elements to start off with: access, good links to the town centre, high quality design, beautiful landscaping.

We like projects that provide local employment – that starts with construction where we use local subcontractors where possible, and follows right through to end employment.

It doesn't stop there. We are tireless networkers, which means we are always thinking up ways to bring organisations together. We work with local artists and arts organisations, with schools and community groups to kickstart meaningful projects that provide real impact.

Not to mention the fact that the proceeds from the sale by Ryedale District Council of part of Wentworth Street car park will go into public funds, towards providing necessary community projects rather than into the hands of a private organisation (however benevolent they may be).

GMI Holbeck Land is looking to develop above the Wentworth Street car park site and with it provide a quality supermarket offer to the town with a generous provision of car parking. [header]

We look forward to the opportunity to demonstrate to you some of our past projects. Please come to our Open Days to see what we're really about and give us more feedback.

Open Days

Tuesday 5th July 11am to 7pm,
Wednesday 6th July 11am to 5pm,
Milton Rooms, Malton.

Friday 15 July, 11am to 7pm,
Saturday 16 July 11am to 3pm
Stanley Harrison Building, Norton

As well as the opportunity for consultation on these dates, GMI will be hosting a range of activities for children and other visitors to take part in. For more information please email us at: malton@flymedia.uk.com

Please respond to the following statements and return by bringing to the Open Consultation, post to **GMI Holbeck Land, Park House, Westland Road, Leeds, LS11 5UH** or complete online by visiting www.TheWentworthProject.com.

I would prefer to be able to have increased choice about where I buy petrol in Malton and Norton

Yes ☐ No ☐ No opinion ☐

I would like Malton to have a new foodstore which can attract back shoppers from the supermarkets of York and Scarborough

Yes ☐ No ☐ No opinion ☐

I would like to continue to use the parking facilities at Wentworth Street and walk into the main town centre

Yes ☐ No ☐ No opinion ☐

I would like to see Malton as a retail and cultural hub in the future.

Yes ☐ No ☐ No opinion ☐

I would like a new store to foster linkages to community projects happening in my town

Yes ☐ No ☐ No opinion ☐

Provided that a generous amount of car parking remains, I am in favour of a new supermarket within the present Wentworth Street car park site

Yes ☐ No ☐ No opinion ☐

OR

I am not in favour of a new supermarket within the Wentworth Street car park site because

.....

.....

.....

.....

.....

We know that you will already have been asked to complete many surveys because local views on development are relevant when deciding how local Development Plan and national Planning Policies can be properly implemented, but if you have any further thoughts or suggestions, please write them here or send separately.

The Wentworth Project

Revitalising Malton, Norton and Ryedale



Making change a good thing...

Change and investment offer great opportunities for the community and future generations: revitalisation, transformation and employment. At GMI Holbeck Land we understand that development needs to happen organically and sympathetically, which is why we have been working carefully on a scheme that we believe offers renewed prosperity, employment and opportunities to the beautiful town of Malton.



...Well, we would say that, wouldn't we?

To help you see that we actually mean it, we'd like to bring to your attention some of the observations we've made about Malton and Norton – particularly in relation to The Wentworth Project. And we would also like to hear what you think about some of the issues that we've been having thoughts around.

So who are we?

GMI Holbeck Land are experienced Yorkshire property developers and contractors with a strong reputation for sustainable development, the highest quality of building projects and new ways of linking in with the local community. We've won a number of awards for environmental sustainability and we've even developed the greenest commercial building in the country with the highest industry (BREEAM) rating.



As well as being committed to environmental sustainability, we're committed to great design - so we've commissioned an award-winning architect to come up with a sustainable and sympathetic design that really fits the bill.

Panter Hudspith architects specialise in introducing contemporary buildings into historic settings. Regional achievements include award winning designs for York's City Screen cinema and Pitcher & Piano. In schemes such as the Middlesborough Town Hall arts complex, the new Museum and Gallery in Lincoln and Oxford's Castle, Panter Hudspith have successfully created new buildings that complement heritage locations.

Why Wentworth Street?

What we really like about the site are the added benefits for Malton and Norton that our approach to Wentworth Street offers. Supported by Government Policy, we consider that a site immediately accessible to the town centre would give a much more communitarian approach than an out-of-town store, with the added benefits of improved access, good links with the centre and the space to give shoppers and a supermarket operator the necessary car parking.

We are all excited at the challenge of creating a quality store that brings added community benefits into the town. We are setting out to design the proposal which we believe is best for Malton.

There is no other site in Malton offering this potential.



Parking

The Wentworth Project doesn't just offer a store that will service the area and bring people and employment into the town, it will provide substantial levels of parking to the town. Not just the 3 hours free, but long stay and parking for farm vehicles using the Livestock Market, including the top deck (which is being retained by Ryedale Council). There will actually be an increase in the number of parking spaces from 370 to close to 470.

To see the exciting possibilities for yourself, we urge you to come to our consultation and have a look at the plans.

There is no other site in Malton offering this potential.

Fuel

The prices of petrol and diesel are already breaking the bank without having to pay those unpleasant rural premiums. We've talked to people in Malton and the surrounding area, and we know, because you've told us, that buying petrol causes a serious exodus of shoppers. And when people go elsewhere to buy petrol at out-of-town superstores in York and Scarborough, they tend to do their weekly shop there, too. It's a fact of modern life. Shoppers today want it all at their fingertips.

The Wentworth Project plans include a petrol station offering fuel at competitive prices. This will keep shoppers in Malton and will attract shoppers from the surrounding villages.

There is no other site in Malton offering this potential.

Shoppers

With its convenient location within Malton's expanding Northern Arc we believe that existing and new shoppers will be happy to walk the three minutes (yes, we timed it) into Wheelgate to buy from Malton's wide range of shops and enjoy a cup of tea and a bun. What's more we believe that subsequent increased footfall will encourage new retailers into the town.

Over a third of the retail spending of Ryedale's residents is at York, Monks Cross and Clifton Moor, which represents more than £1 million weekly lost to Malton shops, just part of an overall outflow of over £2.5 million of spending per week lost to Malton.*

What will attract shoppers back to Malton?

- A new, sufficiently large 'anchor' foodstore to attract people back
- Petrol
- Parking

A choice of better quality foodstore, with a range of every day produce and goods varied enough will mean that people can forget about shopping in York and Scarborough and get what they need in Malton. This means petrol, a new, sufficiently large foodstore to attract people back, easy access by car or bus and plenty of free parking to go with it.

Malton has lost ground to other towns over the years. The town's position in the national retail rankings fell by over 200 places between 2000 and 2009.* The Wentworth Project is needed as a catalyst to turn this around.

There is no other site in Malton offering this potential

In order to attract the high street clothing stores that are a major gap in Malton's offer, new retail units are needed. Although unsuited for a supermarket with parking and petrol, the Livestock Market site would provide a good location for high street shops once the Livestock Market has been relocated.

Links

Current statistics show that over 80% of people parking in the Wentworth Street car park are using it to visit the town centre. Even though it does only take three minutes, we want to make sure that those three minutes are pleasant ones. We propose improved road crossings, landscaping and widened, more attractive footways and street scenes to achieve that.

*Source: 2006 Ryedale Retail Capacity Study
+Source : 2009 update to the Ryedale Retail Capacity Study. the retail rankings referred to are the MJE national ranking (Malton fell from 880th in 2000 to 1095th in 2009).