



# Employment

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<b>Respondent Number</b>	<input type="text" value="1"/>
<b>Name</b>	<input type="text" value="Ian Smith"/>
<b>Organisation</b>	<input type="text" value="English Heritage"/>
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	<input type="text"/>

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<b>Respondent Number</b>	<input type="text" value="2"/>
<b>Name</b>	<input type="text"/>
<b>Organisation</b>	<input type="text" value="British Horse Society"/>
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	<input type="text"/>

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<b>Respondent Number</b>	<input type="text" value="3"/>
<b>Name</b>	<input type="text" value="Cllr Margaret Skilbeck Hambleton District Council"/>
<b>Organisation</b>	<input type="text"/>
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	<input type="text" value="Small business parks near main towns would encourage local university students to stay in the area / provide jobs for local residents"/>



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<b>Respondent Number</b>	4
<b>Name</b>	
<b>Organisation</b>	Great and Little Broughton Parish Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	

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<b>Respondent Number</b>	5
<b>Name</b>	Geoff Henman
<b>Organisation</b>	Campaign for real ale (CAMRA) (York Branch)
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	

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<b>Respondent Number</b>	6
<b>Name</b>	Martin Elliot
<b>Organisation</b>	North Yorkshire County Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Ensure farming is supported in order to maintain the natural assets of the park and subsequently that the tourism industry is protected and maintained. Given new spatial planning remit consideration of partnership working with cultural and tourism actors is recommended



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<b>Respondent Number</b>	7
<b>Name</b>	Paul W Beanland
<b>Organisation</b>	Paul Beanland Associates
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	On the back of expanding tourism I am sure of any shortcomings, but I am inclined to think that there perhaps ought to be more picnic areas, passing places and explanatory tables identifying surrounding features. This would be equally true of a coastline, as it is of the moorland and hills

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<b>Respondent Number</b>	8
<b>Name</b>	
<b>Organisation</b>	NYFRS
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	

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<b>Respondent Number</b>	9
<b>Name</b>	Brian E Hill
<b>Organisation</b>	Derwent Anglers (Treasurer)
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Based on existing users and farmers



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<b>Respondent Number</b>	10
<b>Name</b>	Mr J K Harrison
<b>Organisation</b>	The Cleveland Industrial Archaeology Society
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	

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<b>Respondent Number</b>	11
<b>Name</b>	P Pinkney
<b>Organisation</b>	
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Nothing heavier than light industry located in or next to a town

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<b>Respondent Number</b>	12
<b>Name</b>	Ruth Chambers
<b>Organisation</b>	Council for National Parks
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Economic development should be promoted that is compatible with National Park purposes. The National Park is a living landscape, which supports vibrant communities and a strong local economy. Central to the management of National Parks is the ethos of sustainability, that is, stable long term economic development which does not harm the local community or environment, and which integrates the needs of environmental, social and economic well-being.



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<b>Respondent Number</b>	13
<b>Name</b>	Mrs G M E Cordell
<b>Organisation</b>	Faceby Parish Meeting
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Broadband access for all. Economic development should be encouraged at boundary of the park

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<b>Respondent Number</b>	14
<b>Name</b>	Sam Kipling
<b>Organisation</b>	Environment Agency
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	

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<b>Respondent Number</b>	15
<b>Name</b>	
<b>Organisation</b>	Scalby Village Trust
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Agriculture and tourism and small cottage industry should only be supported



<b>Respondent Number</b>	16
<b>Name</b>	
<b>Organisation</b>	Aislaby Parish Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Encourage self-employed and other small scale businesses near to where the workers live and using old buildings. Bias towards the areas of higher unemployment (the coast)

<b>Respondent Number</b>	17
<b>Name</b>	Alastair McIntyre
<b>Organisation</b>	GOYH
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	The Plan should encourage small scale farm and rural diversification, which helps broaden the economic base of the rural economy. Large scale employment development would be better located in the settlements listed in the response to question 7 above. Again, there is probably scope for the National Park to prepare an economic development strategy with the above named adjoining authorities.

<b>Respondent Number</b>	18
<b>Name</b>	
<b>Organisation</b>	Pickering Town Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Marketing the benefits of working in a rural setting to potential businesses of all kinds. Ensuring that the infrastructure allows for additional traffic etc which is also in sympathy with the purposes of conservation. Encouraging young entrepreneurs



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<b>Respondent Number</b>	19
<b>Name</b>	
<b>Organisation</b>	Loftus Town Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Most types of diversification are fine other than noisy vehicle racing etc

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<b>Respondent Number</b>	20
<b>Name</b>	John Ryder
<b>Organisation</b>	
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	

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<b>Respondent Number</b>	21
<b>Name</b>	I N Saggars
<b>Organisation</b>	Helmsley Estate
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	All types of small industry should be encouraged. Much of the landscape and buildings were used for industrial purposes years ago



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<b>Respondent Number</b>	22
<b>Name</b>	
<b>Organisation</b>	West Ayton Parish Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Development of traditional skills workshops - walling, blacksmith, woodworking etc where there is central access to demand. Not 'touristy' crafts but basic skills that may otherwise be lost

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<b>Respondent Number</b>	23
<b>Name</b>	
<b>Organisation</b>	PLACE
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	

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<b>Respondent Number</b>	24
<b>Name</b>	Jayne Whitaker
<b>Organisation</b>	Sport England
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	



<b>Respondent Number</b>	25
<b>Name</b>	John Farquhar
<b>Organisation</b>	CPRE and North York Moors Association
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	<p>The changes in land-use which we foresee will probably result in a fall in land-based employment as land management becomes less intensive. Tourism and tourist-linked activity is likely to become even more dominant as a source of employment and income, but it is essential that the qualities which attract visitors to the Park are not eroded by unsuitable forms of development, however 'employment-generating' they claim to be. The aim should be to increase 'local value-added per visitor-day', which may mean encouraging 'up-market' activities such as pony trekking, natural-history- or heritage-based holidays, country-house style hotels... even though this may seem to run counter to the policy of encouraging wider participation from those social groups who currently rarely if ever visit the Park. It should be possible to accommodate both, provided that noisy, destructive forms of recreation are stringently controlled or, preferable, banned. (Our members are most concerned about the damage caused by uncontrolled motorbike use) Things which need active encouragement are: Broadband IT; generous provision of public transport, education and training; encouragement of up-grading of provision; fostering local produce and local crafts etc. The Forest Park is a major provider of recreation facilities and the Park Plan should be closely co-ordinated with the plans of Forest Enterprise.</p>

<b>Respondent Number</b>	26
<b>Name</b>	Ken Hale
<b>Organisation</b>	
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	

<b>Respondent Number</b>	27
<b>Name</b>	
<b>Organisation</b>	Mickleby Group Parish Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	<p>Small scale industry Support to keep the land as it is i.e. farming</p>



<b>Respondent Number</b>	28
<b>Name</b>	K Delaney
<b>Organisation</b>	RAC Foundation
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	

<b>Respondent Number</b>	29
<b>Name</b>	Chris Marshall
<b>Organisation</b>	Countryside Agency
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	The Plan should encourage development which seeks to provide a diverse and healthy economy through policies to support a range of opportunities for both residents and visitors. All development should be appropriate to its setting and reflect the character of the area.

<b>Respondent Number</b>	30
<b>Name</b>	
<b>Organisation</b>	Osmotherley Parish Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	There is much scope to the turning of redundant farm yards to commercial businesses rather than residential buildings. Hambleton District Council are trying that approach with little success but there will be more scope in the Park perhaps. The restrictions on commercial buildings in residential areas are too harsh, unless there are serious objections from residents. Commercial properties, especially shops should not under any circumstances be allowed to be turned into residential use. Osmotherley lost its bakery when a would- be-baker was gazumped by someone betting that they could get round the planning problems of turning a Listed bakers to a home. The village would be ruined if commercial pressures from housing allowed otherwise successful businesses to shut.



<b>Respondent Number</b>	31
<b>Name</b>	Eric & Margaret Kirby
<b>Organisation</b>	
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	I have done most of my work as a bricklayer/stone mason, within the National Park for 45 years but have had to commute due to planning permission to build my own house being refused on my two sites since 1976 that had previous planning which was not allowed due to the local village plan not being completed and adopted for many years. All development was discouraged. Offered to build village shop also give site as play area/ village green as planning gain. Refused. And for local housing in 1990!!!!

<b>Respondent Number</b>	32
<b>Name</b>	
<b>Organisation</b>	Newby and Scalby Parish Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Any development which would serve the local communities

<b>Respondent Number</b>	33
<b>Name</b>	Heather Pettiford (Parish Councillor)
<b>Organisation</b>	
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	



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<b>Respondent Number</b>	34
<b>Name</b>	Robert Swales
<b>Organisation</b>	
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	You can't. Nor is there a specific location for development. What ever development takes place should develop spontaneously

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<b>Respondent Number</b>	35
<b>Name</b>	T Johnson
<b>Organisation</b>	
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Encourage SME and self employment

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<b>Respondent Number</b>	36
<b>Name</b>	Alan Gillham
<b>Organisation</b>	Scarborough Borough Council (Officer Comments)
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Belton Farm incubator units fulfils needs for West Ayton. Whitby Business Park is partly in National Park and meets needs of surrounding National Park Area.



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<b>Respondent Number</b>	37
<b>Name</b>	J and G Fox
<b>Organisation</b>	
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Allow redundant barns to be refurbished for local occupancy - and remove the 'holiday use only' role - more contribution from the local people nearby to have a say in decisions

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<b>Respondent Number</b>	38
<b>Name</b>	Lucy Mitchell
<b>Organisation</b>	Yorkshire Forward
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Whilst unemployment levels are considered to be low in the area, in reality, local jobs can often be of poor quality with low wages. A large proportion of the resident population commutes to work outside of the National Park area. The Authority should therefore encourage the provision of workspace in sustainable locations such as the Rural Market Towns to ensure that high quality, well paid, full time and permanent (non-seasonal) jobs are provided in the area. These employment opportunities should utilise and improve upon access to ICT facilities and networks.

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<b>Respondent Number</b>	39
<b>Name</b>	Mrs H M Swales
<b>Organisation</b>	
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Small businesses - perhaps - home workshops for those who want to work from home



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<b>Respondent Number</b>	40
<b>Name</b>	S H Rowe
<b>Organisation</b>	
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Encourage full time fishing from Staithes

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<b>Respondent Number</b>	41
<b>Name</b>	Josie Downs
<b>Organisation</b>	York and Ryedale Friends of the Earth
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Encourage greater use of local supplies

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<b>Respondent Number</b>	42
<b>Name</b>	Mrs Margaret Farey (Parish Councillor)
<b>Organisation</b>	
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	More employment opportunities for local people- discourage people travelling in and out of the area for work. Skills need to be retained - crafts, 'key' workers, trades etc



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<b>Respondent Number</b>	43
<b>Name</b>	W N Baldwin
<b>Organisation</b>	
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Need more work out in the villages to try and retain young people and cut down on commuting

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<b>Respondent Number</b>	44
<b>Name</b>	Colin Furness
<b>Organisation</b>	Oldstead Parish Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Essential you encourage development which enables the continued upkeep of the diverse landscape, in particular the small farms

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<b>Respondent Number</b>	45
<b>Name</b>	M Muir
<b>Organisation</b>	Blackface Sheep Breeders Association
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	By carrying on schemes which are successful i.e. village caretaker, too many schemes start and fall because lack of follow up funding FRCS a successful example



<b>Respondent Number</b>	46
<b>Name</b>	Dr D M Leyshon
<b>Organisation</b>	Ramblers Association (Cleveland Group)
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Only those developments that meet the two purposes and the Sandford principle

<b>Respondent Number</b>	47
<b>Name</b>	
<b>Organisation</b>	Newholm cum Dunsley Parish Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Cottage industries

<b>Respondent Number</b>	48
<b>Name</b>	F Wilkinson
<b>Organisation</b>	
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	The promotion of local crafts and skills. Ploughing matches - including horses, hedging competitions, stone walling demonstrations and competitions public do not realise skills involved. Many farming families have these traditional skills



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<b>Respondent Number</b>	49
<b>Name</b>	
<b>Organisation</b>	Sneaton Parish Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	

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<b>Respondent Number</b>	50
<b>Name</b>	D D Barber
<b>Organisation</b>	Cropton and Cawthorne Parish Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	See questions 3 and 10 there is a danger that livestock numbers may fall under SFP rules and special measures may be required to maintain certain areas as 'livery environments' e.g. Moors. Bracken may again become an increasing problem

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<b>Respondent Number</b>	51
<b>Name</b>	Graham Banks
<b>Organisation</b>	Hambleton District Council (Officers Comments)
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	



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**Respondent Number**

**Name**

**Organisation**

**11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?**

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**Respondent Number**

**Name**

**Organisation**

**11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?**

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**Respondent Number**

**Name**

**Organisation**

**11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?**



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<b>Respondent Number</b>	55
<b>Name</b>	Jean Oxley
<b>Organisation</b>	East Ayton Parish Council (Views from individual)
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Preferably nothing that generates noise, pollution or traffic! What about sky blue hot air balloons?

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<b>Respondent Number</b>	56
<b>Name</b>	Robert Belli
<b>Organisation</b>	The Church of England Church Commissioners
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	

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<b>Respondent Number</b>	57
<b>Name</b>	Mr Swales
<b>Organisation</b>	
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Our village has 1 school, 3 pubs, 3 cafes, 5 shops, 1 post office, 5 churches, 1 village hall, 1 caravan site, 3 garages, 2 builder's yards, 1 farrier, 3 bed and breakfasts, 2 play schools, 1 fishing lake, 1 shoot and others (200+ employed) - we desperately need a car park



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<b>Respondent Number</b>	58
<b>Name</b>	
<b>Organisation</b>	Newton and Rawcliffe and Stape Parish Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Better telecoms required

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<b>Respondent Number</b>	59
<b>Name</b>	
<b>Organisation</b>	Fylingdales Parish Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	See 8 and 3 again. Electronic communication vital.

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<b>Respondent Number</b>	60
<b>Name</b>	
<b>Organisation</b>	Egton Parish Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	

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<b>Respondent Number</b>	61
<b>Name</b>	
<b>Organisation</b>	Lockton Parish Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	In most cases employment is found outside the National Park, except for farming and tourism - in Pickering, Malton and York



<b>Respondent Number</b>	62
<b>Name</b>	
<b>Organisation</b>	Rosedale Parish Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	The local economy consists mainly of small enterprises with a high proportion of self-employed people and is primarily based on farming and tourism. Changes in the farming industry seem likely to lead to an inevitable decline in this sector, but tourism is a major growth sector. It follows that policies should support those features of the National Park that attract tourist business and should encourage the development of suitable infrastructure (e.g. mobile telephone coverage, and broad-band internet).

<b>Respondent Number</b>	63
<b>Name</b>	
<b>Organisation</b>	North Yorkshire East Federation of WIS
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	By encouraging small businesses which could utilise available buildings

<b>Respondent Number</b>	64
<b>Name</b>	Colin Huby
<b>Organisation</b>	Scarborough and Ryedale Rural Housing Enabler
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	



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**Respondent Number**

65

**Name**

Colin Mather

**Organisation**

Member of Upper Esk Community Energy Group

**11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?**

Support for sheltered housing and aged person homes for National Park residents should be provided as these will also provide employment opportunities and maintain community cohesion



<b>Respondent Number</b>	66
<b>Name</b>	Ms Laurie Norris
<b>Organisation</b>	National Farmers' Union
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	<p>Response to questions 10 &amp; 11 The Farming Industry</p> <p>Within the context of reform of the Common Agricultural Policy and the current Government review of support for the uplands, agricultural businesses are facing significant challenges, restructuring will continue but it is likely to be at a faster pace. Changes in the farming industry have led to the loss of many smaller, financially marginal farms, together with an increase in the number of part time, rather than full time agricultural jobs. For these reasons farmers will be seeking out new business opportunities and new businesses ventures, making the most of their existing assets, which will inevitably include farm buildings.</p> <p>Agriculture is an important and strategic asset to the North York Moors National Park, the countryside character has been shaped by agricultural activity both past and present, and this character underpins other areas of economic activity such as food production, tourism and leisure and contributes to the social and economic well being of the rural communities with the Park. The preparation of the LDF can play an essential role in maintaining this activity ensuring a prosperous rural economy whilst maintaining the function of protecting and enhancing the environment. Policies should encourage greater links between the countryside and the food we eat, and seek to manage these problems, not put obstacles in the way.</p> <p>Farmers in the North York Moors National Park have a major strategic asset in their day-to-day function as managers and owners of large areas of land. Some businesses could seize new opportunities through the release of funds by obtaining planning permission for non-agricultural development on part of their land. This may not be in the long-term interest of the Park to allow all such development, but may be appropriate for some key areas.</p> <p>For buildings no longer of functional use by agriculture, there should be relatively few problems over agreeing conversion to new business uses for historic and vernacular buildings, especially where the businesses are small scale, and have modest transport needs. The challenge comes over more modern functional buildings. Yet it is possible for some businesses to modernise etc. with new facilities and to have a positive impact on the countryside. Particularly when it involves the removal of unsightly, disused buildings or general amenity improvements. It is important that existing resources are re-used to encourage new enterprise and opportunities for economic growth.</p> <p>Rural businesses, just like any others, need to invest in new facilities to improve efficiency, develop value added products and/ or replace outdated facilities and it is inevitable that these will require some form of new construction. It is essential for the rural economy that farmers are allowed to move into new business ventures and the National Park should have a flexible approach to the location of other businesses into redundant agricultural buildings and land. Within the context of the Local Development Framework the local planning authority may facilitate the most efficient use of redundant agricultural buildings.</p> <p>Plans need to help guide businesses to locations, which can help reduce rural unemployment, where the traffic demands on rural roads are manageable, and where the development can be in harmony with the landscape. The locations which meet these criteria, and which will give new businesses a competitive edge should be set out in the LDF.</p>



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<b>Respondent Number</b>	67
<b>Name</b>	Jill Thompson
<b>Organisation</b>	Ryedale District Council (Officers Comments)
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	

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<b>Respondent Number</b>	68
<b>Name</b>	Amy Trevelyan
<b>Organisation</b>	Councillor for the Dales Ward
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Reuse of old buildings can prevent them from falling down, However, if the reuse involves a lot more traffic in remote areas it is unlikely to be a good idea. The only economic development that should be encouraged is that which results in less traffic movements. i.e. using local produce, or brain activity.

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<b>Respondent Number</b>	69
<b>Name</b>	Mr and Mrs Richards
<b>Organisation</b>	
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	Continue to support farming, forestry and tourism.



<b>Respondent Number</b>	70
<b>Name</b>	
<b>Organisation</b>	Royal Mail Property Holdings Plc
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	

<b>Respondent Number</b>	71
<b>Name</b>	Brian Oram
<b>Organisation</b>	Association of Countryside Voluntary Wardens
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	By encouraging the importing of small sustainable industries into the Park as well as assisting, where appropriate, in the expansion of existing businesses. The locations could be anywhere with suitable transport links and local facilities to sustain the venture.

<b>Respondent Number</b>	72
<b>Name</b>	Trisha Brady
<b>Organisation</b>	Tees Valley Rural Community Council
<b>11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?</b>	<p>See Question 10. The development of renewable energy (alternatives to large scale wind generators) would seem to be appropriate to a National Park. Small area energy production could potentially produce income or savings for small communities.</p> <p>New technology in all forms, provided appropriate training and support is available, should help to generate appropriate small scale enterprise, home working and community businesses.</p> <p>Apart from traditional tourism, futures tourism such as the Eden project could be encouraged.</p>



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**Respondent Number**

73

**Name**

Stewart Hurst

**Organisation**

NYCC - Highways

**11. How can we help provide a diverse and healthy economy? What forms of economic development do you think should be encouraged in the National Park, and where should they be located?**

