

Masham - current profile '05



- ◆ Many residents enjoy living in Masham because it is quiet and do not want it to change
- ◆ Attractive environment and close to AONB important to local economy
- ◆ Free (voluntary contribution) car parking
- ◆ The town is an important local service centre for up to 5000 people - remote from larger urban centres and local government
- ◆ Limited retail provision
- ◆ House prices are high
- ◆ Significant need for affordable housing:
 - ◆ Housing needs survey identified an overall need for 11 affordable homes per year in the Masham (3) and Mashamshire area (8)
 - ◆ Masham's proportion of District growth requirement could be 7 dwellings per annum (119 total to 2021)
 - ◆ Lack of affordable housing seen as a threat to local businesses ability to recruit labour
- ◆ Manufacturing dominates local economy (breweries, animal feeds, food production and agribusiness) but hotel, restaurant and tourism related businesses of growing importance
- ◆ Busy events calendar increasing attraction of area for visitors, but competition with Wensleydale area & towns and their tourism promotion
- ◆ Declining agricultural sector
- ◆ Low pay and seasonality of employment a problem
- ◆ Lack of affordable transport contributing to social isolation for some elderly, young people and people with disabilities and those on low incomes
- ◆ Lack of facilities for young people in the town

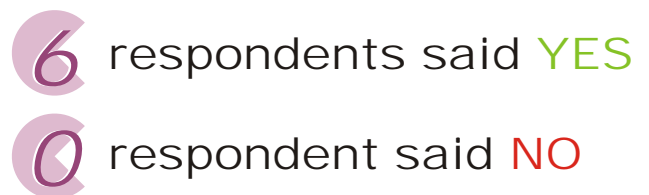
Community Investment Prospectus

PROJECT	DESCRIPTION
Town Hall	Refurbishment
Arts Festival (MATT)	Funding support for activities
Masham Sports Association	Access road to be resurfaced
Play Group	Equipment
Website	Funding to set up
Recycling Group	Development of recycling facilities

Housing and the Economy

Do you think that a mix of housing and employment uses should be sought on any suitable and sizeable sites coming forward within the urban area for redevelopment?

Issues Consultation



Can you suggest below any such land in, or adjacent to, the built up area of Masham which might be suitable for affordable housing for local people?

Issues Consultation

- East of Thorpe Road
- North side of Fearby Road
- Adjoining A6108 and Masham
- Kings Head Field, Swinton Road (opp. Swinburn Road)
- The Piggeries, Westholme Road
- Back of Swinburn Road/Swinton Road (west side)

“What do you think might make Masham a better place by 2021?”

(from Issues Consultation in 2004)

Development (excluding infrastructure):

- ◆ Masham should only see development for local people
- ◆ Should only have development that services can sustainably handle
- ◆ Masham a beautiful place to visit careful planning needed so that town can grow and prosper
- ◆ The Affordable Housing that has been built is more than needed for local people
- ◆ Increasing the size of the residential community will allow growth in support for local shops and services
- ◆ Masham is an important rural service centre and should be the focus for social and economic development in the area



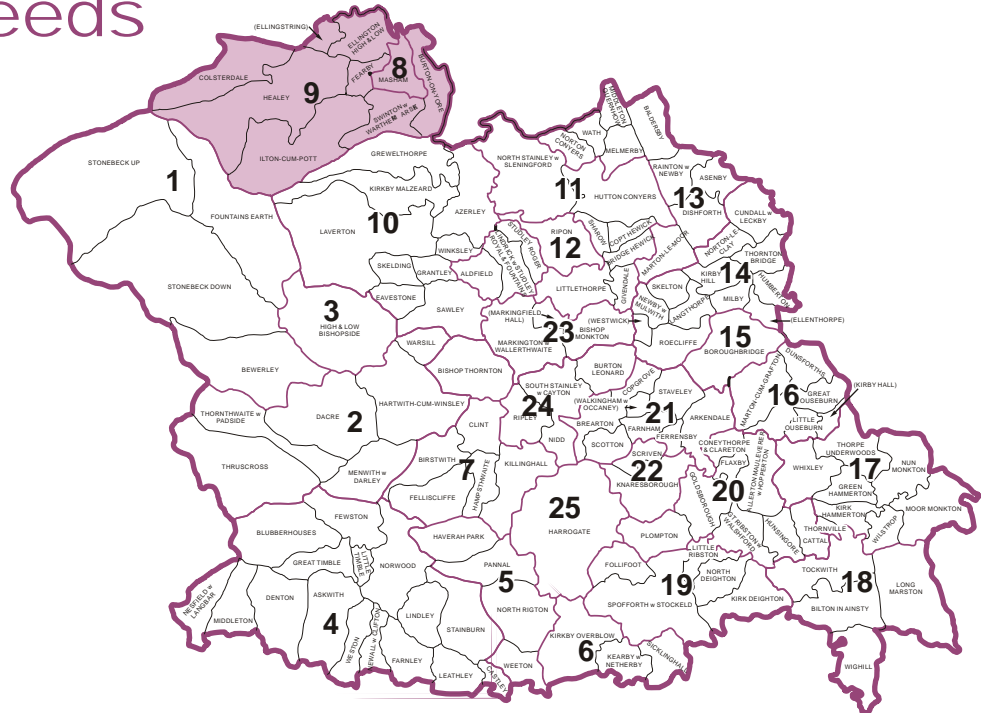
PLAN
YOUR
FUTURE

Masham is in the sub-area of Mashamshire for the purposes of the Housing Needs Survey (Areas 8 & 9)

The Mashamshire sub-area has a housing need of 11 affordable houses per year to 2005 (as identified in the Needs Survey update 2003)

The total number of households in the Mashamshire sub-area is 869 (Mashamshire sub area is highlighted below).

Housing Needs Sub-Areas



Census 2001:

POPULATION	ENGLAND & WALES	HARROGATE	MASHAM-SHIRE	MASHAM PARISH
1991 All people	49890278	138844	2217	1169
1991 Males	24182994	66446	1054	555
1991 Females	25707284	72398	1163	614
2001 All people	52041916	151336	2384	1243
2001 Males	25325926	73183	1128	570
2001 Females	26715990	78153	1256	673

AGE STRUCTURE (%)

	ENGLAND & WALES	HARROGATE	MASHAM-SHIRE	MASHAM PARISH
All people	52041916	151336	151336	1243
people aged: 0-4	6	5	5	
people aged: 5-9	7	7	7	298
people aged: 10-17	11	10	10	
people aged: 18-24	8	7	7	
people aged: 25-29	7	6	6	65
people aged: 30-44	23	23	23	234
people aged: 45-59	19	20	20	247
people aged: 60-64	5	5	5	76
people aged: 65-74	8	9	9	150
people aged: 75-84	6	6	6	109
people aged: 85-89	1	2	2	49
people aged: 90 & over	1	1	1	15

HEALTH (%)

	ENGLAND & WALES	HARROGATE	MASHAM-SHIRE	MASHAM PARISH
All people	52041916	151336	2384	No Data
Limiting long-term illness	18	16	16	No Data
Working age population with limiting long-term illness	14	10	11	203
General health: Good	69	72	69	1090
General health: Fairly good	22	21	23	
General health: Not good	9	7	8	120

ECONOMIC ACTIVITY (%)

	ENGLAND & WALES	HARROGATE	MASHAM-SHIRE	MASHAM PARISH
All people aged 16 - 74	37607438	109225	1699	828
Economically active: In employment	61	67	68	580
Economically active: Not in employment	10	8	2	No Data
Economically active: Unemployed	3	2	2	15
Economically inactive	28	23	27	248

OCCUPATION (%)	ENGLAND & WALES	HARROGATE	MASHAM-SHIRE	MASHAM PARISH
All people aged 16 - 74 in employment	23627754	75755	1198	583
Managers and senior officials	15	19	18	97
Professional occupations	11	12	10	56
Associate professional and technical occupations	14	16	10	57
Administrative and secretarial occupations	13	12	9	52
Skilled trades occupations	12	12	23	94
Personal service occupations	7	7	5	37
Sales and customer service occupations	8	7	5	42
Process; plant and machine operatives	9	5	9	74
Elementary occupations	12	10	12	74

QUALIFICATIONS(%)				
All people aged 16 - 74	37607438	109225	1699	844
No qualifications	29	22	28	243
Level 1: 1+ 'O' levels/CSE/GCSE (any grade); NVQ level 1; Foundation GNVQ.	17	16	16	132
Level 2: 5+ 'O' levels; 5+ CSEs (grade 1); 5+ GCSEs (grade A - C); School Certificate; 1+ A levels/AS levels; NVQ level 2; Intermediate GNVQ or equivalents.	19	22	21	180
Level 3: 2+ 'A' levels; 4+ AS levels; Higher School Certificate; NVQ level 3; Advanced GNVQ or equivalents.	8	9	8	65
Level 4/5: First degree; Higher Degree; NVQ levels 4 - 5; HNC; HND; Qualified Teacher Status; Qualified Medical Doctor; Qualified Dentist; Qualified Nurse; Midwife; Health Visitor or equivalents. Other qualifications/level unknown: Other qualifications (e.g. City and Guilds; RSA/OCR; BTEC/Edexcel); Other Professional Qualifications.	20	25	21	169
Other qualifications/level unknown.	7	6	6	55

TRAVEL TO WORK (%)				
All people aged 16 - 74 in employment	23627754	75755	1196	581
Work mainly at or from home	9	13	25	101
Underground metro light rail/tram	3	0	0	0
Train	4	2	1	3
Bus mini bus/coach	7	4	1	9
Motorcycle scooter/moped	1	1	1	6
Driving car/van	55	58	52	285
Passenger in car/van	6	6	4	15
Taxi	1	0	0	0
Bicycle	3	2	2	18
On foot	10	14	14	135
Other	0	1	1	9
Avge distance (km) travelled to fixed place of work	0	0	19	
% of public transport users in households with car/van	69	77	82	No Data
% of public transport users in households without a car/van	30	22	24	No Data

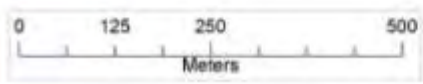
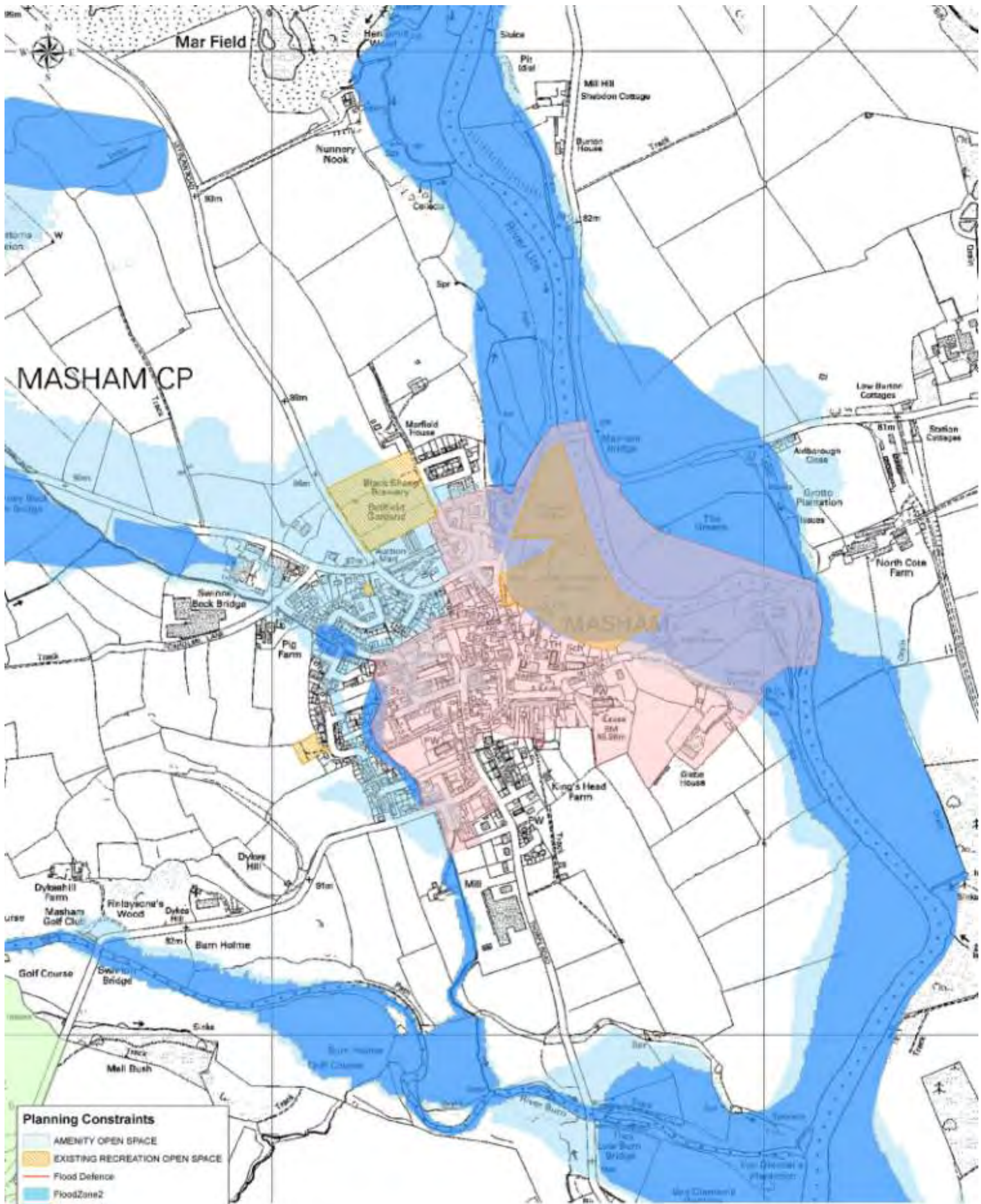
ACCOMMODATION TYPES (%)				
Households with residents	21660475	63077	1021	No Data
Vacant Households	727448	2354	41	No Data
Households: 2nd residence/holiday home	150718	653	47	No Data
Whole house or bungalow:				
Detached	23	32	35	280
Semi-detached	32	31	34	527
Terraced	26	20	22	325
Flat maisonette or apartment:				
Purpose built block of flats or tenement	14	9	4	50
Part of a converted or shared house (including bed-sits)	4	6	3	14
In a commercial building	1	1	2	30
Caravan/other mobile or temp structure	0	1	0	0

CAR OWNERSHIP (%)	ENGLAND & WALES	HARROGATE	MASHAM-SHIRE	MASHAM PARISH
All households	21660475	63077	1021	No Data
None	27	18	15	130
One	44	44	44	290
Two	24	31	31	163
Three	5	6	6	
Four or more	1	2	3	
All cars or vans in the area	23936250	82399	1419	No Data

TENURE (%)	ENGLAND & WALES	HARROGATE	MASHAM-SHIRE	MASHAM PARISH
All households	21660475	63077	1021	581
Owns outright	29	34	35	378
Owns with a mortgage or loan	39	41	28	No Data
Shared ownership	1	1	1	No Data
Rented:				
Council (local authority)	13	6	7	70
HA / Registered Social Landlord	6	3	3	19
Private landlord or letting agency	9	10	20	114
Other	3	4	6	No Data

HOUSEHOLD COMPOSITION (%)	ENGLAND & WALES	HARROGATE	MASHAM-SHIRE	MASHAM PARISH
All households	21660475	63077	1263	588
One person:				206
Pensioner	14	15	17	129
Other	16	14	14	77
One family and no others:				348
All pensioners	9	10	10	71
Married couple h/holds: No children	13	16	16	233
Married couple h/holds: With dependent children	18	20	18	99
Married couple h/holds: All children non-dependent	6	5	6	102
Cohabiting couple h/holds: No children	5	5	4	No Data
Cohabiting couple h/holds: With dependent children	3	2	2	No Data
Cohabiting couple h/holds: All children non-dependent	0	0	0	No Data
Lone parent h/holds: With dependent children	6	5	5	26
Lone parent h/holds: All children non-dependent	3	2	2	18
Other H'holds:				
With dependent children	2	1	2	3
All student	0	0	0	0
All pensioner	0	0	1	12
Other	4	3	2	No Data

MASHAM PARISH:	IN COMM-UTING	ELSEWHERE IN DISTRICT	%	OUT OF DISTRICT	%	OUT COMM-UTING	ELSEWHERE IN DISTRICT	%	OUT OF DISTRICT	%	INTERNAL COMMUTING	%
TOTAL		239	59	167	41		111	46	130	54	325	100
TRAVEL/CIRCUMSTANCES:												
Works/studies mainly at or from home	0	0	0	0	0	0	0	0	0	0	101	31
Underground, metro, light rail, tram	0	0	0	0	0	0	0	0	0	0	0	0
Train	0	0	0	0	0	6	5	0	0	0	0	0
Bus, minibus or coach	21	9	0	0	0	0	0	0	0	0	3	1
Taxi	0	0	0	0	0	0	0	0	0	0	0	0
Car – driver	187	78	122	73	90	81	109	84	83	26	83	26
Car – passenger	28	12	12	7	3	3	12	9	6	2	6	2
Motorcycle etc	0	0	0	0	0	0	0	0	0	0	0	0
Bicycle	0	0	3	2	0	0	0	0	19	6	19	6
On foot	3	1	30	18	6	5	9	7	113	35	113	35
Other	0	0	0	0	0	6	5	0	0	0	0	0



YOUR TOWN YOUR FUTURE

LDF WORKSHOP: MASHAM: Report of Discussion

The workshop leader welcomed the group to the meeting and a brief presentation on the context for the meeting was given.

It was explained that in the context of the housing requirement figures likely to emerge from the Regional Spatial Strategy the meeting would concentrate on two options for growth for Masham:

Option 1: would be to secure economic, housing, service and transport development in Masham appropriate to its role as a service centre for the area

Option 2: would be to provide only for local housing needs.

The response to these two options would be used to develop 3 or 4 options across the District for further discussion in autumn 2005.

The workshop leader led a discussion on Masham's development over the last 15 years to develop an understanding of what local people valued about the town and then followed up with a discussion of development options.

Individuals made comments – however where there was general consensus within the group on what was good and what was bad about Masham these points have been emboldened below.

Good things that have happened to Masham over the last 15 years

- 1) **Most of the existing businesses have grown which makes for a stable community – have to have economic growth, can't stand still.**
- 2) **Development of the two breweries – tourism and other businesses in Masham benefit from increased visitors to Masham – puts Masham on the map.**
- 3) **Slow rate of change compared with other parts of the District/country.**
- 4) **Swinburn Court development seen as good design, well integrated - fits with the surrounding architecture.**
- 5) The Oaks was a good mix of house types and proved attractive to a good range of people, including those who now work in local businesses. This has a knock on effect on the local school – keeping school roles up.
- 6) Bus services have improved and the Wensleydale Railway's Buses project was really useful while the project lasted.
- 7) Good community sports association.
- 8) Community office a fantastic facility.

Bad things that have happened to Masham over the last 15 years

- 1) **Loss of retail outlets to other uses including residential – hardware, wool shop, sewing shop. Reduces choice locally.**
- 2) **Development of the Oaks was too rapid making assimilation of new residents into Masham life difficult initially.**
- 3) **New development, such as Swinburn Court attractive in style but tends to attract wealthy retired people in, not young people.**
- 4) **School numbers becoming an issue with a decline in the number of primary aged children in the community.**
- 5) Older attractive properties, particularly around main market square, are being bought by older retired couples – reduces number of families with children in the town. Masham has become a desirable but expensive residential location.
- 6) Lack of new blood for cricket and football teams, though better than most small towns the size of Masham.
- 7) No indoor sports facilities
- 8) **Lack of affordable family sized accommodation in Masham.**
- 9) Local businesses increasingly having to look outside Masham for employees (Ripon and Bedale has cheaper housing) – too much travelling to work.
- 10) Back land industry moving out of Masham and being replaced by (expensive) housing – Hills' builders yard relocation good for Hills' but the housing that replaced the business not good for Masham – should have been smaller houses, or other uses.
- 11) PVC windows around the market place.
- 12) Lack of enforcement of planning controls.
- 13) Loss of dental practice in the town.
- 14) **On street parking increasing. Need another car park especially for tourism.**

Growth for Masham over next 16 years

- 1) **Low cost housing – current restrictions on development so tight that prices are being pushed up.**
- 2) Actually need a large enough scheme to deliver cheaper market housing.
- 3) **In favour of local occupancy restrictions if it delivers housing for local people, but emphasis should be on housing that people can afford to buy.**
- 4) Social housing exception sites can be a stigma.
- 5) Meeting could not agree what form affordable housing should take – dispersed or concentrated.
- 6) **Concern about social housing being allocated to people from Ripon or even Leeds.**
- 7) **Want a good mix of house sizes and types – housing development a good thing if it is done right.**
- 8) **Want release of land regulated but housing provision slightly above recent past rates option 2 to provide for steady growth in local economy.**
- 9) **Design should relate well to what is here – Bank Foot seen as an acceptable modern scheme.**

10) Range of sizes – 2/3/4 bed.

11) Off street parking important.

Possible Housing Sites

- 1) Existing sites are very limited. Auction Mart site now used 5 days a week for auction and is also an important overspill parking sites for events in Masham.
- 2) Allotments north of Masham may only be half used – Swinton Estates.
- 3) **Piggeries site west of Masham.**
- 4) Fearby Road, but concern about entrance to town from west.
- 5) Leyburn Road - redevelopment of feed warehouse.
- 6) Area around Ibbotson Close, but only small scale – concern to keep open views of Masham from southeast.

Possible employment sites/solutions

- 1) All allocated employment sites now committed.
- 2) **Need for small to medium business units for growing businesses – small out of town units suggested.**
- 3) **Scope for development of the auction mart to provide other facilities as proposed at Thirsk Auction Mart, but access problems would need to be resolved.**
- 4) Are we going to need so many buildings for business use with the growth of the Internet?

Other facilities needed if Masham is to grow

- 1) New Doctors' surgery.
- 2) Dentist.
- 3) Improve Fire Brigade facility.
- 4) Police Services.
- 5) Sports Hall.
- 6) Swimming Pool.
- 7) Retail to match population growth and growth in tourism.
- 8) **Designated car park.**

Which growth option?

There was general agreement that Masham needed growth to prosper and that steady, controlled, growth, slightly above that needed for local housing need was appropriate to secure economic, housing, service and transport development in Masham appropriate to its role as a service centre for the area.

Workshop Attendees

Name	Organisation
Susan Johnson	Resident
Nigel Simms	District Councillor
W.E Jameson	W.E Jameson and Son Ltd
Robert Jameson	W.E Jameson and Son Ltd
Graham Jameson	W.E Jameson and Son Ltd
Sophie Gore	Mashamshire Community Office
Graham Bruffell	Just 4 Ewe
Barbara Chalmers	Just 4 Ewe
Colin Barker	Masham Town Councillor
M.W. Blackburn	Resident
Mrs F Grainger	Masham Town Councillor
Sally Robinson	Nidderdale Plus
Rachel Cudmore	Economic Development Unit
Martin Williams	Strutt and Parker

Harrogate Borough Council Planning Officers

Dave Sykes	Planning Policy Manager
Mary Kidston	Principal Planner