

Hambleton High Streets Re-opening: Great Ayton

Introduction

This document outlines the initial plans that Hambleton District Council has in place to respond to the Government's plans to ease restrictions as the country moves into recovery from the Covid-19 crisis. The plans for changing public spaces are driven by the need to reduce social contact and make such contact safer by redesigning public spaces to reduce the chance of infection per contact. This Plan has been aligned to the Government guidance:

- OUR PLAN TO REBUILD: The UK Government's COVID-19 recovery strategy
- Coronavirus (COVID-19): Safer Public Places - Urban Centres and Green Spaces

Plans for the reopening and economic recovery of Hambleton's high streets are live documents and will be reviewed as we continue to move through the response and recovery to Covid-19. Changes to government guidance, stakeholder feedback and the monitoring of public response and behaviour will be reflected in future updates and we invite you to feed in your comments and suggestions to: peter.cole@hambleton.gov.uk.



Consultation

NYCC Highways, Town Councils and Business Networks in each Market Town have been consulted during the preparation of plan to obtain local knowledge and 'buy-in' for proposed measures.

Issues for Consideration

The following issues have been considered across all of the Market Towns to prepare the specific town plans:

- High footfall and areas of dense population, particularly at peak times.
- Multiple queues due to restricted entry and exit points into different areas or shops.
- Pedestrian movement flows varying as different people move to different shops and facilities.
- Constraints on pedestrian movement from unnecessary obstacles such as planters, transport stops, landscape features and bins.
- Need to provide space for regular, safe, formal and informal road crossing points.
- Need to accommodate people entering and exiting spaces from different types of transport e.g. cars, bikes, foot, bus, train etc.
- People with disabilities and other groups who may have additional needs to be kept under consideration.
- The need for a detailed communication strategy to ensure messages are consistent, timely and understood by statutory bodies and the wider community.

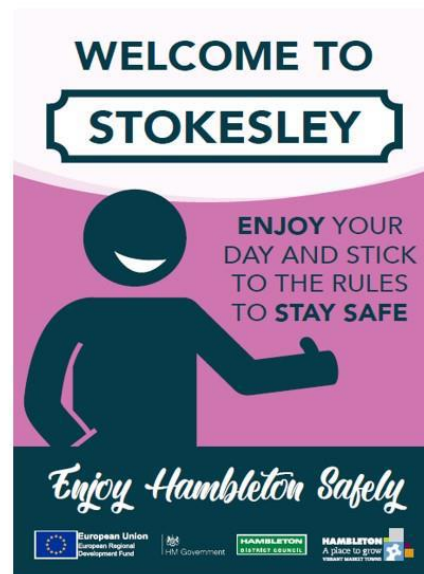
Proposed Measures

- Signing and communications to remind pedestrians of distance requirements. This could be through spray markings and signage at entrances and movement intersections.
- Footway widening to accommodate distancing between pedestrians, including the use of temporary road closures and suspension of parking bays.
- The deployment of additional staff, where deemed necessary, to support measures in the High Street such as reminding pedestrians of the need to remain 2m apart and to heed government social distancing guidelines.
- Supporting businesses to reopen safely and in line with government guidelines – providing advice and communication materials.
- 'Enjoy Hambleton Safely' campaign to promote Hambleton being open for business and to encourage residents and visitors to remember to social distance.

Communications

The key element in supporting our towns and businesses to reopen, where local residents and visitors choose Hambleton towns above those outside the area is to raise confidence; this means promoting that our towns are open again and that people can feel safe to enjoy them through the measures we have in place. Our Communications team have worked with us to produce a campaign to 'Enjoy Hambleton Safely'.

'Enjoy Hambleton Safely' gives a series of consistent messages about how to comply with government guidelines on social distancing whilst shopping and visiting in our towns. Each town has a different colour from the Vibrant Market Towns brand colour palette, which will allow us to develop key messages on an individual town level as we move through the different stages of recovery from the Covid-19 crisis.










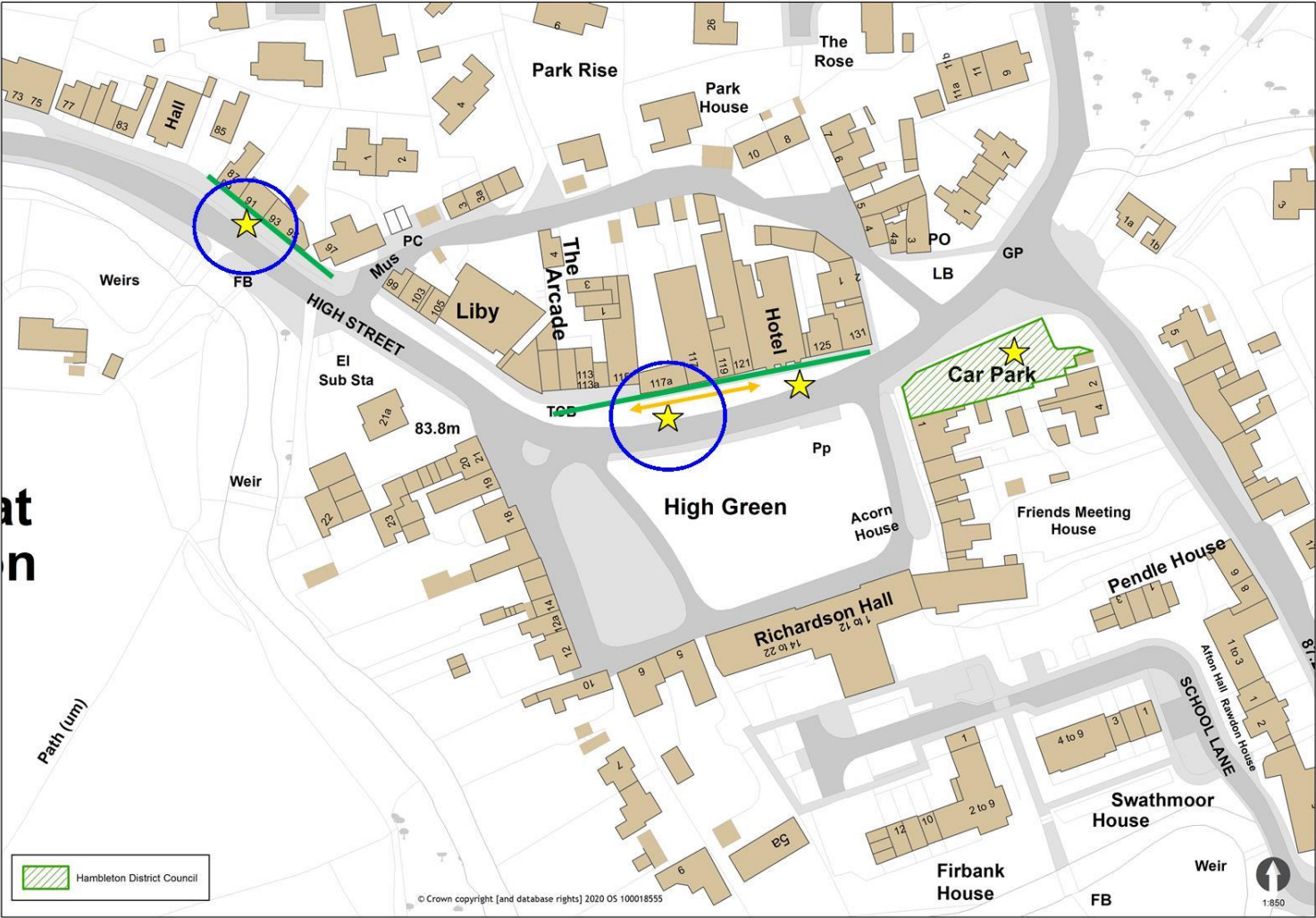
The 'Enjoy Hambleton Safely' campaign is supported by a full communications plan that encompasses messaging through social media and the press and signage within the towns themselves. Campaign materials will also be provided both electronically and physically to local businesses.

Hambleton High Streets Reopening – a consistent approach

Having considered the impact of reopening across all market towns, we have worked with partners and stakeholders to identify key risks and issues and what measures are being taken to open our High Streets again so residents and visitors can ‘Enjoy Hambleton Safely’.

The table below provides an overview of these measures and the key that identifies where these measures are in place in the map that follows:

		Pinch Point		Market		Signage		Queue Management Area		Potential NYCC Traffic Management Intervention		Barrier Deployment		Parking Suspension
Issue N°	Issues							Action taken				Lead body		
1	Pedestrian pinch points Areas and routes where pedestrians cannot achieve 2m separation							<ul style="list-style-type: none"> Widening footpaths Traffic calming measures Give way signage 				Hambleton District Council		
2	Markets The issue of encouraging residents and visitors to maintain social distance whilst shopping. Spacing trader so they can operate safely.							<ul style="list-style-type: none"> Changing market layout Stall spacing Signage 				Hambleton District Council		
3	Queue Management Consideration of how queues for businesses can be managed. Areas where queuing will reduce pedestrian passing space below 2 metres.							<ul style="list-style-type: none"> Encourage popular businesses to restrict queue numbers at peak times. Widening footpaths 				Hambleton District Council		
4	Social distancing Encouraging high street users to maintain their distance and prevent crowded gatherings.							<ul style="list-style-type: none"> Signage 				Hambleton District Council		
5	Car parking Managing visitor numbers							<ul style="list-style-type: none"> Ensure consistent car parking measures. Closure/suspension of car parking in areas of issue 				Hambleton District Council		
6	Accessibility Maintaining accessibility of our market towns for those with additional needs so every high street user can practice social distancing.							<ul style="list-style-type: none"> Clear signage Creating pedestrian space 				Hambleton District Council		
7	Communication and signage Communicating the new changes in an easily understandable way for everyone.							<ul style="list-style-type: none"> Raising awareness through different channels of the changes before a user visits. Clear signage in strategic locations. 				Hambleton District Council		



1. Pedestrian Pinch Points

Issue N°	Location	Specific action to be taken	Lead body
1.1	Great Ayton High Street (opposite high green)	<ul style="list-style-type: none">Suspension of parking to widen footpath, barriers and signage to be erected.	Hambleton District Council
1.2	Outside 87-97 High street	<ul style="list-style-type: none">Social distancing reminders	Hambleton District Council

2. Market

Issue N°	Market	Specific action to be taken	Lead body
2.1	No Market in Great Ayton	N/A	N/A

3. Queue Management

Issue N°	Location (any specific areas of concern or popular locations)	Specific action to be taken	Lead body
3.1	Great Ayton High Street (opposite high green)	<ul style="list-style-type: none">Suspension of parking to widen footpath	Hambleton District Council
3.2	Outside 87-97 High street	<ul style="list-style-type: none">Social distancing reminderPotential to ask businesses to limit queue numbers at peak time if causing an obstruction. This will be reviewed on an ongoing basis.	Hambleton District Council

4. Social distancing

Issue N°	Location	Specific action to be taken	Lead body
4.1	All High Street and access points	<ul style="list-style-type: none">Refer to pedestrian pinch point and communication sections.	Hambleton District Council

5. Car Parking

Issue N°	Location (any specific areas of concern or popular locations)	Specific action to be taken	Lead body
5.1	No areas of concern identified	<ul style="list-style-type: none">N/A	N/A

6. Accessibility

Issue N°	Location (any specific areas of concern or special consideration)	Specific action to be taken	Lead body
6.1	Deployment of barriers between 117 – 121 High Street	<ul style="list-style-type: none">Barriers to be deployed	Great Ayton Parish Council

7. Communication and Signage

Issue N°	Location for signage and communication methods	Specific action to be taken	Lead body
7.1	Great Ayton High Street (opposite High Green)	<ul style="list-style-type: none">Social distancing reminders to be put in place	Hambleton District Council
7.2	Outside 87-97 High Street	<ul style="list-style-type: none">Social distancing reminders to be put in place	Hambleton District Council
7.3	HDC Carpark	<ul style="list-style-type: none">Social distancing reminders to be put in place	Hambleton District Council

Appendix A: Car Parking

Great Ayton

