

**PROPERTY NEEDS AND OPTIONS ANALYSIS**  
**Long-term base for The Making of Mashamshire**  
**May 2016**

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**1. PURPOSE OF THE OPTIONS ANALYSIS**

During 2013 MOM benefited from the donation of a temporary base in Masham. Having this base radically improved community engagement, increased volunteer numbers as well as providing much needed heritage information for visitors to the area. This level of activity has had to reduce substantially once the venue was closed.

As a result, MOM trustees began considering a number of different options for a permanent base in the town. Following advice from our strategic partners and potential funders, the decision to undertake an Options Analysis for a long term base for The Making of Mashamshire came out of a planning meeting of the MOM Trustees in February 2015.

**2. NOTES – MOM TRUSTEE PLANNING MEETING – FEB 2015**

**a. Benefits of having premises:**

- Supporting researchers of genealogy and history of Masham buildings, business, people – reference base
- Sharing of our resources & skills – guidance & training
- Enticing people to be engaged with our archive/research – engagement
- Encouraging people to get involved with our work – recruitment
- Providing a hub for local people to come and share their memories and objects – collection and protection
- Providing interesting heritage information for local and visitors – attraction & education
- Base for our work with schools – education and research
- Holding our archive of documents, pictures and objects – preservation and reference

**b. Why not just do it online?**

- Many visitors are choosing to come to the “place” of their people and their stories and want personal contact and research.
- Personal and regular contact with locals encourages sharing of memories and protection of small objects, photographs etc.
- Researchers able to access original documents which hold much more detail and speak with our experts
- Opportunities to share our collections and research through exhibitions
- Hub for collecting local knowledge and unearthing the unexpected e.g. recipes

**c. Why not at the Town Hall?**

- Not having our own permanent space reduces opportunities for display and daily interaction
- No secure storage means documents are being transported too much
- Drop-by opportunities vanish, people not inclined to drop by Town Hall
- Requires fixed “work sessions” that have proved unpopular
- Town Hall is increasingly well-used, limiting availability/flexibility, and also subject to change for eg funerals.

**d. What would we be seeking in an ideal world?**

- Safe, fire-proof storage (not necessarily in the same building as public area)
- Exhibition space
- Training/Research space
- Office/private space (for interviews etc)
- Public and Office PC access with wifi and secure online storage
- Accessible reading of documents/photographs etc
- Disabled Access
- Toilet/refreshment area
- Opportunities for income generation – shop & drinks area/rentable meeting room/housing partnership
- Partnerships with other Masham organisations.

**e. To consider:**

- What is the bare minimum we would like?
- What we ARE NOT looking for:
  - Large scale museum of objects
  - Storage of MOM’s larger collections of original documents (i.e. Edmundson & Gowland Collection)

**f. Concerns & Risks:**

- Ensuring a long-term commercial viability
- Having too many big ideas that distract from our purpose
- Considerable work to maintain
- Keeping it relevant and viable over time

**g. Next Steps:**

Business Plan to include further investigation of above plus:

- Potential venues
- Options analysis
- Funding profile

- Financial Planning
- Finding partners / match-funding to HLF (local giving/small trusts)
- Identifying long-term funding streams – products (e.g. booklets, small souvenirs, books by others) and services (e.g. meeting spaces, research services)
- Long term project planning ensuring income towards staff AND venue

### 3. PLANNED MOM ACTIVITIES

<b>Planned MOM Activities</b>
<b>Protect – ensuring vulnerable objects, collections and memories are saved and cherished</b>
• Locate vulnerable objects – items, documents, maps, photographs relating to Masham History
• Encourage locals and visitors to protect and share objects
• Support those with private collections to protect and catalogue where possible
• Conserve and catalogue objects donated to MOM
• Safely archive MOM objects
• Collect and store Masham Oral Memories
<b>Explore – developing local skills and knowledge in heritage collection, protection and research</b>
• Provide training and support for volunteers, workshop participants and visitors
• Undertake MOM research on key local heritage themes
• Explore MOM collections to broaden and deepen knowledge of Masham history
• Encourage and support others to undertake their own research – for example family history, house research, business research
• Encourage visitors, students and locals to explore the MOM collections and those of other local groups, online and in public archives
• Provide support for specific online queries and requests
<b>Celebrate – increasing public engagement in protecting and sharing our heritage and stories</b>
• Develop a rolling programme of exhibitions that can also be moved to other venues across the district
• Increase the MOM online content and sense of MOM online community through developing the Masham History website and social media activity
• Provide a permanent display of the key themes in the history of Mashamshire across social, industrial, political and landscape
• Deliver heritage workshops and talks on a range of topics that promote the unique story of our area and people
• Provide nursery, after school and holiday clubs to build children’s and young people’s enthusiasm, knowledge and skills for local heritage
<b>Sustain – ensuring MOM Activities and the Heritage Centre have a long-term, viable future</b>
• Events – Workshop, clubs and talks
• Saleable products – booklets, prints, refreshments
• Saleable services – scanning, printing, research, project management
• Office base from which to run MOM project delivery to schools and community groups
• Space rental to external workshop providers

#### 4. TYPE OF VENUE OPTIONS CONSIDERED

	OPTIONS
1	Do nothing
2	Status quo – occasional venue hire for events
3	Pop up exhibitions and stall on Masham Market
4	Take over existing retail space
5	Refurbished larger heritage space
6	Purpose built facility

#### 5. SCORING PROCESS: Weighting items for possible venues or locations:

##### ACCESS Up to 10 points

- Central location
- Parking
- Weekend and evening access
- Public access
- Disabled access

##### FACILITIES Up to 10 points

- Toilet
- Disabled toilet
- Refreshments
- Seating area

##### ACTIVITY SPACE up to 20 points

- Group/class access
- Study space
- Large tables for conservation, research and viewing papers
- Audio listening points
- Inviting space for “stop and chat”
- Inviting and educational display space

##### STORAGE up to 15 points

- Storage for supplies
- Storage for objects
- Storage for original documents
- Storage for educational resources

##### REFERENCE MATERIALS up to 20 points

- Hard copies of maps, photographs and references
- Laptops and digital storage
- Scanner and printers

##### INCOME GENERATION up to 15 points

- Scanners and printers
- Sales point
- Adaptable workshop space with facilities
- Office space for project management and conservation
- After-school clubs and similar activity
- Outreach funding possibilities

**ACCESS – Up to 10 points**  
**FACILITIES – Up to 10 points**  
**ACTIVITY SPACE – up to 20 points**  
**STORAGE – up to 15 points**  
**REFERENCE MATERIALS – up to 20 points**  
**INCOME GENERATION – up to 15 points**  
**COST – up to 10 points**  
**TOTAL = x/100**

## 6. RESULTS

	Option	Activity requirements met (out of 23)	Total score based on weighting
1	Do nothing	0	10
2	Status quo	9	21
3	Pop up exhibitions and Stall on Masham Market	11	28
4	Take over existing retail space	17	58
5	Refurbished larger heritage space	22	88
6	Purpose built facility	23	86

Current Venue Options with short description	What could be offered at the venue	Positives	Negatives	Total weighting
Do nothing	NA  0/23 requirements met	No venue cost	No public access to heritage education and information; No storage.	0+0+0+0+ 0+0+10 = <b>10/100</b>
Status quo	Continue with school / research projects and occasional events in Town Hall.  9/23 requirements met	No ongoing venue costs or responsibilities; Venue use linked to projects.	No public access to heritage education and information; No methods for recruiting and developing volunteers; No storage; No protection for current sources or references.	0+0+5+0+ 5+3+8 = <b>21/100</b>
Pop up exhibitions and Stall on Masham Market	Continue with school / research projects and occasional events in Town Hall, with occasional exhibitions in community spaces and presence on some market days.  11/23 requirements met	No ongoing venue costs or responsibilities; Venue use linked to projects.	Some cost; No ongoing storage; No tourism offer; No ongoing local engagement; Very limited time availability; Market activity weather dependant.	5+0+5+0+ 7+4+7 = <b>28/100</b>

Take over existing retail space	Shopfront venue in a central location with 'stop and chat', some display and access to some reference materials.  17/23 requirements met	Appealing and accessible frontage and location; Allows some of proposed activities; Some storage; security of tenure.	High competition for available space; cost would limit us to very small venues; No workshop options for MOM or others; Limited disability and toilet access; Minimal storage, display and research; Reduces Masham's retail offer.	8+4+13+8+ 15+7+3 = <b>58/100</b>
Refurbished larger heritage space	Central location in a building with a story, with 'stop and chat', display, and access to reference materials. Space developed for all planned activities including storage, workshops, and income generation.  22/23 requirements met	Larger space than retail unit; Can be refurbished in a bespoke manner; Can be made fully accessible; Allows all proposed activities.	Cost of conversion and ongoing rent and maintenance; Fundraising and conversion will take more time than other options.	8+10+18+15+ 20+15+2= <b>88/100</b>
Purpose built facility	New building to our design, specifically to address all organisational needs.  23/23 requirements met	Designed to fulfil all our current and potential needs.	No available building plots within conservation area; Vast financial and time investments to develop from scratch; Non-central location will create access issues for older residents.	4+10+20+15+ 20+13+0 = <b>86/100</b>

## 7. KEY PROPERTY ISSUES IN MASHAM

Masham is fortunate to have a very desirable location on the edge of Wensleydale and is set above the river and woodland. This creates beautiful vistas and a flat, accessible town, particularly around the largest Market Place in Yorkshire. We have a buoyant community, tempting beers and food, and a vibrant artistic life. This makes Masham a wonderful place to live and to visit but brings significant property issues. The town is an extremely popular area for holiday lets, second homes, and retirees. In the past 20 – 30 years every available outbuilding or old shop has been converted to residential use. Only a handful of properties make it to the rental or sale market each year and there is an aggressive national demand for them. The number of summer visitors means that small, specialist shops do well. There is a strong, fast-moving demand for the remaining rentable retail space.

## 8. PROPERTIES CONSIDERED BY MOM

During the years The Making of Mashamshire (MOM) has been searching for a venue. We have tried and failed to rent a series of properties with varying levels of suitability for our work. We are consistently outpaced in the rental market by price and by speed of access.

The properties listed are the only properties that have become available in Masham over the last five years.

Five are now rented to retail businesses, four are for sale as (or developed as) residential properties, and the remaining ones are either too small, unavailable or prohibitively costly.

**a. Silver Street A – The Bakehouse**

The back storeroom and old bakery of the town grocers. Whilst not listed the building is in the town conservation area and has over 200 years of fascinating retail history.

The space to lease has a large entrance corridor and side room with a WC and space for a disabled toilet all with store above. At the rear is a large room sufficient for a class of students, considerable display space and washing/cooking facilities. It contains two Victorian wall ovens – not currently useable but with an impressive frontage and a good heritage story.

Very central location, perfect size for a heritage centre combining archive, display and activity, access via entrance on College Lane, currently via 3 steps but easily made accessible.

**Requires** refurbishment to meet access and activity needs.

**b. Market Place A – formerly tearooms – WHOLE PROPERTY NOW FOR SALE WITH RESIDENTIAL PLANNING**

A large main room with bow window, with a second room behind, kitchen, and toilet. Currently for sale along with three-bedroom flat above. Tearoom is currently an entirely separate property but with planning / change-of-use permission to recreate a three-storey residence.

If owners were willing to rent the ground floor out instead of selling, the tearoom would provide a good frontage to Market Place and a good size for activities but limited storage. Rent likely to be high due to location and lost sale/residence opportunity.

**Requires** internal redecoration

**c. Market Place B – Backroom**

A small room to the rear of hairdressers. Part of an imposing listed building, formerly an Inn and Temperance House.

The backroom has own entrance to rear of shop and the use of the shop toilet and kitchen. Route into backroom and to toilet not DDR compliant. Although whole building is on the Market Place the backroom entrance is hidden and difficult to find.

Rental would be low but with few saleable opportunities (no workshop/shop space)

**Requires** access issues to be resolved and significant off site storage would still be needed. Signage required and associated planning.

**d. Market Place C – private residence – WHOLE PROPERTY LISTED FOR RESIDENTIAL SALE**

This large listed property has been on the market for some years. The good-sized front room has a shop frontage and would make a suitable venue if a conversion could be achieved and change of use obtained. There are two outbuildings which have been used as a beauty salon and could also be suitable. Good location on the Market Place and adjacent to school. Various options for development but currently owner only seeking to sell as a residential property.

**Requires** considerable refurbishment and associated planning.

**e. Red Lane – Farm building – OWNER UNWILLING / PROHIBITIVELY COSTLY**

An imposing and historic stone barn. Not central, but next to the visitor attraction of Theakston's Brewery. Would need a great deal of work to create a weatherproof, safe space as currently not much more than a shell but could be developed to meet all MOM needs plus include other small business opportunities.

**Requires** securing building structure and complete refurb. Costly, long term investment

**f. Market Place D – Toilet block – TOO SMALL**

A small toilet area at the rear of a large Market Place property. At the front of the main building is a popular café and behind an artist's gallery and garden. Currently used as toilets for the snooker club on the first and second floor.

It is in a good central location although would need strong signage at front of main building. It is extremely small, has no natural light and is damp.

Would only provide desk space, minimal display and no storage. Rental would be low

**Requires** reduction or relocation of current toilets, damp proofing and refurbishment.

**g. Market Place E – Snooker Club – PROHIBITIVELY COSTLY**

Considered to be the oldest continuous snooker club in the UK. On the first and second floor of Market Place property with café below. Access via external staircase to rear of property with toilets on ground floor. Has a large snooker room to rear and a little-used bar area. The Snooker Club may be interested in discussions for use as the building is in poor repair and would provide them with refurbishment and ongoing rental. Suggestion would be to use the small bare area.

**Requires** considerable refurbishment, installing a lift and accessible toilets.

Would provide a good location but access issues and storage would be difficult. High initial costs

**h. Church Street A – Old Cobblers – NOW RENTED TO OTHERS**

A small shop with a back room and storage above. It was for many years Masham's last cobblers.

Accessible and with a large pavement space in front. Slightly away from Market Place but good location.

No toilet.

**Requires** redecoration. No space to install a toilet. Rental would be low but little space for display or storage.

**i. Park Square – Old Mechanics Institute – SOLD TO DEVELOPERS FOR APARTMENTS**

A large and imposing listed building, erected in 1856 for the educational and recreational benefit of the population and dedicated to the recently-deceased long-term Vicar of Masham, Thomas Riddell. The Town Hall took over the social purposes of the building on opening in 1913, after which it was used as a bank for the best part of a century.

Ramped access, large downstairs and upstairs spaces, central location, convenient parking including disabled spaces. Either floor would provide storage, display and activity areas – leaving the other to be converted perhaps by a housing association.

**Requires** complete refurb. Initial thoughts were supported by Harrogate Council but owner sold to developers to convert whole property to residential

**j. Park Street A – Old Co-op – NOW RENTED TO OTHERS**

A large former shop, most recently vacated by the Co-op on the opening of their Leyburn Road store. Had been two shops that were joined for the supermarket.

Just out of central area. Level access, good facilities with significant adaptable space for workshops, displays and storage. Good parking.

**Requires** considerable internal refit and external signage/decoration but good potential for future income generation.

**k. Silver Street B – small shop – NOW RENTED TO OTHERS**

The ground floor of a stone listed building on the corner of Silver Street and the Little Market Place. Good central location. Down three steps from pavement level, a medium size room split into two with small WC off.

**Requires** a straightforward kitchen / toilet conversion. Would need pavement ramping installing for access and the internal 3 steps addressed. Central location but entrance on a narrow pavement on tricky corner. Has been known to flood.

**l. Church Street B – Jam Store – DEVELOPMENT NOT ALLOWED WITHIN LEASE OF MAIN PROPERTY**

A small, self-contained one-room outbuilding in a cul de sac. Central but set back from the road. Old but not notably historic. Good access but with no internal facilities

**Requires** internal refurb with toilet and kitchen installed. Very small so very little display and no activity, shop or storage space.

**m. Park Street B – OWNER NOW DEVELOPING AS HOLIDAY ACCOMODATION**

Stone outbuildings to a large listed house. Adjacent to Masham Methodist Chapel, a walk from the centre but with off-road parking. Space previously used as vets with adaptable small spaces for shop, workshops, storage and display.

**Requires** full refurbishment but in seemingly good condition. Potential for shared use.

**n. Leyburn Road – Old Office – NOW RENTED TO OTHERS**

Single-storey modern office building in the car park of new supermarket. Three car spaces designated to this office. Used successfully as MOM's temporary home from Summer 2013 - January 2014 on loan from owners whilst they sought commercial tenants. One large room and two smaller ones, including kitchen space and two toilets. Provides good space and location for shop, workshops, displays and storage. Not a heritage building or central, and with a noisy main road setting but visible and accessible to shoppers.

**Requires** little work beyond signage and fixtures and fittings.

**o. Cross Hills – Brewery Store – OWNERS UNWILLING**

A beautiful and impressive stone-built 19<sup>th</sup> century store. Large enough to meet all of MOMs needs and include another tenant, either side-by-side or by installing a first floor – the bad state of repair means it would be a blank slate. A long way (comparatively) from the town centre, across a main road but near Black Sheep Brewery.

**Requires** total refurbishment and internal layout. Access road would need to be evened.