

Press Release 06th November 2008

Planning for Guisborough

A workshop meeting was held at the Ship Inn in Guisborough on Tuesday evening to launch the Market Town Welcome Programme, a joint project by Redcar and Cleveland Borough Council, supported by the Guisborough Market Town Partnership with funding from ONE North East. Representatives from Miller Research met members of the Guisborough business, administrative, residential and leisure community to discuss the future of Guisborough.

The team will be holding business interviews and carrying out a market study of visitors, to identify the wider opportunities open to the town and its surrounding area and to develop a town brand. The project will influence the future direction of the town, helping to attract funding, bringing in more visitors and improving facilities so as to achieve economic benefits.

At the meeting, the group shared information, ideas and contacts to spread the word of the study, identifying the good and bad points of the town and what could be done to capitalise on the strengths and eliminate the weaknesses. The group were shown how other similar towns in Shropshire and Northumberland had been studied and their status improved by local groups.

Two future meetings will be held, to analyse the results and the Miller Research team will support the group to develop a strategic business plan for Guisborough and advise how this plan should be taken forward.

Miller Research are keen to obtain the views of Guisborough townspeople and people interested in attending the remaining workshops or wishing to contribute in some other way should contact Sam White on 01873 851880 or by e-mail on sam@miller-research.co.uk. The next meeting of the Group is on November 25 at 5.30pm at the Ship Inn on Westgate, which is open to any person interested in the process.