

# MARKET TOWN AWARDS 2007

**MARKET TOWN: MALTON AND NORTON**

**PROJECT NAME: BUSINESS IN ACTION – PROMOTING TRADE IN MALTON AND NORTON**

**Partners: Malton and Norton Area Partnership, Malton Town Council, Norton Town Council, Tourist Information Centres, and the Business Community**

**Category: Business and Economy**

The project was created to promote business and commercial interests. Following the end of the town management project between 2000 and 2006 there was no organisation to represent business in the strategic development of the towns. It was recognised that a group was needed. Following an open meeting in June 2006 the businesses decided to form a group for the sole purpose of promoting business in the towns.



At present there are 40 members, and to date activities include:-

1. Regular monthly meetings.
2. The Christmas promotion of the towns in 2006.
3. Co-hosting the Malton Motor Show with MinsterFM in September 2006.

Funds were raised for these activities from our membership as well as Ryedale District Council, Malton and Norton Town Councils, The Malton Estate Company and many local businesses and public collections.

The group is self financing, and events must also be substantially self financing. All members give their time freely.

Following the demise of the Chamber of Trade and the Town Management project under the 'Market Towns Initiative', the town's businesses needed leadership. Individually there was neither cooperation nor coordination of their needs. 'Business in Action' was formed following an open meeting to provide a voice in the political arena and as a forum for discussion and event promotion.

Future events are in the planning stage including 'Celebrate Malton' which will demonstrate local business crafts and skills to shoppers. The Group is also planning to republish the Malton and Norton Town Trails for distribution through local TICs.

**Contact:** Mr Denys Townsend, 59 Market Place, Malton, North Yorkshre, YO17 7LX  
Tel: 07740 902 324 Email: [denys@malton.co.uk](mailto:denys@malton.co.uk)