Mickledore
Solutions in regional development

South Lakeland District Council

Report – Key Service Centres – Economic Potential Study

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Care must be taken generalising at the Local Authority level - the economies of the different settlements are not homogenous

Introduction

South Lakeland is on many measures an exceptionally high performing economy located in an area which offers, for the tastes of many, an enviable quality of life.

Care is required when making such broad economic statements, however, as the trends in the economy may change its performance in the future and generalising about an entire Local Authority area can overlook different stories at a community level.

There is no doubt that South Lakeland faces some challenges in the future in terms of its ageing population and there is also no doubt that the economy of the different settlements are not homogenous.

This work was commissioned to understand the finer grain of the economic position of the Key Service Centres in South Lakeland, namely Kirkby Lonsdale, Milnthorpe and Grange-over-Sands. These are settlements which have not been examined in detail since the recession which began in 2008.

The Economies

Kirkby Lonsdale

Kirkby Lonsdale is a small but highly performing settlement. More than the other locations however its population travels significant distances to work and is employed in senior positions, whilst the area also records net in-commuting as a workforce travels from outside to fill what are often lower paid roles in retail, leisure and the visitor economy.

The town has the advantage of being accessible and on a trunk road and has a historic core in an area of high landscape value but equally the area has strong competition for visitors from within the two adjacent National Parks. As a result, much work has been undertaken by the Community Interest Company to ensure a programme of local events continues to drive footfall.

Organisationally, Kirkby Lonsdale does have something of a plethora of community bodies including the Town Council, a Traders Association, the Community Interest Company and also the Friends of the Lunesdale Hall and as an amalgam there is little evidence that they work together effectively at all times.

The area is also limited in the scope of employment opportunities, has very limited public transport and as with the whole Local Authority has an ageing population and limited affordable housing. In the case of Kirkby Lonsdale the prevalence of second home ownership is also creeping up.

Overall, however, this is the service centre in which resident satisfaction is the highest and there is a sense that the town is performing well.

Milnthorpe

Milnthorpe is a very different economy to Kirkby Lonsdale. This is a location, where employment is also high but that employment is likely to be closer to home and with residents more likely to be involved in skilled trades and less professional occupations registered. The village also provides workers for neighbouring locations with an overall net out-commuting pattern recorded.

The report focusses on the type of recommendations which are considered achievable rather than revolutionary

Milnthorpe (cont)

The village itself provides most services but the issue, with the recorded out-commuting is one of community vibrancy, scale and the attractiveness of the village itself.

The village is modelled on a historic market square which whilst not unattractive, suffers from an under-investment in public realm, some vacant units and a lack of units of interest which open onto the square. The market itself, held once a week, is not performing strongly with the space used the remainder of the week for car-parking. As a result the village square has lost its sense of place.

The A6 crossroads in the centre of the village also detracts from the attractiveness of the village.

Grange-over-Sands

The economic profile of Grange-over-Sands is dominated by the ageing profile of the settlement. Few places of this scale in the UK record the majority of the population over 60. The likelihood is that Grange is already demonstrating the signs of an ageing population with a smaller retail centre than might be expected, a limited leisure offer and few retail openings on a Sunday. The limited retail provision is compounded by the lack of a supermarket in the town.

Of those people of working age in the town, employment levels are extremely high and the education attainment and seniority of occupation outstrips South Lakeland as a whole. In this sense, the town is economically successful.

Whilst Grange is a relatively large settlement compared to the other locations, there is a need for future developments to focus on housing that is attractive for more families.

Overall, Grange-over-Sands has a somewhat limited offer in terms of 'attractors'. Whilst its outlook and general environment may be considered attractive, there is little to draw in the visitor with limited events – and yet the Prom Art season of a market along the prom one Sunday per month is deemed successful.

The prom itself is an asset but lacks activities and the regeneration of the Lido has been a community issue for some time.

Recommendations

The report focusses on the type of recommendations which are considered achievable rather than revolutionary. All of the actions are found at the end of this report and they are split into overall recommendations and recommendations for individual settlements.

Overall, the recommendations focus on the need to re-focus the variety of community organisations and to find a sustainable method of funding some community body and allowing community assets to be pooled. This approach is considered essential if communities are going to be able to do more to help themselves as social care costs rise and less money is available.

There are some recommendations about how community initiatives can be increasingly digitalised – but of course central to this is the absolute need to ensure broadband provision is as good as it possibly can be – with the opportunity to facilitate alternative suppliers.

Specific recommendations are also set out for each settlement later in the report

Recommendations cont

Recommendations also note the need for residential development in keeping with the community and to guard against future employment land reviews which forecast future employment land requirements based on ten years of slow or negative growth. Aligned to this is the need for new developers to consider the area – which has been starved of new development ideas or capital in recent years.

Specific recommendations are also set out for each settlement and in very broad terms consider Kirkby Lonsdale in terms of funding and rationalising interest groups, providing a more diverse economy including the opportunity for a business hub and the provision of community based services including a limited community transport provision.

Recommendations in Milnthorpe tend to focus more on the physical opportunities of the market square, former Spar building, development at Sandside, a long term alternative provision of employment land to that at Mainline and the small village centre improvements to signage, junctions and public realm.

At Grange-over-Sands, apart from the possibility of developing the community and economy as a centre of excellence in digital health, there are recommendations concerning the vitality of the retail and visitor economies in an attempt to reverse a decline in the leisure offer and attractiveness of the town.

Introduction

The three locations are already highlighted as 'Key Service Centres' in the hierarchy of settlements set out in the Local Plan

The Study

This study, requested by South Lakeland and District Council (SLDC or 'The Council'), examines the economic position, opportunities and threats facing the settlements of Grange-over-Sands, Kirkby Lonsdale and Milnthorpe. SLDC had determined that whilst economic vitality studies had been undertaken in the late 2000s, little had been done specifically with regard to these towns / villages since that date and the impact of the recession and other economic factors had not been examined.

The work which follows, also provides data (but without the same fine grain recommendations), for the additional locations of Sedbergh and Ulverston, partly to add additional understanding of other centres in South Lakeland but also to help provide comparative information.

The three settlements which form the main extent of the study were not however picked at random. The three locations are already highlighted as 'Key Service Centres' in the hierarchy of settlements set out in the Local Plan. The Local Plan highlighted their importance and created a vision for the places.

This study examines the vision which was originally set out in the Local Plan as context, the study then also examines recent UK economic policy particularly pertaining to rural areas and settlements before considering other work conducted in the area in the last few years. Later chapters then provide data, the results of an extensive consultation exercise and then combine this work into a SWOT analysis. Finally a series of actions are recommended for consideration.

Mickledore

Mickledore is an economic development consultancy founded in 2008 and based in North West England. The organisation was borne out of the Ernst & Young (now EY) regional development team and is now also responsible for the general function of the Institute of Economic Development of which Mickledore Director, Nigel Wilcock is Executive Director.

The business has worked extensively in Cumbria and Lancashire as well as further afield and in 2016 also completed the SLDC Economic Profile.

As part of this study Mickledore has had the opportunity to discuss the area with a large range of people (listed at Appendix 3) and we would express our gratitude for their important contributions to this study. We would hope that this report is considered a joint effort rather than our sole views.

Vision set out in Local Plan

Whilst things change, the vision for each location at the time of the Local Plan is considered to be useful context – and should not be lost.

South Lakeland District Council set out a vision in their Local Plan for the various areas of South Lakeland, creating a 'future backwards' approach which set out what the aspiration was for different areas in 2025.

Whilst local economic circumstances change and some of the aspirations may no longer be valid, it is considered a useful starting point to recognise this work and build from the points made rather than ignore the work that many have contributed to in the past.

Cartmel Peninsula (including Grange-over-Sands)

For the Cartmel Peninsula the Local Plan hoped that a report in 2025 could state:

- Grange-over-Sands is now one of northwest England's most distinctive, contemporary coastal resort. A town that really has used its Victorian and Edwardian heritage as a strong asset in its regeneration.
- This is an exceptionally pleasant, very well maintained and friendly town with an impressive promenade, superb views across Morecambe Bay, excellent parks and gardens, a well connected railway station and a strong community of established and new residents. Grange is a great place to live, work and visit.
- Grange-over-Sands acts as an important Key Service Centre in the Cartmel Peninsula, providing vital retail, service and community functions for the wider catchment area. Allithwaite, Cartmel and Cark/Flookburgh function as Local Service Centres, offering a smaller range of service and facilities to local residents and tourists. The functional relationships between the Key Service Centre of Grange and the nearby Local Service Centres of Cartmel and Allithwaite have been strengthened, with improved links between them. At the same time, their individual character has been protected.
- Moderate new housing development has been incorporated in Grange in a way that is sensitive to the local landscape characteristics and the historic assets within and surrounding the town. Further housing provision has helped to increase the amount of affordable housing available to local people, helping to retain a greater number of young people and families in the town.
- Local Housing Needs Surveys have been undertaken (and reviewed) for all the Local Service Centres in the area, and small-scale residential development sites have been released over the plan period to meet the identified need.
- The international environmental importance of Morecambe Bay and Roudsea Wood and the high ecological value of much of the area have been recognised and respected as new development has taken place. Opportunities for habitat creation and restoration have been taken wherever possible.
- Regeneration has taken place throughout Grange, including at Berners Close car park/lido/Berners Pool where a new pool facility for the local community and high quality and integrated health facilities have been provided, helping to strengthen the position of Grange as

Vision set out in Local Plan *cont*

AONB and National Park status may create restrictions – but they underpin the success of much of the area

a Key Service Centre.

- The quality of the pedestrian environment in Grange-over-Sands has improved, including a new pedestrian crossing over the railway line to the promenade, rebuilt footbridges and new links from the promenade to adjacent parks, the revitalised Berners area and the town centre.

The East (including Milnthorpe and Kirkby Lonsdale)

For the East the Local Plan hoped that a report in 2025 could state…

- Milnthorpe and Kirkby Lonsdale are important Key Service Centres in the area, providing vital retail, service and community functions for the wider catchment area. Targeted improvements have been made to public transport connectivity to the Key Service Centres from the other Local Service Centres and smaller villages and hamlets in the south and east of Cumbria.
- Moderate new housing development has been incorporated in Milnthorpe and Kirkby Lonsdale in a way that is sensitive to the local landscape characteristics and the historic assets within and surrounding the settlements. Further housing provision has helped to increase the amount of affordable housing available to local people, helping to retain a greater number of young people and families in the settlement.
- Local Housing Needs Surveys have been undertaken (and reviewed) for all the Local Service Centres in the area. Small-scale development has been allowed in the network of Local Service Centres to help sustain local services and meet local need for affordable housing.
- Diversification of the rural economy has been supported, including opportunities for sustainable tourism developments.
- The individual characters of settlements have been protected through the retention and protection of a network of green gaps.
- The environmental importance of the AONB and areas of international environmental importance, such as Morecambe Bay Pavements, and the high ecological value of much of the area have been recognised and respected as new development has taken place. Opportunities for habitat creation and restoration have been taken wherever possible.

National policy Considerations

Rural economic policy is sat in DEFRA outside the main economic departments of BEIS and DCLG. It is questionable whether this allows adequate focus on rural economic needs.

Introduction

National policy regarding economic development has shifted considerably in the last few years with the abolition of Regional Development Agencies (RDAs). The subsequent shift away from regionally based approaches has been replaced with a combination of National Policy Papers and an attempt to encourage local take-up of these policies through Local Enterprise Partnerships (LEPs) linked to funding incentives.

Since 2011 therefore, SLDC has been covered by the economic development vehicle the 'Cumbria Local Enterprise Partnership' (LEP) and a number of papers have been produced by Treasury and the Department of Business Innovation and Skills (BIS) – now the Department for Business, Energy and Industrial Strategy (BEIS), the Department for Communities and Local Government (DCLG) and the Department for Food and Rural Affairs (DEFRA). In addition, UK economic rebalancing and the growth of 'the North' has been particularly highlighted in the Government Northern Powerhouse Initiative.

There are therefore a large number of Government departments making a contribution to the policies which affect economic development and given this, it is perhaps surprising that there is a need for a separate viewpoint from DEFRA, but a review of the strategies produced by the more mainstream economic development bodies does highlight the relative lack of attention which is given to rural economies.

Rural economies

The contribution that rural economies make to English economic output was estimated in 2015 as £210bn or 16% of output and whilst this figure is dependent on definitions, it is also apparent that the contribution is too important to be ignored.

The same study which made the estimate, the DEFRA 'Towards a one nation economy: A 10 point plan for boosting productivity in rural areas' considered the actions which could produce the greatest impact on growth / resilience / sustainability in rural areas.

The ten areas which this report highlighted were:

1. Extensive fast and reliable broadband services
2. High quality, widely available mobile communications
3. Modern transport connections
4. Access to high quality education and training
5. Expanded apprenticeships in rural areas
6. Enterprise Zones in rural areas
7. Better regulation and improved planning for rural businesses
8. More housing
9. Increased availability of affordable childcare
10. Devolution of power

In Dec 2015, the Government 'Response to Rural Proofing' priorities were then restated as:

- Broadband and mobile
- Housing and planning
- Education and skills

National policy Considerations *cont*

Economic strategy for rural areas cannot always be about more funding. Securing more funding for 89% of the land mass generating 16% of economic output will continue to be a challenge.

- Childcare

In the re-stated Government priorities there is a somewhat limited response to some of the key challenges facing rural communities:

- Ageing populations
- Social care
- Transport to avoid isolation
- Second home ownership
- Declining local retail provision
- Few opportunities for entrants to the workplace

Local Economic Development

National Government policy can only go so far in diagnosing and then addressing the fine grain of rural issues which are likely to be different in the various locations across the country. Furthermore, there is always going to be a funding issue when the rural output for the economy is 16% of GDP and the land mass classified as non-urban is 89.4%.

Another way of thinking about rural economic development is to start with a more community based view. Some of this thinking has recently been published by New Start Magazine – in fact in a publication 'Creating Good City Economies in the UK', by Claire Goff, but actually the title could have been 'Creating Good Local Economies in the UK'.

A key table of findings from this publication is shown overleaf:

National policy Considerations *cont*

Table is taken from 'Creating Good City Economies in the UK' but this could equally have been about 'Creating Good Local Economies in the UK'.

'Good' local economics	Traditional local economics
Resilient	Fragile
Bottom up and pluralistic	Designed from the centre
Co-designed with communities	Consults with communities
Enables growth of wellbeing and agency	Prioritises GVA growth
Asset based development	Inward investment
Small and particular to place	Big and 'broad brush'
System changing	Not actively reducing inequality
Supports community cooperative ownership	Incentivises big business
Enhances the existing foundational economy	Focused on high growth sectors
Local supply chains allow the multiplier effect	Money leaks out of the community
Finance that is relevant to local needs	Finance that serves itself
Enabling, collaborative leadership	'Top-down' leadership
Local policies are realistic and aligned with need	Local plans devised with 'boom goggles' on

National policy Considerations *cont*

Locally based economic strategy is highly relevant to the village communities on which this report focuses and perhaps essential in today's funding environment

Some of the points made in the table above may be considered too political in nature, and no political point is made in this report – but the generality of local determination, working with the assets which are available, developing an approach which serves local needs and which is co-developed with and supported from Local Government is something that is seen as highly relevant to the village communities on which this report focuses and perhaps essential in today's funding environment.

Broadband

One aspect of economic development which appears fundamental to any strategy is the provision of broadband infrastructure. Broadband infrastructure is likely to be critical not only to business and entrepreneurship but also to future provision of community services and provision of healthcare etc.

In 2011, DEFRA published a rural economy growth review in which they noted that city growth was based on critical mass or the economies of agglomeration in the digital age. This had placed rural economies at a disadvantage and that more needed to be done to achieve critical mass. Fundamental to this is broadband and that in the new digital economy virtual network effects can reduce the 'tyranny of distance' – the reason for agglomeration effects.

There is an argument that rather than be the last to be served by broadband and be satisfied with the minimum speed service, actually to preserve rural communities and maximise their performance, these communities require the largest investment in broadband to overcome the inbuilt advantages that other areas already have.

Relevant recent studies

The Strategic Economic Plan for Cumbria does identify the rural and visitor economy as well as the strategic connectivity of the M6. Both have strong relevance to this study.

There are a number of studies covering South Lakeland which are somewhat relevant to this report.

Cumbria Strategic Economic Plans (Cumbria LEP)

The Strategic Economic Plans (SEPs) were developed by every Local Enterprise Partnership (LEP) in England as a pre-requisite to access Local Growth Fund finance for specifically identified projects. The Cumbria SEP was entitled the 'four pronged attack' and set out the 4 main areas of activity in the following categories:

- Advanced manufacturing growth
- Nuclear and energy excellence
- Rural and visitor economy
- Strategic connectivity of the M6

Of these, the most relevant to the 3 settlements is the rural and visitor economy – although development of commercial activity at junction 36 of the M6 is also an important opportunity for the area and in particular Milnthorpe and Kirkby Lonsdale.

The actions in the SEP linked to the rural and visitor economy set out an ambition for:

1. The creation of a world class visitor destination
2. The establishment of a rural growth network and business hubs (which linked in to Government funding allocations at that time) – this stream also included work to develop rural workspace, improve broadband and provide affordable homes
3. Environmental infrastructure (forestry, agri-business, water management, rural and agricultural skills).

The SEP (and the European Programme documents created at the same time which link into ERDF and EAFRD funding) and LEP sponsored projects remain an important consideration for any of the actions developed as part of the work to sustain Grange-over-Sands, Kirkby Lonsdale and Milnthorpe as many of the issues identified are strongly linked to the issues / opportunities in these settlements.

Cumbria Growth Deal

The current Cumbria Growth Deal (which arose from the work carried out in the SEP) is worth £47.7m which is a modest sum but some areas have secured follow on Growth Deals linked to devolution and so this is not necessarily the full extent of future funding.

The Growth Deal focuses on a number of projects:

- Barrow Waterfront Enterprise Zone
- Connecting Cumbria Phase 2
- Port of Workington Access and Infrastructure
- Carlisle College: Advanced Manufacturing Centre
- Ulverston Infrastructure Programme
- Cumbria Skills and Capital Investment Programme
- Growing Our Potential
- Barrow Advanced Manufacturing Technology Centre
- Optimising Connectivity
- Barrow Waterfront
- Kendal Transport Improvements
- South Ulverston Junction Improvements
- Nuclear Technology Innovation Gateway
- Durranhill Industrial Estate

The Cumbria Growth Deal and future funding rounds linked to similar objectives do represent some albeit modest opportunities

Of these, those considered most relevant to the area of study are:

Connecting Cumbria Phase 2
This project will extend availability of 'Superfast Broadband' to an additional 5,000 premises over and above the approximately 111,000 covered by Phase 1. Phase 2 will extend coverage to approximately 95%, meaning it will be dealing with more isolated rural areas and will have a more complex technical nature.

It is noted that the 'superfast' branding adopted by BT / Openreach is somewhat misleading and alternative and faster models of provision have been rolled out across some parts of the area.

Cumbria Skills and Capital Investment Programme
The funding will be utilised to deliver state-of-the art facilities, bringing together learning and workspace to stimulate enterprise, improve the local leadership & management offer, and increase specialist STEM R & D laboratory space, enabling training to be provided to at least 1,200 learners and delivering a range of qualifications from Level 2-4

Growing Our Potential
The programme will provide grant aid to help Cumbrian businesses deliver capital projects that can help them grow and create and/or safeguard sustainable private sector jobs.

Optimising Connectivity
A package of sustainable transport measures to optimise connectivity within Cumbria, particularly around key visitor arrival points and visitor attractions around Windermere and Grasmere.

The relevance of these funding schemes to Grange-over-Sands, Kirkby Lonsdale and Milnthorpe is returned to at the end of this study.

Area of Outstanding National Beauty (AONB)

Milnthorpe lies just outside the Silverdale and Arnside AONB but the adjacent villages of Sandside and Beetham lie within it. In many ways, the AONB designation sets the same criteria for new development as a National Park therefore protecting the overall character of the area but not frustrating all new development.

The AONB sets out the following management plan objectives in regard to development and economic growth:

- Implement a development planning approach that delivers services, infrastructure and affordable housing to meet local community need while conserving and enhancing landscape character and the special qualities of the AONB.
- Maximise opportunities for the AONB's designation, special qualities and management to both drive and support sustainable economic growth.
- Support and encourage sustainable production and use of local products, especially those linked to natural beauty.
- Provide opportunities to access training and employment and build the skills base in the sectors related to the purposes of designation such as land management and sustainable tourism.

The Local and Neighbourhood plans do allocate some further land for housing in each of the three settlements

- Actively support landowners and managers to sustainably manage the landscape, delivering environmental and economic benefits for themselves and the wider community.
- Encourage infrastructure improvements to achieve superfast broadband and mobile phone signal coverage for the whole of the AONB without a significant impact on natural beauty.
- Develop the AONB and Morecambe Bay area as a sustainable tourism destination where visitors can have quality experiences of nature, culture and quiet recreation, and tourism contributes to the conservation of the area's special qualities.
- Coordinate action to minimise both terrestrial and marine litter.
- Monitor and manage recreational pressure to avoid and/or reduce detrimental impacts on the special qualities of the AONB
- Support local communities in moving towards sustainable low carbon living.
- Increase opportunities for visitors and local people to maximise their use of sustainable and integrated transport.
- Foster community vibrancy and culture linked to the AONB's strong sense of place.

As such the AONB does place an obvious restriction on development in order to sustain the essential characteristics of the area – but it does not seek to thwart all economic growth or development.

Local Plan and Neighbourhood Plans

These have been reviewed and the different land use allocations identified. In the case of each village there are outstanding areas allocated for future housing development. In some cases, it appears that the current owners of the land do not see the progression of this housing allocation to full development as a priority in their portfolio.

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Conclusion

A review of National and Regional strategy does highlight the relative lack of policy with direct relevance to local rural communities. In areas such as this the Local Plans for the area often remain the central economic development document.

This document seeks to address the need to consider economic development at the fine grain of the community level. In order to make recommendations at this level, it is first important to consider the economic data and then reflect on the findings of the comparator areas and the views of consultees.

Data: methodology

The statistical data for the UK is produced for small areas of geography which are then aggregated up to provide data for the different boundaries of the study.

Introduction

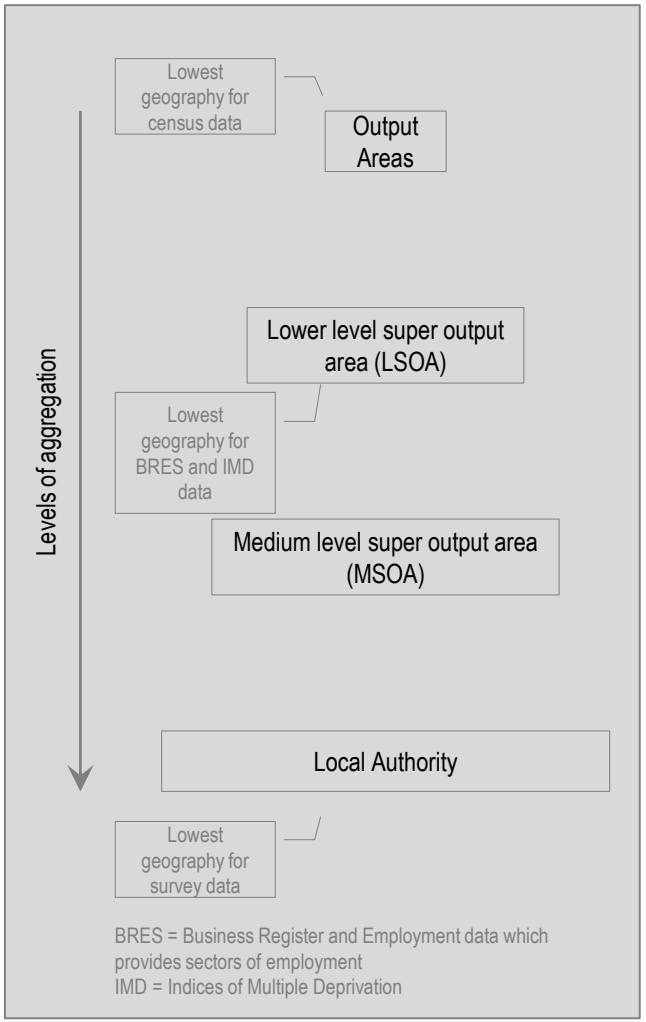
Any economic study starts with the evidence base in the form of data. For any UK geography there is a wealth of published data which tends to be collated and made available by the Office of National Statistics (ONS).

The ONS collects data on a small geographic basis and then aggregates the data accordingly. The primary source of absolute data is the Census which was last carried out in 2011. ONS then supplement the Census data with statistically significant surveys which are carried out on an annual basis.

The ONS publishes Census data at its lowest levels of geographic analysis (output area) but the annual survey data is not produced at this level of geography because of the difficulties in gaining statistical significance for small areas (this is therefore only available at a Local Authority level). This is illustrated in the diagram opposite.

To show what this means in map format, the maps overleaf illustrate the three smaller levels of geography down to the output areas which make up Grange-over-Sands.

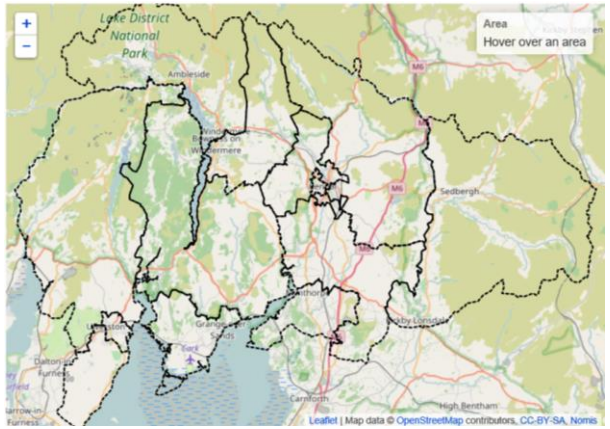
This study has created definitions for the areas based on Output Areas and Lower Level Super Output Areas. Clearly one of the problems with this approach is that some of the data is based on the 2011 Census but there is no other way of analysing small geographies in the manner required for this work.



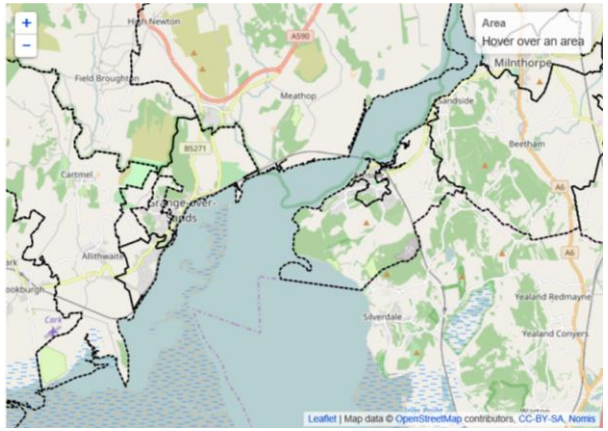
Data: methodology *cont*

- We have defined the areas in terms of both Output Areas and Lower Level Super Output Areas

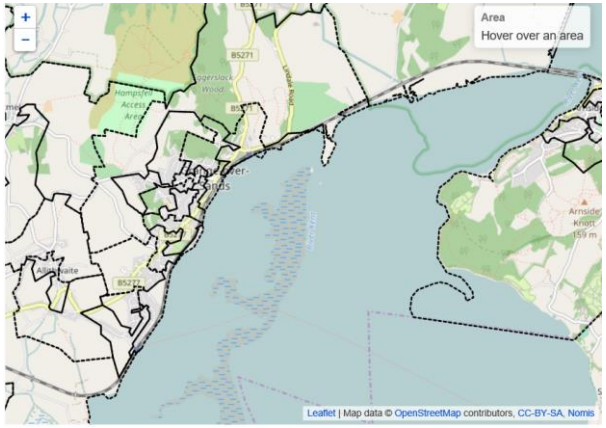
1. The Medium Level Super Output Areas of South Lakeland



2. The Lower Level Super Output Areas around Grange



3. The Output Areas which make up Grange



In order to gain data at a detailed level, we have defined the geographical areas and the exact boundary definitions are provided in Appendix A.

Data: Population

The majority of the population of Grange-over-sands is aged over 60

All population data at Output area level uses 2011 census data

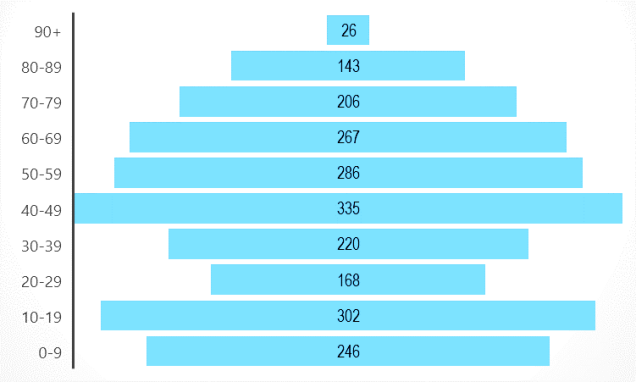
The average age of the population of South Lakeland is somewhat older than the average for the UK but examining the figures on a pan-Local Authority basis does not provide the full analysis. Of the areas studied Grange-over-Sands has the oldest population with 53% of the population aged over 60.

All of the locations have fewer residents aged 20-29 than aged 10-19 suggesting that young people move out of the area once they reach the age of employment. This is likely to be for a combination of reasons including personal choice, employment opportunities and house prices.

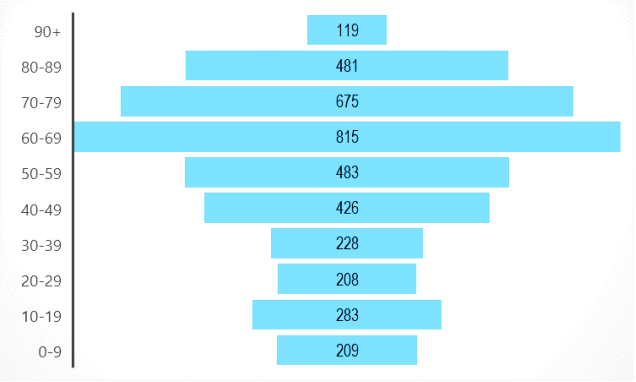
The impact of boarding schools in the area can also be seen particularly in Sedbergh.

Of the 5 locations examined, the largest is Ulverston which is almost 3 times the next largest which is Grange. Kirkby Lonsdale is the smallest with less than 2,000 residents.

Milnthorpe – Total Population 2,199



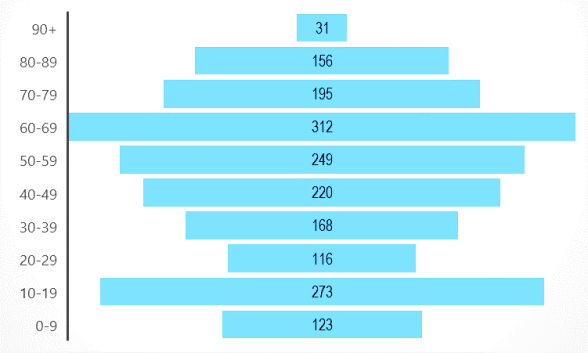
Grange-Over-Sands – Total Population 3,927



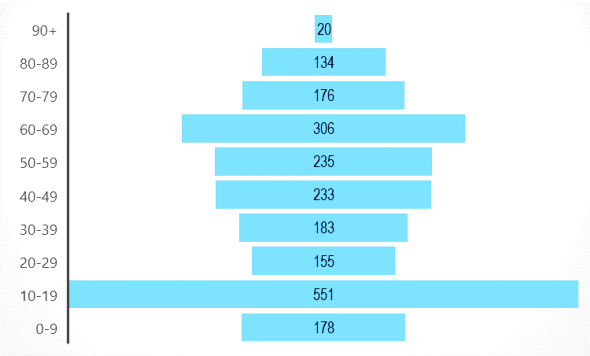
Data: Population

- The population of Sedbergh is dramatically affected by the boarding school

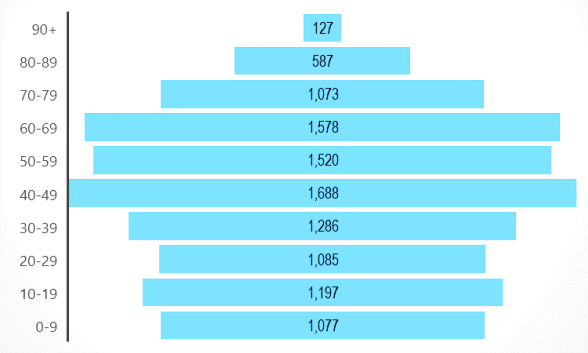
Kirkby Lonsdale – Total Population 1,843



Sedbergh – Total Population 2,171



Ulverston – Total Population 11,218



Data: Origins

Residents of Cumbria are overwhelmingly likely to have been born in the UK.

The population that resides in each of the centres is overwhelmingly likely to have been born in the UK and if not born in the UK then very likely to have been born in Ireland. Residents born outside of the UK and Ireland are extremely rare across Cumbria – and fractionally less rare in the centres examined.

The relative lack of migration into Cumbria does have an impact on the economy of the area. With an ageing population and the prospect of a declining working age population an increase in migration could mitigate the issue. In addition, the area may miss out on new ideas and workplace practices typically associated with external worker influence.

Percentages:	Kirkby Lonsdale	Sedbergh	Milnthorpe	Grange over Sands	Ulverston	Cumbria
Europe: United Kingdom: Total	98.5	95.7	97.4	97.9	97.9	98.3
Of those not born in the UK:						
Europe: Ireland	95.6	93.0	94.5	95.9	95.8	96.3
Europe: Other Europe: Total	0.4	0.1	0.2	0.5	0.3	0.2
Africa	2.6	2.5	2.7	2.8	1.8	1.8
Middle East and Asia	0.2	0.7	0.8	0.5	0.5	0.4
The Americas and the Caribbean	0.6	2.9	1.2	0.9	0.9	0.8
Antarctica, Oceania (including Australasia) and other	0.5	0.5	0.5	0.4	0.6	0.3

Source: 2011 Census

Data: Employment

These locations operate at virtually full employment. The sectors in the centres reflect tourism, their service sector function and also in 2 cases the need for residential care

Main employment numbers rounded to nearest 100 / Claimant Count 5
Source: BRES / Claimant Count
Area definition - LSOAs

The apparent unemployment rate in all of the locations is negligible although there is no ability to measure under-employment which can be prevalent in the sectors dominating the area. Employment has risen in all of the settlements in the period 2009-2014 with the exception of Milnthorpe where it appears to have materially declined. The 5 largest sectors in each area reflect their service centre nature and the importance of tourism. Residential care is a leading sector in Milnthorpe and Grange. The only manufacturing sector in any of the top 5 sectors is pharmaceuticals (GSK) in Ulverston.

Claimant Count (rounded to nearest 5)

Dec 2016	Unemployment Count
Kirkby Lonsdale	5
Sedbergh	5
Milnthorpe	5
Ulverston	55
Grange-over-Sands	10

Employment by Location

	Kirkby Lonsdale	Sedbergh	Milnthorpe	Ulverston	Grange-over-Sands
2009	700	300	1000	3900	1200
2014	800	400	900	4100	1300
Change (doesn't calculate due to rounding)	+58	+14	-109	+199	+28
Percentage Change (Cumbria wide +4.2%)	8%	4%	-10%	5%	2%
Top 5 sectors by size (%age change 2009-2014)					
	Retail (-5%)	Education (-100%)	Retail (+48%)	Retail (-20%)	Accommodation (+19%)
	Accommodation (+29%)	Food & Drink service (-20%)	Education (-38%)	Pharmaceutical manufacture (-16%)	Retail (+14%)
	Food & Drink service (-)	Retail (+85%)	Residential Care (+67%)	Building and landscape services (570%)	Residential Care (195%)
	Real Estate (-22%)	Accommodation (+230%)	Specialist Construction (-9%)	Health (+79%)	Health (-55%)
	Recreation (-25%)	Health (+10%)	Food & Drink service (+103%)	Food & Drink service (-11%)	Food & Drink service (+21%)

Data: Employment

Unemployment has remained low in the recent past and is declining to virtually zero in all of the locations apart from Ulverston

When the unemployment claimant count is tracked over time it can be seen that unemployment has not been an issue for at least the last 4 years with consistently low numbers recorded. It is however the case that in all of the locations (apart from Kirkby Lonsdale) the number of people recorded claiming unemployment benefit has been falling over the period.

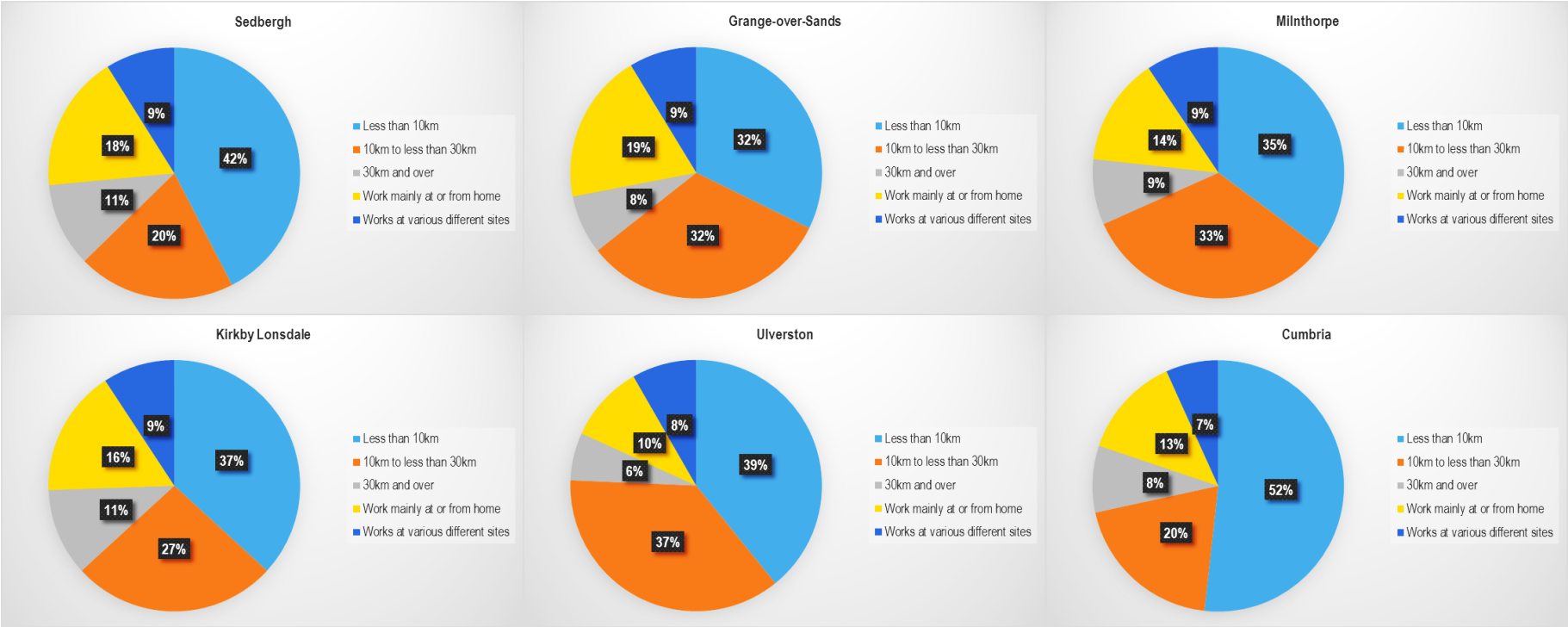
Claimant Count over time by location (rounded to nearest 5)

Area	Code	Local Code	Oct-13	Oct-14	Oct-15	Oct-16
Kirkby Lonsdale	E01019372	009A	0	0	5	5
Grange over Sands	E01019353	013B	5	0	0	0
	E01019354	013C	10	5	5	5
	E01019355	013D	0	5	5	0
Total Grange			15	10	10	5
Milnthorpe	E01019382	011E	15	5	5	5
Sedbergh	E01019385	009D	5	5	0	0
Ulverston	E01019389	012B	50	45	40	25
	E01019390	012C	15	15	10	10
	E01019391	014D	30	25	20	15
	E01019392	012D	30	25	20	15
	E01019393	014E	10	10	10	5
Total Ulverston			135	120	100	70

Data: Employment

Full employment in each of the local centres and rising employment in most of the locations does not mean that all residents are employed locally and the charts below show the distances travelled to work by residents. The locations are compared with Cumbria as a whole. In every case the residents of the locations studied travel further to work than the average for Cumbria. A higher proportion of residents in each of the locations work at different client sites than the average for Cumbria and in all cases apart from Ulverston there is a greater propensity to work from home than is the case for Cumbria. Kirkby Lonsdale and Sedbergh are the two locations where the highest proportion typically travel more than 30km to work (11%).

Distances travelled to work



Source: Census 2011

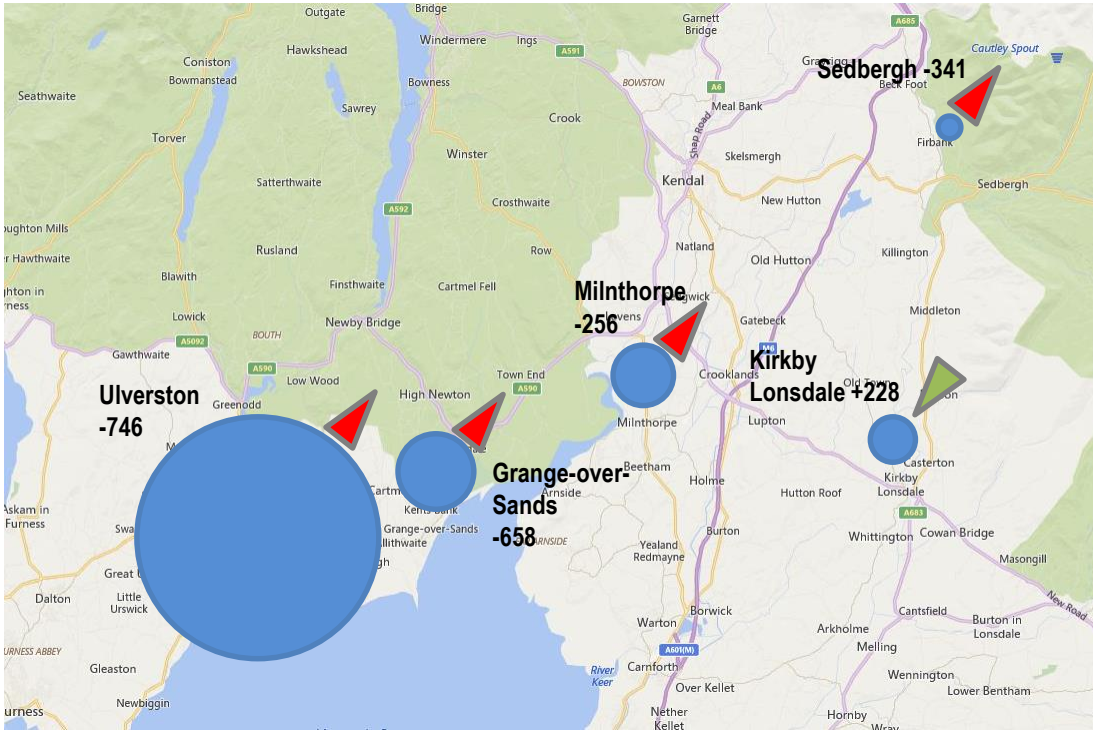
Data: Employment

- The data suggests that the only location requiring net inbound staff to fill employment opportunities is Kirkby Lonsdale

We have estimated 2011 employment flows using the 16-64 population compared to the 2011 Business Register and Employment Survey (BRES) data for the settlements at a Lower Level Super Output Area (LSOA) geography. This data is flawed because it is part census based and part survey but it suggests that the only location in the survey which requires a net inward migration of employees is Kirkby Lonsdale.

It is important that this data is only considered as an approximation of movement.

Estimated net flows of workers (size of circle represents employment)



Data: Qualifications

All of the locations have a lower proportion of people with no qualifications than Cumbria as a whole.

When skills are considered, every location apart from Milnthorpe has a higher proportion of people with a degree or equivalent than Cumbria as a whole. Milnthorpe is also the location within the study which has the highest proportion of working age population with no qualification – but all the locations have a lower proportion of people with no qualifications than Cumbria as whole.

The highest proportion of working age population with a degree or equivalent is found in Grange where almost 2 people in 5 hold a degree level qualification.

Workforce by Skill Attainment

Percentages:	Kirkby Lonsdale	Sedbergh	Milnthorpe	Grange over Sands	Ulverston	Cumbria
No qualifications	19.1	22.3	22.6	18.8	20.5	24.2
Level 1 qualifications	10.4	10.7	13.5	9.5	12.9	13.6
Level 2 qualifications	15.1	19.5	16.3	15.0	14.7	15.9
Apprenticeship	4.9	3.0	5.5	3.6	6.0	5.4
Level 3 qualifications	10.7	13.2	12.6	9.2	11.9	12.3
Level 4 qualifications and above	35.2	27.7	24.0	38.7	30.3	24.6
Other qualifications	4.6	3.8	5.5	5.2	3.7	4.0

Source: 2011 Census

Data: Working population

Kirkby Lonsdale has the workforce in the most senior occupations / Sedbergh the highest number in 'elementary' occupations

The working population of the settlements can be considered in terms of occupation. It should be noted that given the age of the population the working age population can be expected to decrease in each of the locations. This is also true for South Lakeland as a whole.

Workforce by Occupation

Percentages:	Kirkby Lonsdale	Sedbergh	Milnthorpe	Grange over Sands	Ulverston	Cumbria
1. Managers, directors and senior officials	17.5	10.0	8.4	15.4	10.4	10.3
2. Professional occupations	16.9	17.3	12.9	18.4	19.5	14.0
3. Associate professional and technical occupations	9.9	8.4	8.2	9.7	11.1	9.7
4. Administrative and secretarial occupations	8.2	8.4	9.4	8.6	7.6	9.7
5. Skilled trades occupations	12.5	17.7	19.3	15.1	15.7	16.3
6. Caring, leisure and other service occupations	11.3	10.6	10.8	9.9	10.5	9.7
7. Sales and customer service occupations	6.0	6.7	9.6	7.9	6.9	8.6
8. Process, plant and machine operatives	6.6	5.4	8.2	4.9	6.7	9.4
9. Elementary occupations	11.1	15.6	13.2	10.2	11.6	12.4

Source: 2011 Census

There is some contrast between the workforce of the settlements. Kirkby Lonsdale has a workforce with a high number of people engaged in management. This is similar for Grange. There is a relatively high proportion of people engaged in professional occupations compared to Cumbria as a whole in all of the locations apart from Milnthorpe. Milnthorpe is characterised by the number of skilled trades.

Sedbergh has the highest proportion of residents employed in 'elementary occupations.

Data: Indices of Multiple Deprivation

The Indices of multiple deprivation indicate that on a large number of measures across the area there are many locations in the top 10% in England and virtually none in the lowest 10%

Levels of deprivation in areas are measured by the Department for Communities and Local Government against a basket of different topics every few years (the gap in timing is variable). The last time the areas were measured was in 2015.

The different variables considered are as follows:

- **Income** deprivation - the proportion of people on very low income, e.g. on Income Support or Tax Credit.
- **Employment** deprivation - involuntarily excluded from work e.g. on Unemployment Benefit or a New Deal Scheme.
- **Health deprivation and disability** - people whose quality of life is impaired by ill health e.g. Years of potential life lost and emergency admissions to hospitals.
- **Education, skills and training** - e.g. low Key stage exam results or not entering Higher Education.
- **Barriers to housing and services** - e.g. overcrowding, affordability or long distances to services such as a GP or primary school.
- **Crime** - measures levels of four types of crime, burglary, theft, criminal damage and violence.
- **Living Environment Deprivation** - e.g. poor housing conditions, low air quality or road traffic accidents involving injury to pedestrians or cyclists.

The data is published at the Lower Level Super Output Area (LSOA) scale of geography and the results are illustrated overleaf. The results reflect a ranking out of 32,844 and the scores below 10,000 are marked in red with those above 30,000 highlighted in green.

As might be expected with a population in full employment there are no measures where any of the locations are in the lowest 10% of England (with the exception of 1 measure in one LSOA in Ulverston).

Generally the lowest scores across the area are in living environment and this reflects roads, transport and access amongst others. Ulverston scores lower, in general, than the other locations.

The highest scores tend to reflect a low level of crime and apparently few barriers to housing but this may reflect the younger age group and poorer paid seeking to live outside the areas therefore not being recorded as being deprived of housing.

The Indices are also aggregated to create an overall measure. On this overall measure there is a LSOA in Grange ranked 30,542 least deprived in England.

Data: Indices of Multiple Deprivation

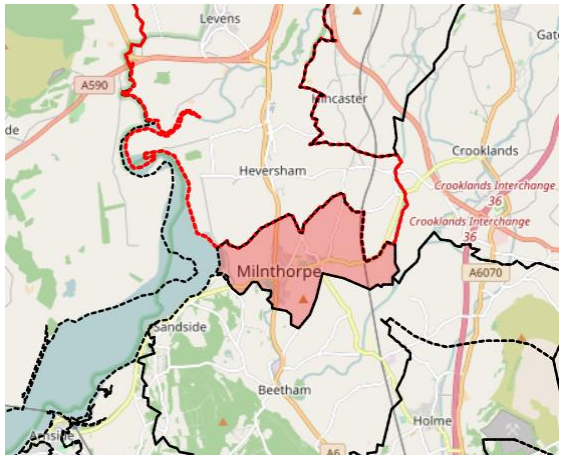
Levels of deprivation can be seen to be low. When the overall ranking is considered every LSOA was ranked above the 10,000th most deprived in England

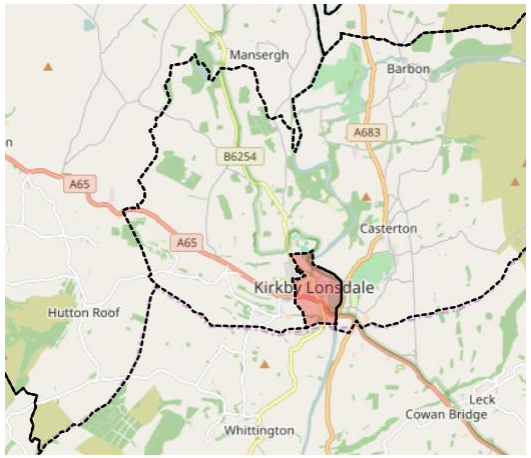
Indices of Multiple Deprivation rank every Lower Level Super Output Area (LSOA) in England and rank them out of 32,844 to determine which is the most deprived against an overall measure and basket of measures. The areas and the rankings for each measure are shown.

Levels of deprivation can be seen to be low. The lowest rank across all of the LSOAs studied was 3,000th most deprived in England and this was against the 'living environment' measure.

The area of study typically scores lowest against the 'living environment measure' but this scores issues relating to access to services and road safety and as a result is influenced by the rural nature of the communities.

When the overall ranking is considered every LSOA scored above 10,000.

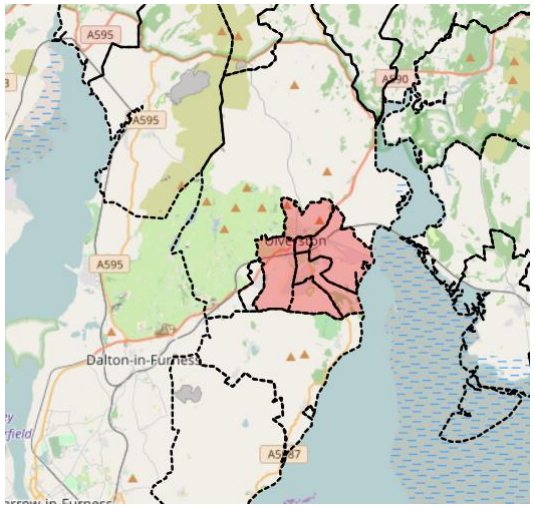


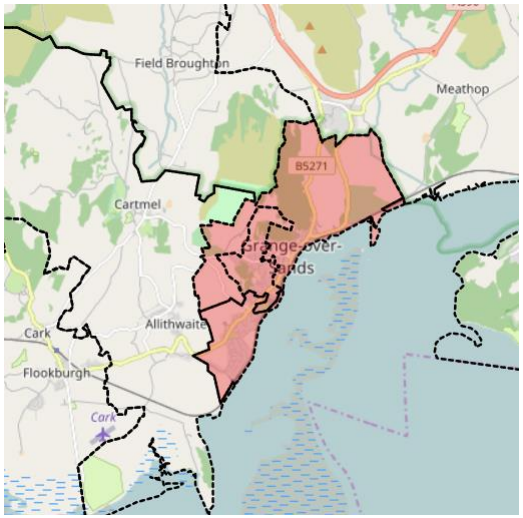


Area	Code	Local Code	Overall	Income	Employment	Education and Skills	Health	Crime	Barriers to housing	Living Environment
			Ranking out of 32,844 English LSOAs							
Kirkby Lonsdale	E01019372	009A	24,638	21,423	24,378	26,071	16,867	24,333	32,587	9,591
Milnthorpe	E01019382	011E	21,028	17,574	19,668	14,037	16,634	25,232	32,481	14,931

Data: Indices of Multiple Deprivation

- The area of study typically scores lowest against the 'living environment measure' but this scores issues relating to access to services and road safety

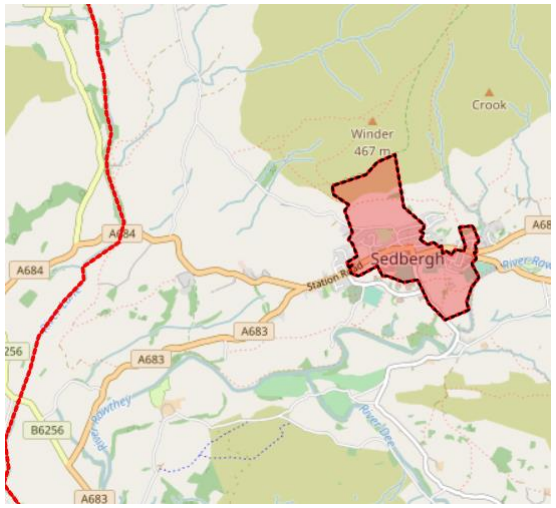




Area	Code	Local Code	Overall	Income	Employment	Education and Skills	Health	Crime	Barriers to housing	Living Environment
			Ranking out of 32,844 English LSOAs							
Grange over Sands	E01019353	013B	24,469	22,252	17,771	20,180	18,176	32,115	31,607	17,982
	E01019354	013C	20,259	17,813	17,812	23,343	13,611	30,336	24,220	9,212
	E01019355	013D	30,542	27,989	27,963	30,682	23,210	32,292	17,852	25,533
Ulverston	E01019389	012B	10,329	10,593	7,740	5,976	11,081	27,282	20,207	7,334
	E01019390	012C	22,429	21,111	20,338	26,908	16,293	26,842	32,571	5,789
	E01019391	014D	24,338	23,451	15,748	23,918	15,171	32,434	31,994	19,821
	E01019392	012D	13,600	15,001	9,416	25,113	8,507	22,301	32,586	3,075
	E01019393	014E	21,219	30,284	27,755	30,549	25,614	28,673	23,669	22,180

Data: Indices of Multiple Deprivation

- The whole study area scores particularly well against crime measures – some of the areas least affected by crime in England



Area	Code	Local Code	Overall	Income	Employment	Education and Skills	Health	Crime	Barriers to housing	Living Environment
			Ranking out of 32,844 English LSOAs							
Sedbergh	E01019385	009D	22,263	23,810	21,063	20,303	15,243	32,379	31,278	5,306

Data: Travel

There is a risk of isolation for some households without cars as public transport declines

The Indices of Multiple Deprivation suggest that the main issues affecting the areas studied are linked to access, quality of roads and public transport. The provision of public transport in rural areas with a low critical mass of passengers and pressure on public expenditure is clearly an issue for all of Cumbria. One measure of how great an issue this is can be judged by measuring those people with access to their own car.

The figures for car ownership are shown below:

Percentages	Kirkby Lonsdale	Sedbergh	Milnthorpe	Grange-over-Sands	Ulverston	Cumbria
No cars or vans in household	14.0	13.8	8.0	12.5	13.7	15.2
1 car or van in household	45.3	48.1	45.5	45.0	45.3	40.7
2 or more cars or vans in household	40.6	38.0	46.5	42.5	41.1	44.1

Source: Census 2011

The figures show that car ownership is not universal and with limited public transport this does create some isolation for some people. In the area least well served by public transport – Sedbergh, nearly 14% (or one in 7) of households have no private transport. The figures are greater than 1 in 10 households in every area apart from Milnthorpe.

The transport routes and service frequencies are shown overleaf.

Data: Travel

The current (Winter 2017) Cumbria public transport map is shown below and the frequencies of public transport are shown overleaf. The frequency tables are summaries and in fact not all the busses run during school term times as they are providing dedicated school transport runs.

Even in those locations where there is a reasonable transport service, the frequent comment is that the services do not run into the evening. This is an issue for the residents of all of the locations studied. We understand that there is further pressure on some of the routes shown.

Data: Travel

There is mixed provision of public transport with Kirkby Lonsdale and Sedbergh least well served.

Each of the locations are served by busses and some services run hourly but Kirkby Lonsdale is slightly less well served and Sedbergh has the fewest links. The hourly busses tend to run into the evening whereas Kirkby Lonsdale and Sedbergh services only run during the day. The rail service for Grange and Ulverston is considered to provide a reasonable service particularly considering the size of Grange as a settlement although the quality of the rolling stock and timing of services received negative comments during consultation.

Kirkby Lonsdale (KL)

Service	Route	Frequency
567	Kendal to KL	6 / day
580/581	Settle / Skipton to KL	7 / day
81	Lancaster to KL	6 / day
W3	Sedbergh to KL return (2 hrs in KL)	1 / week

Ulverston

Service	Route	Frequency
6 / X6	Kendal to Barrow	Hourly
11	Coniston to Barrow (coast road)	5 / day
X12	Coniston to Barrow	5 / day
X70	Local circular	Hourly

Grange-over-Sands

Service	Route	Frequency
530	Cartmel to Kendal	1 / day
532	Peninsula loop (2/day to Kendal)	7 / day
X6	Kendal to Barrow	Hourly

Milnthorpe

Service	Route	Frequency
552	Arnside to Kendal	2 / day
555	Lancaster to Kendal	Hourly
755	Heysham to Bowness	3 / day

Sedbergh

Service	Route	Frequency
W1	Sedbergh to Kendal	3 / day
W2	Sedbergh to Kendal	3 / day
W3	Sedbergh to KL	1 / week

Rail

Route	Frequency
Cumbria Coastal Service including Grange and Ulverston	18 trains / day
Barrow to Manchester serving Grange and Ulverston	10 trains / day

Data: Health

More than 1 person in 10 provides unpaid care to another person in every location studies apart from Sedbergh

The last census asked residents to rate their own health against 3 categories and the results are shown in the table below. A greater proportion of people across Cumbria in general rated their heath as bad or very bad than in any of the locations studied but the percentages were the highest in Grange and Ulverston.

Given the age profile of Ulverston is significantly younger than Grange, this is a somewhat unexpected outcome.

The poor health / ageing population does however result in a burden of care falling on some of the remainder of the population. Of the residents of Grange, 14% provide at least some unpaid care in a week – a figure which is higher than Cumbria as a whole. Nevertheless, only in Sedbergh is the proportion below 1 in 10 people providing some unpaid care.

The figures can be seen as a direct result of the ageing population and a growing issue for the future. Unpaid care will inevitably reduce economic activity elsewhere in the economy both by reducing leisure time when other goods and services might otherwise be consumed.

Health rated by respondents

Percentages	Kirkby Lonsdale	Sedbergh	Milnthorpe	Grange-over-Sands	Ulverston	Cumbria
Very good or good health	79.2	83.7	80.8	75.1	79.2	79.6
Fair health	16.6	12.0	14.2	19.1	15.1	14.4
Bad or very bad health	4.3	4.2	5.0	5.8	5.8	6.0

Unpaid care provided by respondents

Percentages	Kirkby Lonsdale	Sedbergh	Milnthorpe	Grange-over-Sands	Ulverston	Cumbria
Provides no unpaid care	88	91	90	86	88	89
Provides unpaid care: Total	12	9	10	14	12	11
Provides 1-19 hours unpaid care a week	9	7	7	10	7	7
Provides 20-49 hours unpaid care a week	1	1	1	1	2	1
Provides 50+ hours unpaid care a week	2	2	2	3	3	3

Source: Census 2011

Data: Crime

There is very little crime recorded in the area and the incidences of crime tend to be relatively minor

One aspect of the Indices of Multiple Deprivation which recorded very low problem levels was crime. Actual crime figures recorded across the area were very low.

Whilst it is clearly preferable that no crime takes place – and any crime is unpleasant for those affected, the reality is that the locations suffer few recorded incidents. Incidents in Sedbergh and Kirkby Lonsdale recorded a year-on-year monthly decline – Ulverston the reverse.

Monthly reported crime	Oct 2015	Oct 2016
Sedbergh	11	7
Kirkby Lonsdale	22	11
Grange-over-Sands	12	8
Ulverston	44	56
Milnthorpe	32	35
By Comparison:		
Barrow-in-Furness	67	99
Carlisle	239	202

Source: Police Force Statistics

Data: House prices

The fastest growth in house prices measured unofficially by Zoopla was recorded in Grange whilst the highest overall house prices by transaction in 2016 were in Kirkby Lonsdale

Accurate house prices at a very local area are difficult to assess and are not covered by any official statistics. Zoopla attempts to track data on a local area. Zoopla figures have no official basis but they do add colour to the housing market views of the area. Their figures show that the fastest growth in prices was recorded in Grange-over-Sands in the last twelve months and they also show that the highest average price paid was recorded in Kirkby Lonsdale.

What the figures do show, however, is that with agriculture, tourism, healthcare and retail paying some of the lowest wages in the UK, the average house prices in these settlements is likely to be well in excess of that which can be afforded by many of those working in the area.

	Kirkby Lonsdale	Sedbergh	Milnthorpe	Ulverston	Grange-over-Sands
No. Transactions	28	41	47	266	199
Average price paid	£292,462	£247,866	£231,501	£214,380	£228,944
Change on year	5.9%	5.8%	6.4%	9%	10.8%

Source: Zoopla 2016

Data: Conclusions

Grange is a well educated but mostly retired settlement, Kirkby Lonsdale is small with a high proportion of out-commuting professionals and Milnthorpe has a high proportion of residents providing skilled trades.

Above all, the data suggests that the three communities which are considered in detail in this study have low levels of deprivation and operate at high levels of employment. In general, each community has an ageing population and particularly low proportions of people at the early stage of their working life. The findings suggest that at an overall level, workers in the locations are likely to in-commute whilst residents of the settlements are working elsewhere. This is likely to be a function of house prices.

Grange-over-Sands

Grange is an unusual settlement insofar as the majority of the population is over 60 years old. Anecdotally the town is cited as having the second oldest demographic in England (although this study has not sought to validate this claim). The town is a service centre but with a focus on a visitor economy employment - as well as sustaining a high level of employment in health and residential care reflecting the demographic. Two in five working residents travel more that 10km to their workplace and a further one in five working residents work mainly from home. Overall it seems that the daytime population is smaller than the resident population because of net out-commuting. Grange residents tend to be very well educated with almost 40% educated to degree level or above and the proportion whose occupation is professional or managerial is 50% higher than for Cumbria as a whole.

Kirkby Lonsdale

Kirkby Lonsdale is the smallest settlement examined in this study in terms of population, but it has a high performing secondary school which elevates the school age population. Kirkby Lonsdale has the resident population which travels the greatest distance to their workplace and the highest proportion of people involved in managerial / professional roles of any of the locations studied. The area also has a reasonably high number of people who appear to operate consulting type businesses from home. It is estimated that the daytime population of the town is higher than the resident population due to the in-commuting of the required workforce.

Milnthorpe

Milnthorpe is a location where the population has lower levels of qualifications than the other two locations and where the residents are more likely to be involved in skilled trades or elementary occupations. There appears to be moderate out-commuting and Milnthorpe residents travel slightly less far to work than in the other settlements – but still significantly further than the Cumbria average. The age distribution of Milnthorpe is also less ageing that the other locations but the paucity of 20-40 years olds is a characteristic shared by all. The importance of skilled trade occupations to the village is further illustrated by the importance of the specialist construction sector in providing employment.

Comparator Location: Helmsley

Helmsley is a small market town in North Yorkshire which offers useful comparative information for this study.

Helmsley: observations

Helmsley is a small historic market town in the Ryedale district of North Yorkshire. It is situated on the River Rye on the A170 road, 14 miles (23 km) east of Thirsk, 13 miles (21 km) west of Pickering and some 24 miles (39 km) due north of York. The southern boundary of the North York Moors National Park passes through Helmsley along the A170 road so that the western part of the town is within the National Park.

www.alamy.com - AHGD37

Some defining features of the town, useful for comparison purposes include:

- It is a key service centre for its surrounding area and is the only market town in the whole of the North Yorkshire Moors National Park
- It has most key services except a major supermarket brand and the secondary school is in nearby Ryedale
- As well as Ryedale School, within 15 minutes of Helmsley is Ampleforth, one of the country's leading independent schools
- Helmsley has no train station in the town or nearby. There are 9 bus routes serving Helmsley linking it to places such as Pickering, Scarborough and York. Services in the evening/weekend are limited
- Tourism is important to the economy as is retail
- It markets itself as a destination for independent shoppers stating that it has over 50 independent retailers in the town
- It has a visitor centre
- Its tourism offer in addition to the retail offer and attractive built and natural landscape includes Helmsley Castle, Walled Gardens, a National Centre for Birds of Prey and Helmsley Arts Centre
- It is centred around a market square and there is a weekly market as well as speciality markets throughout the year
- Its has considerable architectural character, its centre has been designated as a conservation area and it has over 50 listed buildings
- The Cleveland Way National Trail starts at Helmsley, and follows a horseshoe loop around the North York Moors National Park and Yorkshire coast for 110 miles (180 km) to Filey.
- It has a small industrial estate. The town's major employers are Duncombe Park Estate and Thomas's Bakery where 100 are employed
- Other than the above, there is limited office based business in the town

Comparator Location: Helmsley

Helmsley in Business is the key traders association in the town responsible for much of Helmsley's promotional efforts

Helmsley: observations (cont)

- There is an active town council who have produced a Neighbourhood Plan which was adopted in 2015
- There is a desire for more affordable housing (with a target of 40% for new builds in the Neighbourhood Plan)
- 14% of homes are currently empty/2nd homes
- There are small employment land allocations in the Local Plan
- It has a very active traders group – Helmsley In Business

A key strategic organisation in Helmsley is Helmsley in Business. Set up by business leaders in the town who saw a need to better promote the town, it runs a membership organisation (with a yearly fee of £180) which then offers benefits such as advertising space on its website, access to a PR consultant, business networking events and input into marketing campaigns.

The website www.visithelmsley.co.uk has a modern appealing design, and it is very active on social media where its Facebook pages has over 1,500 followers and its Twitter feed has nearly 6,000 followers.

Helmsley in Business has been responsible for running various marketing campaigns promoting the town and its offer. It has featured in multiple stories across different media channels, including working with Mark Easton on "women in business" feature for the Six O'clock news, providing media interviews on national stories for the Federation of Small Business for BBC Breakfast, Radio York's Finder's Keepers and Money Matters panel shows, local & national press articles including Metro, Country Life magazine, Delicious, The Times, The Telegraph (e.g. best place to raise a family, best Christmas breaks), The Guardian and Mail Online, and are frequently featured in the Yorkshire Post, York Press, Malton Gazette and Herald and Mercury.

Key marketing campaigns the group have organised include:

- entering – and winning – the Great British High Street Awards 2015 – for Britain's Best Market Town
- Small Business Saturday promotion
- A shop in Helmsley - Hunters of Helmsley - was awarded "Britain's best small shop" in 2015

Helmsley in Business is the driving force behind the town's promotional efforts and has positioned itself as the leading community organisation in Helmsley, working alongside the Town Council and other community groups where applicable. During the press attention it received following its success in the Great British High Street awards, the group referenced how it had been hard at work for several years, bringing the town's businesses together under a shared vision. They also talked about "incredible" support from the Federation of Small Businesses and it appears the local Ryedale branch is very active.

Helmsley Arts Centre is another good example of a successful initiative in the town. An old Quakers Meeting House it was set up as a registered charity and has received funding along its way from sources such as the Arts Council, Ryedale District Council

Comparator Location: Helmsley

Helmsley (and in particular Helmsley in Business) is a case study of best practice in terms of promoting its offer and attracting visitors

Helmsley: observations (cont)

and national lottery grants. Originally managed purely on a voluntary basis it has since professionalised its management structure although is still dependent on its volunteer staff. The Arts Centre is a performance venue with theatre, music, dance, talks, cinema, exhibitions, activities for children and so on all taking place there.

Despite these successes, Helmsley is still a location facing some of the same pressures that are seen in the South Lakeland towns. The library in the town is to be purely run by volunteers as of 1st April 2017 (for 16.5 hours a week) and a recent town council set of minutes references a "lack of stalls" at the market. There is currently a campaign to save the local outdoor swimming pool which is at risk of closure this year.

This short profile of Helmsley offers some interesting observations with regards to the three towns in this study. Whilst with some differences, there are some key similarities in its location and economy that make it a useful comparator for this study.

Clearly, the setting up of Helmlsey in Business has had a significant impact on the profile/marketing efforts of the town and has had some high profile successes. The high street awards success are of particular note, given Kirkby Lonsdale's entry and shortlisting in the 2016 awards. It is believed there has been contact between the two sets of organisers – should Kirkby Lonsdale decide to enter again, it would be worth assessing Helmsley's campaign in more detail.

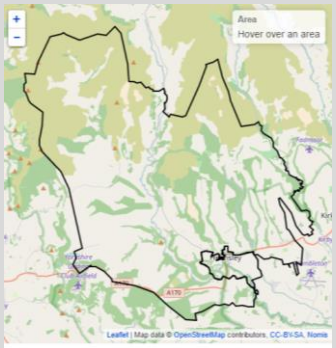
More widely, the setting up of Helmsley in Business and its business model is one worth considering for the South Lakeland towns of this study. In Grange-over-Sands in particular a well organised trader led marketing campaign with a clear vision and leadership, working in partnership with the Town Council, SLDC and others would be considered beneficial. In Kirkby Lonsdale, the CIC could perform this role.

Interestingly, Helmsley does not appear to have a significant amount of events/festivals to lure visitors in – its events calendar seems closely linked to those at Duncombe Park, which is situated just outside Helmsley. Here there are a wide range of events including a steam fair, antiques and fine art fairs, wedding fairs, dog shows etc. Clearly, there is no one blueprint of success for improving a town's vibrancy and in particular its visitor offer. Some towns (such as Nantwich explored in the following pages) build a profile through a series of events and festivals, whilst others such as Helmsley focus on targeted PR campaigns and building on its status as an independent shopping destination (amongst other aspects).

The following pages outline a brief economic and demographic profile of Helmsley with comparisons to Grange-over-Sands, Kirkby Lonsdale and Milnthorpe.

Comparator Location: Helmsley

Helmsley does have an ageing profile, albeit not as marked as in Grange



Source: Unless otherwise stated, all data at Output area level uses 2011 census data

Data

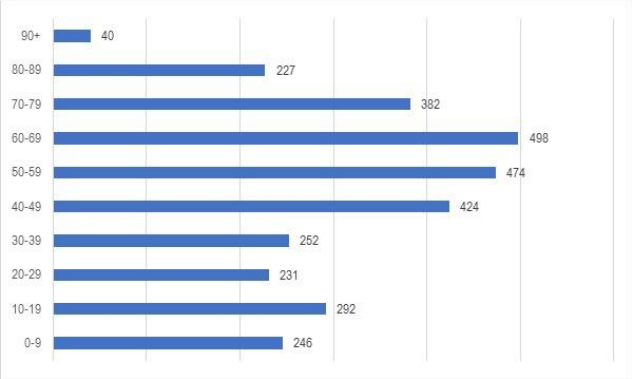
The population of Helmsley is 3,066 - slightly smaller than Grange-over-Sands but larger than Kirkby Lonsdale and Milnthorpe.

As in the South Lakeland locations, there are fewer residents aged 20-29 than aged 10-19 suggesting that young people move out of the area once they reach the age of employment.

37% of the population are aged 60 or over; 29% are 65 or over – a higher proportion than the UK average (16%). Therefore, whilst not as marked as in Grange-over-Sands, Helmsley does have an ageing population profile.

The table below gives a snapshot analysis of other key demographic data for Helmsley. When compared to the South Lakeland towns in this study, it can be said to broadly have a similar profile in terms of ethnic makeup, access to a car, health, care responsibilities and housing prices.

Helmsley – Total Population 3,066



Data Snapshot Summary of Key Indicators	Kirkby Lonsdale	Milnthorpe	Grange over Sands	Helmsley
Born in the UK	99%	97%	98%	96%
No car/van in household	14%	8%	13%	14%
In bad health	4%	5%	6%	5%
Provide unpaid care	12%	10%	14%	12%
Average house prices (over last 12 months) *as of March 2017 (Source: Zoopla)	£284,744	£282,868	£267,282	£279,147

Comparator Location: Helmsley

- Helmsley has virtually full employment with the main industry sectors reflecting its status as a key service centre and an important tourism sector

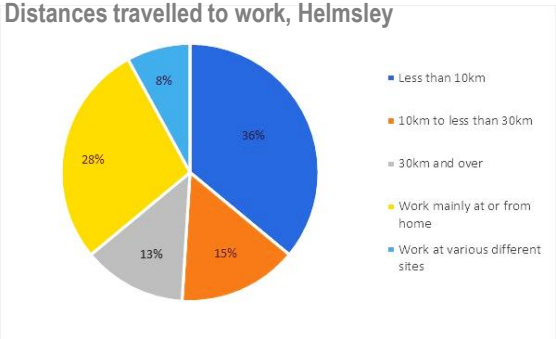
Data (cont)

The job seekers claimant count is a little higher in Helmsley than in the South Lakeland locations, nevertheless still negligible.

The largest industry sectors in Helmsley (Source: BRES) are retail, accommodation, education, libraries/museums/cultural activities, real estate and food and beverage service activities. This broadly reflects the service centre nature and the importance of tourism which is seen in the South Lakeland locations.

In terms of travel to work patterns the most striking finding is that in Helmsley 28% work mainly at or from home; this is significantly higher than both the average for North Yorkshire as a whole (16%) and the South Lakeland locations in this study (16% Kirkby Lonsdale, 19% Grange over Sands and 14% Milnthorpe)

Distances travelled to work, Helmsley



Source: 2011 Census

Claimant Count (rounded to nearest 5)

Dec 2016	Unemployment Count
Kirkby Lonsdale	5
Milnthorpe	5
Grange-over-Sands	10
Helmsley	15

Source: UK Claimant Counts

Helmsley has a slightly different profile in terms of the education attainment of its residents. A quarter have no qualifications and this is a higher proportion than in any of the South Lakeland locations (19% Kirkby Lonsdale; 23% Milnthorpe and 19% Grange over Sands).

Conversely, fewer have degree or higher level qualifications – 28% do compared with 35% in Kirkby Lonsdale for instance.

Qualifications, Helmsley

Percentages:	Helmsley
No qualifications	24.7
Level 4 qualifications and above	28.3

Source: 2011 Census

Comparator Location: Helmsley

Helmsley has less of its workforce engaged in senior managerial positions than Kirkby Lonsdale in particular

Data (cont)

There is some contrast between the workforce of the settlements. Helmsley has a higher proportion employed in skilled trades and elementary occupations than any of the locations in South Lakeland.

13.5% are engaged in senior managerial posts; this is slightly lower than that for Kirkby Lonsdale and Grange over Sands but higher than the proportion in Milnthorpe.

Workforce by Occupation

Percentages:	Kirkby Lonsdale	Milnthorpe	Grange over Sands	Helmsley
1. Managers, directors and senior officials	17.5	8.4	15.4	13.5
2. Professional occupations	16.9	12.9	18.4	11.4
3. Associate professional and technical occupations	9.9	8.2	9.7	7.6
4. Administrative and secretarial occupations	8.2	9.4	8.6	8.1
5. Skilled trades occupations	12.5	19.3	15.1	24.5
6. Caring, leisure and other service occupations	11.3	10.8	9.9	9.7
7. Sales and customer service occupations	6.0	9.6	7.9	5.4
8. Process, plant and machine operatives	6.6	8.2	4.9	6.0
9. Elementary occupations	11.1	13.2	10.2	13.9

Source: 2011 Census

Comparator Location: Nantwich

Nantwich, whilst considerably larger than the settlements of this South Lakes study does offer useful observations in regards its approach to festivals and events

Nantwich: Observations

Nantwich is an historic market town in Cheshire East. It is located on the River Weaver in the south of the Cheshire plain and famous for the black and white Tudor timbered buildings dotted around the town.

It is considerably larger than the South Lakeland settlements in this study – it has a population of over 17,000. However it has been included as a comparator as it does provide an example of a location which has managed to retain its market town feel even though considerable expansion has taken place over recent years. It also provides useful comparator information about how a town can develop its markets/events calendar and the transformational impact this can have on a location.

Nantwich is a key service centre of considerable size. Some defining characteristics include:

- It has a retail offer which is predominantly made up of specialist independent shops - a key selling point for the town – yet it does also have some of the main high street retailers such as WH Smiths and Costa Coffee. There is also a Morrison's supermarket in the town and a Sainsbury's on its outskirts
- As would be expected of a town of this size, it has all of the key services including 8 primary schools and 2 secondary schools. There is also Reaseheath College, a leading specialist land-based college
- There is a train station in Nantwich serving the local area as well as some direct links to larger cities such as Manchester. It is only 5 minutes from Crewe train station, a major regional hub. There are frequent bus services serving the town although local consultation reports do flag public transport as a concern
- Tourism is an important (and apparently growing) part of the local economy. Nantwich markets itself as an attractive historic town, a destination for lovers of independent shoppers and as on the doorstep of the Peak District, North Wales and other major regional attractions such as Chester and Chester Zoo
- It has a visitor centre run by the town council.
- Other attractions in the town include a 14th century church, a museum, the Secret Nuclear Bunker and Cholmondeley Castle nearby

Comparator Location: Nantwich

Over recent years Nantwich has built a reputation for hosting a number of high profile festivals and events which significantly increase the footfall in the town at regular points throughout the year

Nantwich: Observations (cont)

- A key pillar of its visitor offer is the comprehensive high profile festivals and events calendar on offer in Nantwich throughout the year. These include:
- Holly Holy Day in January (an annual re-enactment of the historically important Battle of Nantwich)
- The Nantwich Food and Drink Festival (held annually in September)
- The International Cheese Awards – marketed as the biggest cheese show in the world (July)
- Nantwich Jazz and Blues Festival (Easter weekend)
- Nantwich Show (a major regional country/agricultural show held in July)
- Words and Music Festival (every October)

Food festivals are widely recognised as a key way of attracting food tourists and Nantwich provides a very good example of a successful one.

Nantwich Food and Drink Festival is an annual event which is run entirely by volunteers. It is funded partly through sponsorship by local employers, including major local employers such as Mornflakes Foods. Last year there were over 200 exhibitors and includes street entertainment, an awards programme and celebrity chef demos. It has national recognition as one of the country's main food festivals and is said to attract over 40,000 visitors (which has increased from a reported 10,000 visitors in 2010).

In addition to the above events, there is also a comprehensive markets programme in the town. There is a traditional market held three times a week (with a waiting list for stallholders), monthly farmers and antiques markets and one off Spring, Summer, Autumn and Flower markets as well as Christmas markets. The market offer is managed by the Town Council.

The Town Council also manages other services previously run by Cheshire East Council such as the running of the Civic Hall, public toilets and allotment sites.

The Town Council is involved in the running of some of the above events or assists through support (in kind as well as financial through small grants or donations.

It also invests in a programme of street entertainment throughout the summer to complement the market and events offer.

There are many community groups in existence in Nantwich as well as the volunteer group running the Food Festival, including the Civic Society, Nantwich in Bloom and Nantwich Litter Group.

Despite the influx of visitors at key times throughout the year and its wider visitor offer, Nantwich appears not to have a strong accommodation sector in its centre, evidenced by the fact that the accommodation sector is not one of the town's major employers, as it is in some of the towns in the South Lakelands study. This may in part be explained by Nantwich's proximity to Crewe where there is a stronger hotel offer as well as the prevalence of country hotels on the doorstep.

Comparator Location: Nantwich

Whilst not as marked as in the South Lakes, Nantwich does have an ageing profile

Source: Unless otherwise stated, all data at Output area level uses 2011 census data

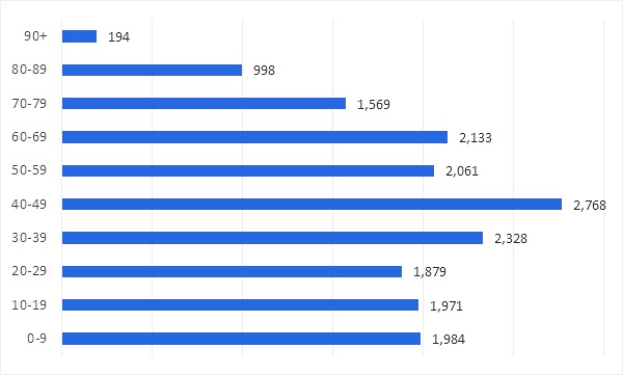
Nantwich: Observations (cont)

The population of Nantwich is nearly 18,000 – considerably larger than the towns in this study.

27% of the population are aged 60 or over; 21% are 65 or over – a higher proportion than the UK average (16%). Therefore, whilst not as marked as in the other locations in this study, Nantwich does have an ageing population profile.

The table below gives a snapshot analysis of other key demographic data for Nantwich. When compared to the South Lakeland towns in this study, it can be said to broadly have a similar profile in terms of ethnic makeup and health. It is more likely to have residents with no access to a car/van and average house prices are somewhat lower than the towns in the South Lakelands study.

Nantwich – Total Population 17,885



Data Snapshot Summary of Key Indicators	Kirkby Lonsdale	Milnthorpe	Grange over Sands	Nantwich
Born in the UK	99%	97%	98%	96%
No car/van in household	14%	8%	13%	19%
In bad health	4%	5%	6%	5%
Provide unpaid care	12%	10%	14%	10%
Average house prices (over last 12 months) *as of March 2017 (Source: Zoopla)	£284,744	£282,868	£267,282	£239,576

Comparator Location: Nantwich

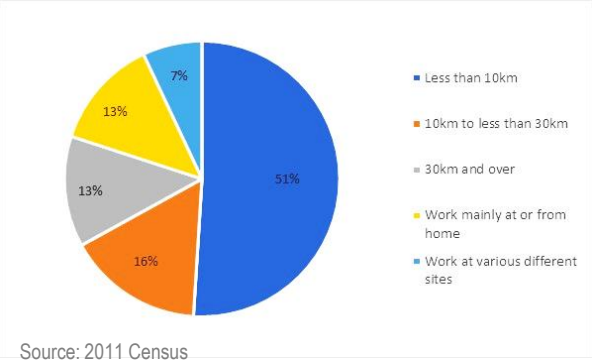
Nantwich's economy reflects its strong retail presence as well as its position as a key service centre for the surrounding area and its agricultural heritage

Data (cont)

The largest industry sectors in Nantwich are retail (20%), education, food and beverage service activities, crop/animal production and legal/accounting. The accommodation sector in Nantwich however is not as predominant as it is in the South Lakes.

In terms of travel to work patterns the most striking finding is that in Nantwich 13% travel 30km or over to get to work; this is higher than both the average for Cheshire East as a whole (9%) and the South Lakeland locations in this study (11% Kirkby Lonsdale, 8% Grange over Sands and 9% Milnthorpe).

Distances travelled to work, Nantwich



Source: 2011 Census

Claimant Count (rounded to nearest 5)

Dec 2016	Unemployment Count
Kirkby Lonsdale	5
Milnthorpe	5
Grange-over-Sands	10
Nantwich	95

Source: UK Claimant Counts

The job seekers claimant count is higher in Nantwich, a reflection of the town's larger size.

Nantwich has a similar educational attainment profile to the towns in the South Lakes study. 20% have no qualifications in Nantwich (19% Kirkby Lonsdale; 23% Milnthorpe and 19% Grange over Sands) and 34% have degree or higher level qualifications – compared with 35% in Kirkby Lonsdale for instance.

Qualifications, Nantwich

Percentages:	Nantwich
No qualifications	20
Level 4 qualifications and above	34

Source: 2011 Census

Comparator Location: Nantwich

Nantwich has a higher proportion of its residents occupied in professional and associated professional and technical occupations

Data (cont)

There is some contrast between the workforce of the settlements. Nantwich's residents are broadly more likely to be employed in professional and office/administrative positions than the settlements in the South Lakes study. This is in part reflected in the town's top industry sectors including the legal/accounting sector.

Workforce by Occupation

Percentages:	Kirkby Lonsdale	Milnthorpe	Grange over Sands	Nantwich
1. Managers, directors and senior officials	17.5	8.4	15.4	14.7
2. Professional occupations	16.9	12.9	18.4	21.9
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5. Skilled trades occupations	12.5	19.3	15.1	9.7
6. Caring, leisure and other service occupations	11.3	10.8	9.9	8.2
7. Sales and customer service occupations	6.0	9.6	7.9	8.1
8. Process, plant and machine operatives	6.6	8.2	4.9	6.0
9. Elementary occupations	11.1	13.2	10.2	9.2

Source: 2011 Census

Consultation Findings – Kirkby Lonsdale

There is some inevitable concern about new residential development but on the whole consultees express high satisfaction with the community

The main findings from the consultations are summarised below.

The town's visual appeal – both the historical and attractive built architecture, including St Mary's Church and the Market Square, and its natural environment including the river, Ruskin's View, Devil's Bridge as well as its wider location at the gateway of two National Parks – are recognised as its key assets.

The economy's dominance on the tourism industry is recognised and welcomed by the consultees. It is felt that this economy is thriving in this "busy little town". There is a successful array of independent shops, local shops servicing the local market and an excellent food and drink offer. There are a number of new businesses opening in the town centre and only a very small number of vacant retail properties.

It is also recognised that Kirkby Lonsdale provides an important key service centre role for its outlying neighbours. Consultees feel that all key services are provided for and are well regarded. When pressed, consultees could only point to a lack of a public swimming pool as a missing service in the town.

Kirkby Lonsdale has a Booths supermarket and there is a perception that this has undoubtedly enhanced the town offer as well as having had a positive impact on the rest of the retailers who have since "upped their game". It was acknowledged that there was a good planning restriction put in place at the time that it wouldn't have a café, helping to keep the connect between the supermarket and the trip into the town centre.

A few stakeholders were unconvinced that the town needed any more office/commercial space (such as the 12 units being included in the 78 houses development on the land north of Kendal Road) and cited current vacancies on other local business parks out of town as a lack of need for further development.

Markets can be an important indicator of a thriving retail economy in a town or village and in Kirkby Lonsdale there is a weekly market (held on a Thursday) which is largely seen to be successful and growing – particularly in the peak season from April through to October. There are also special Christmas markets, tied into a wider programme of town festivities.

Of the three service centres in this study, Kirkby Lonsdale has the largest proportion of second homes. However, this does not appear to currently be a major source of worry for local stakeholders and is seen to some extent as an expected consequence of the area's high quality tourism offer. Undoubtedly however, these views might be different for other sections of the population (those on lower incomes, less able to afford the property prices).

Several consultees were anxious about the proposed housing expansion facing the town – namely the proposed residential and employment development (78 houses) on land north of Kendal Road, Kirkby Lonsdale. Key concerns relate to the fear of the town becoming too linear/stretched with services not being easily accessible for some, as is presently the case. There are also the usual concerns about the pressures of expansion on infrastructure. However, there does seem to be an acceptance that some expansion is inevitable and that the 35% of affordable homes in the major new development will be welcome.

Consultation Findings – Kirkby Lonsdale *cont*

There are a number of community based groups including a very active Community Interest Company (CIC) but whose income is set to diminish

The town's ageing profile is a source of concern for some local stakeholders but with a thriving primary and secondary school in the town as well as the nearby location of the Sedbergh Preparatory School as well as Sedbergh School itself only a few miles away, the problem does not seem to be as prevalent as it is in other parts of the wider area and younger families are still being attracted to the area.

The presence of nearby Sedbergh School (an independent boarding school in the North of England, educating pupils from 4-18 years old) is considered important to the locality. It is the major employer within the local town, the second largest employer in the Yorkshire Dales National Park and an important part of the economy within the region. A study completed a few years ago estimated that the economic impact of Sedbergh School on the wider sub-regional area was £3.4m GVA, supporting 437 jobs.

Kirkby Lonsdale clearly benefits from its proximity to Sedbergh through employee, pupil and visitor spend with many visitors (parents) visiting the school choosing to stay in KL rather than in Sedbergh itself to take advantage of its attractive and vibrant town centre and its location nearer to the motorway. Community links between Sedbergh and Kirkby Lonsdale are not apparent and this is something that could potentially be strengthened in the future.

Kirkby Lonsdale has an active town council, a Chamber of Trade and a Community Interest Group (CIC).

The Kirkby Lonsdale and Lune Valley Community Interest Company (CIC) is the only one in existence across the study area and appears to be very successful. It was set up by the Town Council In 2011 and has responsibility for running the town's market and the public conveniences and receives the income these generate. It also manages the http://www.kirkbylonsdale.co.uk/ website and is responsible for marketing and promotion of the town. The CIC has one salaried employee, Sarah Ross, who as Tourism and Town Manager, works two days a week and is very active in promoting the town. This is part funded from a grant from SLDC (which is understood to be soon diminishing) and partly from income generated by CIC activities.

The CIC, along with the tourist information office and gift shop, has a base in the centre of town but is soon to move to the currently vacant HSBC building where a local office for the Yorkshire Dales National Park Authority will be co-located.

As part of its promotional efforts, The CIC co-ordinated an entry into the 2016 national High Street of the Year Awards in the village category and was shortlisted to the final 3. In addition, partnership working has led to the recent announcement that Kirkby Lonsdale is to host a new food festival over the Easter weekend, as part of the Taste Cumbria initiative. The Taste Cumbria festivals are organised by Carlisle-based CN Events in association with Cumbria Life magazine.

The consultation and general observations suggest that in addition to the town council, CIC and Chamber of Trade there is a thriving community of volunteers with various community groups prevalent, including the gardening group, civic society, Lunesdale Hall and the local rugby club.

Consultation Findings – Kirkby Lonsdale *cont*

There are important concerns about rural transport provision particularly into the evening

Whilst the various local organisations and local political and management structure are undoubtedly very active and successful, there is a danger of there being too many different groups and there is a need to ensure that all partners are working towards a common vision for Kirkby Lonsdale.

There are the usual but important concerns about public transport in the local area. There are regular local bus services to and from Kendal, Lancaster, Skipton and Sedbergh. However, the service is limited to day time and during consultations there was frustration expressed about the lack of an evening bus service to centres such as Lancaster.

Parking was raised as a problem as well, particularly at peak tourist times although it did not come across as something that was at 'crisis point'. Parking charges can sometimes be an irritant to local residents, as is the case everywhere. Other very local issues which cause dissatisfaction amongst residents include the state of some pavements and potholes in the road – considered particularly important given the proportion of older people both in the local population and in the visitor profile.

Digital infrastructure was not raised as an overriding issue in the area but it is known that in addition to the up-graded BT provision there is a future possibility of the area being served by B4RN (Broadband for Rural North) which would offer a significant increase in capacity and speed.

Kirkby Lonsdale has a library which is cited in a very old building which is rented from SLDC. It has limited opening hours (17 hours a week) and suffers from burglaries. The consultee from Cumbria County Council stated that they would be keen to move the library into the Lunesdale Hall as part of a wider business hub opportunity. This would ensure the library and the Lunesdale Hall would jointly be more sustainable.

The future work of the Lunesdale Hall is understood to be part of a feasibility study and is returned to at the end of this report.

The overriding view from the consultation in Kirkby Lonsdale was that what is needed is a light touch only. Residents are largely satisfied with the services on offer and the quality of life it offers and are keen to ensure it keeps its independent shop vibe and small town feel.

Consultation Findings – Kirkby Lonsdale *cont*

The town centre appears to be thriving but with slightly fewer retail businesses than in 2008

Observations from Land Use Class Analysis

A 2008 SLDC report "Town Centre Health Checks" completed land use analysis for its town centres. This report provides a snapshot analysis update of the land use allocations; details can be found in Appendix 4 of this report.

Whilst comparisons cannot be made directly given possible changes in methodology and town centre boundary definitions, the analysis does point to a conclusion that Kirkby Lonsdale is improving its tourism offer (shops/restaurants/hotels) but that there has been a slight decline in its financial and professional services offer.

There are also 5 vacant premises currently, compared to 1 at the time of the 2008 study; however of the 5, 2 are soon to re-open.

Observations from Rural Area Vitality Grid Analysis

We have reviewed each of the locations against a vitality measurement grid that Mickledore has developed for rural small area studies. These are contained in the appendices to this report (Appendix 5).

This matrix allows us to identify the strengths, weaknesses and linkages to closest provision for each of the centres.

The vitality grid for Kirkby Lonsdale clearly indicates a thriving town centre as the observations and consultation findings above also evidence with few local services missing.

Consultation Findings – Grange-over-Sands

Despite on-going progress regarding the Lido, the promenade continues to be popular and could be a focus for more activity

The main findings from the consultations are summarised below.

The range of services on offer in Grange-over-Sands is overall considered to be fair. Some would like a supermarket, some prefer the independent feel as it has currently – although it is interesting to note that in Kirkby Lonsdale it was felt that the introduction of Booths had a positive impact on the independent traders. Vacancies are relatively low and where they arise don't stay vacant for long.

There have been plans in the past for a Tesco Express but these have not materialised. Booths in 2015 restated a commitment to land at Station Square but this has stalled whilst flood improvement details are sorted out and it is currently let out to another tenant.

There is a concern that there is a declining amount of club provision/things to do for older people. The lack of petrol station is a major irritation for residents and there is concern about the decline in care home provision.

What is to become of the disused Lido site on the Promenade is, of course, a key source of concern for stakeholders. Much has been discussed about this in previous studies and consultations which there is no need to duplicate in this report. Suffice to say that there are conflicting views about how it should best be redeveloped – some stakeholders prefer a "bare minimum" low risk approach so there are no ongoing cost implications in maintenance (with reference to Scarborough Lido redevelopment where the impression of the pool has remained, although filled in, with a star constellation design) incorporated, whilst others envisage a much more significant redevelopment with ideas around performance space, potential for a community/information hub, visitor facilities, art gallery, café, skating rink, splash park, specialist market stall provision and so on.

A key issue relating to the redevelopment of the Lido is seen to be the lack of easy access to it, given there is no longer direct footbridge access over the railway line and that visitors to it have to walk for a way along the promenade which is unlit in the evenings (although there are 6 crossings of the railway in Kent's Bank / Grange)'

Several consultees stressed the need for a new footbridge from Berners Close with associated car parking; the consultee thought to be critical to ensure the success of the Lido redevelopment.

The Art projects/billboards project at the Lido had been viewed favourably by those consulted with, although it was believed that it had been expensive to administer.

The promenade is clearly recognised as a key asset for the town – both for residents and visitors alike with plenty of footfall seen. It has benefitted over the past years due to the efforts of the town council and the various community groups in town. The 3Ps group (Pool, Promenade and Parks) for instance has c30-40 people who volunteer for its work in the upkeep of the gardens along the promenade, work on the community orchard, prepare display boards and undertake research. It also bids for funding and in the past has benefitted from grants which have funded projects such as the adult gym and skate park along the promenade.

Consultation Findings – Grange-over-Sands *cont*

There are mixed views regarding the vibrancy of the tourist economy and the data is somewhat unreliable

As referenced earlier, lighting along the promenade is not thought sufficient (in the winter months) and there is a need to ensure that the Promenade is as well and attractively linked into the town as is possible. In addition it is believed that there are significant structural improvements needed to the Promenade which are considered critical if regeneration of the Promenade is a serious aim.

The monthly (in summer) PromArt festival/market (which hosts up to 70 stall holders) has been a success and provided a good marketing and visitor boost to the town. Other markets and events along the Promenade and at other key locations in the town can only help boost the overall offer and with the plans for the Lido, arts and crafts would appear to have a role to play in the reinvigoration of the town.

Tourism is clearly a dominant strand of the town's economy. Grange has strong environmental assets with its estuary location and Edwardian seaside resort setting, including the Promenade. Nearby asset include Holker Hall, walking opportunities, Cartmel, and the large caravan parks at Flookburgh.

Whilst anecdotal reports suggest visitor numbers are good and occupancy rates are good, there is a feeling amongst some that tourism is on the decline and there is a fear that this will continue, particularly if investment into the visitor offer is not made. Grange does have a number of overnight visitor rooms including relatively large hotels such as Netherwood Hall (34 rooms).

Several consultees referenced a holiday property bond company which has taken over Merlewood Mansion as providing a welcome boost and have successful occupancy rates. This provides c60 apartments and in addition is thought to be c1000 beds in Grange with a perception that all are doing well.

One consultee reported an increase in the number of Chinese visitors to the area. Airbnb is seen as a threat to the accommodation sector and social media marketing training would be beneficial to best counteract this threat.

Some of the key tourism issues which are felt to need addressing are:

- Marketing through social media and customer service training for current providers
- Lack of strong identify, poor perception, feel a "poor relation" on periphery of Lake District
- Tourist offer needs something extra – possibly arts/culture/heritage based
- Need to tap into market of grown up children who come to area to visit elderly parents – cater for that market, update the offer (shops, accommodation style etc)
- Evening food and drink offer is non existent. Visitors tend to go back to their hotels after 4.30pm
- Need to tap into Cartmel foodie offer – Gourmet Grange – become part of the wider Cartmel offer
- Opportunities in the disabled tourism market (including outdoor activities) which is one which is fast growing and very loyal

Consultation Findings – Grange-over-Sands *cont*

There is generally acceptance of the need for some limited housing growth amongst the Town Council provided that there is an appropriate affordable provision

- Build on success of PromArt and St Georges Day Festival and have more events, markets and festivals
- Extend the food and drink offer on the Promenade.
- Improve signage and access to the Promenade as well help develop the retail circuit
- Need to do more to piggy back of events such as Cartmel Races and Holker Hall events.
- Potential work to do more on group tourism and even business tourism which although has seen a severe decline over recent years is currently doing well in some of the more commercial centres of Cumbria on the west coast such as Carlisle
- Build on walk and cycle path initiatives that Morecambe Bay Partnership are leading on
- Linked to this, the potential of the Arnside to Grange cycle and footpath along the railway viaduct, currently at feasibility study stage.

There are plans to introduce a monthly market in Grange-over-Sands, building on recent special market held at a St George's Day event. This is intended to be populated with home crafting businesses, but not along lines of PromArt or farmers market (so as not to tread on toes of current events or successful town traders, such as Higginson's). There are local frustrations about the bureaucracy associated with putting on these events and a perceived lack of support from other groups in town as well as the various tiers of local government.

The wider issue of the various community groups not necessarily having the same vision for the town and also the frustrations they feel they face at a local government level is important as if unchecked it can ultimately lead to lower levels of volunteering and this movement is something which needs to be sustainable given the changing/reduced role of local government.

There is an understanding amongst volunteer stakeholders that there is limited public sector resource now but a low level of support through officer support/small pots of money, flexibility/support around insurance for small groups/market licenses etc would go a long way to sustain enthusiasm.

The town council in Grange-over-Sands is an active one, it is in the process of developing a Neighbourhood Plan which will encourage a shared vision in the town's future and it is taking on more duties such as verge management from Cumbria County Council. However, there were those that shared a concern that the Town Council is resistant to change.

The Victoria Hall is owned by the Town Council and there is a feasibility study regarding its future use being considered. It is currently the location of the Tourist Information Centre (run voluntarily) and other community activities. There is also a hoteliers association and a traders organisation.

There is an acceptance of the need for some housing expansion, although councillors are keen to ensure it is the right type – with queries around whether the definition of affordable is correct, a view that smaller units are required (although others felt there were too many 1 to 2 bedroom apartments which stand vacant) and of course a desire that more housing brings with it a wider provision of services.

Consultation Findings – Grange-over-Sands *cont*

SLDC operates a low cost ownership scheme for people who have been resident for 3 years and cannot buy or rent on the open market

A couple of stakeholders raised a concern that any housing development should not take place at the expense of potential commercial development. Employment sites in the town centre were scarce and whilst their take-up might not be immediate there was a view that they would be needed in the long run and should be retained.

The largest housing development currently underway at Grange-over-Sands is the Shoreside development (Wain Homes) on land off Kents Bank Road which is for c200 2-4 dwellings in total. This scheme towards the end of 2016 was inviting applications for the percentage of 2/3 bedroom properties under construction which had been reserved for the 'low cost home ownership scheme' run by SLDC. This scheme allows for a number of affordable homes for local people with eligibility criteria including applicants having to have lived in the area for 3 years or more and needing to prove that they are unable to rent or buy on the open market.

Other schemes in Grange include Oversands View (42 homes) which is also under construction.

Grange-over-Sands Chamber of Trade (which has c16 members with c10 attending meetings) is keen to ensure relevant business support is on offer in the town. They feel that there are young people in the town who are keen to start up home based businesses but need support. They have had feedback that individuals are not keen to travel to other places such as Kendal to participate in the training that the Chamber of Commerce provides ("too intimidating") and thinks that a lower key, drop in style service in Grange would work well, with regular sessions from banks on funding sources or social media training etc. This is echoed from the FSB – this organisation and the Chamber of Commerce cover too wide an area to be able to provide local level business support and there is now a gap in this kind of support – a problem seen across the country.

There are logistical problems around business support events and support could be given to those volunteering to lead on this to help – some hotel venues are too big and others do not have the right offer.

The Chamber of Trade feels that it is becoming increasingly difficult to get help from other sources. Some other groups that might have had funding from before (e.g. Cumbria Fells and Dales Local Action Group) are now concentrated on dealing with flooding issues. There is also a perception that the LEP is too focused on the large, high growth businesses in the wider area, rather on the smaller things which is frustrating at a local level.

Provision of hot desking in a central hub was one idea put forward, cascading down the approach in Kendal.

Given the ageing profile of Grange-over-Sands there is a view that this can be seen as an opportunity – to encourage both older entrepreneurship levels as well as volunteerism.

Grange-over-Sands enjoys good rail links with a train station situated in the town centre. It is primarily served by local services from Lancaster to Barrow-in-Furness, with some continuing to Sellafield or Carlisle via the Cumbrian Coast Line.

A few southbound services run through to Preston and Manchester Airport. It is felt that in the future more could be made of its easy access to Manchester Airport in terms of attracting more international visitors.

Consultation Findings – Grange-over-Sands *cont*

- There are commonly heard issues regarding limited broadband speed and mobile coverage

The train station at Grange has benefitted from some recent initiatives such as art displays at the station. It is also seeking to become a hub station along similar lines to Barrow. Grange currently benefits from tourism marketing from Northern Rail who produce leaflets “discover Cumbria by train” and a series of walks.

There are the usual concerns about the lack of a sustainable bus service, particularly with regards the later evening and weekend services. Digital connectivity in terms of broadband speeds and mobile phone signals are also a concern, particularly with regard attracting inward investment.

Consultation Findings – Grange-over-Sands *cont*

Whilst direct comparisons are difficult, it appears that Grange has suffered a slight drop in retail provision over the last 9 years

Observations from Land Use Class Analysis

A 2008 SLDC report "Town Centre Health Checks" completed land use analysis for its town centres. This report provides a snapshot analysis update of the land use allocations; details can be found in Appendix 4 of this report.

Whilst comparisons cannot be made directly given possible changes in methodology and town centre boundary definitions, the analysis does point to a conclusion that Grange-over-Sands has experienced a slight decline in the overall number of shops and financial/professional services on offer.

There are also more vacant properties now - 5 - than there were in 2008 (1).

Observations from Rural Area Vitality Grid Analysis

We have reviewed each of the locations against a vitality measurement grid that Mickledore has developed for rural small area studies. These are contained in the appendices to this report.

This matrix allows us to identify the strengths, weaknesses and linkages to closest provision for each of the centres.

The vitality grid for Grange-over-Sands does suggest that it is indeed a key centre with all of the key services (excluding a petrol station, supermarket and secondary school) represented.

Consultation Findings – Milnthorpe

There was concern over the viability of the market as the number of traders appears to have dwindled in the last 18 months

The main findings from the consultations are summarised below.

Overview

Milnthorpe's strengths are its attractive historical centre which contains a diverse range of facilities. The focal point of the village centre remains the Market Square, although this is somewhat dissipated by the relatively recent development of its convenience goods offer on larger sites at the periphery of centre, such as Booths and Spar.

Generally it was recognised by the consultees that the local economy is diverse and relatively sound. Local employers of note include Dallam School, Billerud (paper) Mill, Beetham and Beetham Garden Nursery. Economic activity rates are high, and there are a range of significant employers within a reasonable travel time, including those present in Kendal, Lancaster and further afield, such as Ulverston. Some consultees commented on perceived lower rates of household income to comparator locations..

The economy is also bolstered by tourism. There are several large caravan parks close by, which increase the population in the extended holiday season. An issue to be tackled was the lack of signage or literature which encouraged visits to the village as a visitor destination.

A positive factor is the number of "destination" services and facilities such as the vets, solicitors and estate agents, pharmacy and GP and dental surgeries which draw people to Milnthorpe from a wider hinterland. Other services of note are the ballet school and numerous office occupiers who have taken retail premises including IT providers.

However there was concern over the viability of the market, which is held on a Friday in the Market Square, as the number of traders appears to have dwindled in the last 18 months, reducing the range of goods available. This also has a knock on effect in terms of the income levied by the Parish Council.

The increased levels of voids since the last surveys in 2008, appear to result from the rationalisation of operations by occupiers which is occurring throughout the UK.

The relocation of Spar from the village centre to a modern building linked to the village petrol station and the development of a 1,600 sq m Booths do not appear to have affected the overall vitality of the centre in terms of trade, although the redundant Spar unit was viewed as a considerable detraction from future investment around the Market Square. Some consultees were aware that Spar had some years remaining on its lease, which whilst technically capable of being assigned were not enough to encourage a new operation to invest. Similarly the building has a dilapidated appearance.

There were two vacant bank buildings at the time of the interviews, meaning that only one bank (Barclays) remains from the 2008 survey.

The Memorial Hall, a further historic building, is let to an occupier by the Parish Council, but there was considerable uncertainty as

Consultation Findings – Milnthorpe *cont*

The viability of the commercially zoned land at Mainline and Sandside is questionable and HGV traffic movements have a detrimental impact on the Milnthorpe A6 junction

to its future as a trading operation, which would increase the level of vacancy in the vicinity of the Market Square.

The night time and leisure economy appears to be an area which could be strengthened. The recent introduction of a quality dining experience at No 17 restaurant was appreciated, but it was acknowledged that some of the (three) traditional public houses were struggling.

There was also some concern regarding the number of fast food outlets in the village which had grown in number since the last survey.

Some consultees stated that those who knew their market and business well were thriving.

Housing Market

Milnthorpe's housing market does not have the same pressures as are apparent in the case of the other centres in this study. Median house prices are slightly lower, a reflection of local incomes, the type of stock, (some of which is former housing for social rent), and the lower number of second homes.

Development Opportunities

There were few concerns over the potential extension of the village to the east as proposed in the Local Plan, which may result in 155 additional dwellings. Indeed some consultees viewed this as an opportunity to rebalance the housing market through the provision of larger homes which it was felt would attract more affluent families. It should be noted that there is a proposed allocation of affordable housing provision with the development, which is at the rate of 35% of new provision as perceived in the Local Plan

The other large development prospect is the expansion of the Mainline Industrial Estate, approximately 1 km to the east on the B6385 Road, with an additional 8 ha zoned for B2 general industrial and B8 warehouse uses although this report notes that there are issues associated with any such expansion.

A further opportunity is at Sandside, approximately 1km from the village, where the relocation of Travis Perkins to Milnthorpe has yielded a site of 1.9 ha with extensive views over the Kent estuary albeit with tidal flooding issues which need to be addressed.

In their present form both suffer from lack of prominence as a commercial location, with access taken from the A6 at Milnthorpe village centre, turning east in the case of Mainline and west for the former Travis Perkins site.

The issue of the viability of both was understood by some consultees, in particular in the case of Mainline, where it was felt that development at the rate and scale envisaged in the local plan could only occur if a link road was constructed to the A590 and thence to the M6 Motorway. It was considered that this was important in terms of attracting occupiers with an appropriate covenant and rental level which would justify development.

Some consultees stated that the sites for major future development were held by a small number of organisations and family trusts as opposed to commercial companies.

Consultation Findings – Milnthorpe

The Milnthorpe Parish Council has a significant potential role in the future vibrancy of the village

Transport

Consultations revealed that vehicular movement around the area was problematical if the M6 was closed. This leads to huge queues along the A6 to the main traffic junction in the village. Indeed the latest occurrence was in the week prior to the interviews.

Stewardship

The Parish Council could exert some influence over the future direction of Milnthorpe centre. The Parish Council's responsibilities / assets include The Green and The Market Square. They also run the weekly Friday market and monthly farmers markets.

SWOT Analyses

There is a threat that an ageing population and no house growth gradually leads to a lack of local spending and a local spiral of decline whilst the Local Authority cost burden escalates

Introduction

As a result of the data analysis, comparator studies and the consultation exercise the key findings have been summarised in tables setting out the Strengths, Weaknesses, Opportunities and Threats (SWOT) of the area and the individual settlements. This is the prelude to the final conclusions and suggested set of actions.

Overall

Strengths	Weaknesses
The entire area has a high quality of generally rural landscape	The population is ageing
Each of the centres has a retail and service provision which is well established	House prices relative to local wages
The area is moderately well known in the Region	Travel to work distances
The settlements are aspirational residential locations in middle age and beyond	Digital infrastructure and transport
Each of the settlements has some visitor appeal to a lesser or greater degree	Lack of critical mass
Employment and income are relatively high and crime is very low	Lack of external development finance
	Over-reliance on the visitor economy
	Shadow of National Parks for visitor economy
Opportunities	**Threats**
Community organisations are in place in each location	Social costs
There is an opportunity to further strengthen the visitor offer	Provision of local services
'Event' retail can be strengthened in each location	Ageing leading to local spend and vitality reduction
There is some (limited) land available for moderate expansion	Spiral of decline
Innovation of service provision – notably medical provision	
Business hubs and co-working space	
Rural broadband	

SWOT Analysis – Kirkby Lonsdale

- A highly performing town which has an active community interest group and a desire to drive continued vitality

Strengths	Weaknesses
Character & landscape	Housing affordability and mix
On a "route"	Limited scale and therefore limited ability to create large scale influence
Independent retail	Public Transport provision/connectivity
Full employment	Ageing demographic
Visitor economy	Multiple support structures
"events"	Boundary of National park restricts growth
Gateway to two national parks	Engagement of landlords?
Active community groups	Out-commuting
	Limited profile
Opportunities	**Threats**
Capacity for more events, building on amongst others Taste Cumbria event	Ageing demographic and lack of affordable housing pushes out younger/family demographic
Profile	Decline/lost interest of support
Broadband	Lack of interest of parties
Networks of management/professional workspace	Linear/stretched development loses centre focus
Town council/CIC/traders/Hall committee	Social care/health issue
Market	Pressure on infrastructure from planned expansion
Promoting opportunities and support provision for new start up businesses and promotion of entrepreneurial culture	Over-reliance of economy on retail and tourism?
Tourism offer promotion	
Mixed use and greater use of public assets	

SWOT Analysis – Grange-over-Sands

- A larger settlement with visitor appeal but a limited wider leisure offer and a population significantly older population than the national average

Strengths	Weaknesses
Visual appeal	Ageing population
Recognition	Limited leisure activities
Rail links	Not particularly active traders association
Promenade	Shop vitality/number / opening times
Links to wider Lakes and Cartmel	Not on a "route"
Full employment	Lack of defined retail circuit
Education of community	Growing cost of property
Some reputation for arts	No market
Prom Art	Residential opportunities have crowded out potential commercial space
	Conflicting vision for town amongst various groups
	Night-time economy – lack of decent food and drink offer
	On the periphery

Opportunities	Threats
Traders association has ambition	Retail activity and tourist offer undermined/decline
Digital health and/or age friendly initiatives/design	Care and health become overwhelming
Links to Cartmel, Gourmet Grange	Broadband
Link to wider AONB offer	Other centres overtake Grange
Business centre with low key business support on offer – upskill current traders and encourage new businesses	Access to Lido redevelopment (footbridge)
3rd party health initiatives – 3rd sector U3A	Volunteering decline
Promenade regeneration including Lido	Conflicting vision amongst groups restricts opportunity
Support mechanisms to boost volunteer led projects	
Developing and improving tourist offer and marketing/promotion/perception	

SWOT Analysis – Milnthorpe

- Milnthorpe is a working village with an under-exploited market square but with the potential to expand close to the wider AONB of Silverdale and Arnside

Strengths	Weaknesses
Relatively attractive historic centre	Small shop and business formats
Diverse mix of uses led by retail	Some voids including former Spar
Evidence that some businesses are thriving	Bank closures (2)
Land to extend village, both housing and industry	All uses in single ownership which could limit rate of development
Good range of services - 4 solicitors/ estate agents	Easy to pass by
Public services – 2 dentists 2 surgeries 1 optician, 1 vet	No clear identity for village – marketing, signage
Larger employers in vicinity in both public and private sectors – e.g. schools, paper mill, nurseries, hospitals	Convenience shopping now favours car oriented visits - Spar and Booths
No perceived second home problem	Mainline industrial estate has no clear link to major road network which affects viability of new development
Large visitor economy based on nearby AONB inc staying visits	Market operation not strong at present
Some destination based services e.g. vets	Limited income in local residents
Good economic activity rates	
Opportunities	**Threats**
Redefine the Market Square as a multi functional area inc new Market	Rival places to live competing for custom for mobile residents
Expand range of night time economy	Other locations have used large sites for retail, quasi retail uses, with parking
Relaunch Memorial Hall	Other business centres have better linkage to road network E.g. A590, M6
Provide site for consolidated health centre, pharmacy dentist etc	
New residential extension on 7 hectares (155 No.) provides the opportunity to extend the demography of the village and increase spending power	
Potential extension to Mainline for employment over 8 hectares – designated Local Employment Site in Local Plan B2/ B8 use	
Related revitalisation of Mainline Industrial Estate, assuming road linkage is instigated	
Development of existing employment site at Houghton Packhouse extending to 2.4 hectares for B1/ B2/ and B8 uses	

Conclusions and suggested actions

The report sets out the important issues identified throughout the work and then makes a series of suggested actions for others to consider

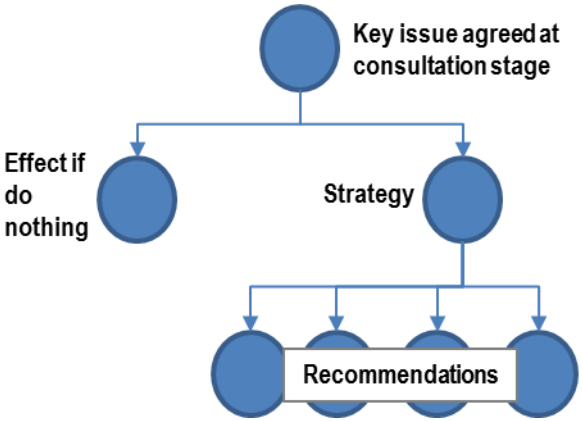
Introduction

The most effective method to turn economic assessment into strategy is to work through the following approach:

1. Identify the key issues
2. Set out what happens if the issue is not addressed (the economic cost/opportunity cost)
3. Set out the broad strategy for change
4. Make individual recommendations that can deal with that change strategy.

This is shown in the diagram opposite and in each case a table is prepared for the location in question

We have set out below what we consider to be the key issues for each area



Issue	What happens if we do nothing	Strategy	Action

Conclusions and suggested actions: General

Communities are increasingly going to need 'help to help themselves' as far as can be achieved rather than being completely dependent on Local Authority provision

General Conclusions

The settlements examined as part of this study are somewhat different in character and have their own specific issues. Together they do have some similarities however:

Demographic

The demography of the area is a current challenge and that will continue to intensify. Each of the settlements has a relatively small proportion of people in the 20-40 age range and an increasing retired age population. This is likely to lead to a reduction in local retail and leisure spend over time and lead to a further pressure on social care at a time when local government is facing its own funding pressures.

Whilst there is a limit to how much can be done to affect this change, an attempt to bring some new working age people into the settlements can be made whilst communities are increasingly going to need 'help to help themselves' as far as can be achieved rather than being completely dependent on Local Authority provision.

Community Bodies

Community and / or trade bodies of one type or another operate in all of the local settlements, and in each case there is also access to publicly / charitably / civically owned space and buildings. In some cases these bodies draw some limited funding from South Lakeland District Council (SLDC).

These bodies and facilities have an important future role in both maintaining the vitality and public realm of the settlements but also in helping communities to help themselves.

At present the array of not necessarily aligned interests is considered confusing and potentially wasteful in the single effort to maintain the settlements and SLDC may consider limiting funding or withholding potential new fund raising powers (see below) until plans and organisations are aligned.

Employment

Whilst the settlements record high levels of employment, that employment tends to be outside the area. Conversely, the settlements all require employees but the employment is often focused on lower paid jobs in agriculture, food & drink service, accommodation provision, retail and residential care.

There is a need to try and create a more balanced local economy and the continued provision of relatively small scale commercial space and employment land must not be over-looked.

Housing

There is pressure to supply more housing in these settlements. With declining household sizes, more houses are required to maintain the population and with a resident population living longer, more lone parents, new homes are also a method of shifting the demographic. More affordable homes may also allow more of the locally employed people to live closer to their work.

This report does also recognise the risk that extended settlements may destroy the character that makes these settlements generally highly performing. Recommendations are made with regard to further housing but only to the extent that retains the character of the locations.

Conclusions and suggested actions: General *cont*

▶ At present only a limited number of property developers show interest in operating in the area – and there is an opportunity to engage with a wider range of developers more directly

Development

There are some clear opportunities for development both within the locations but also in areas slightly outside the area but which can help the entire area. At present only a limited number of property developers show interest in operating in the area – and there is an opportunity to engage with a wider range of developers more directly – especially as the development industry is recovering from the downturn of the last few years.

Transport and Infrastructure

The relatively rural position of the area means that road journeys tend to be slow and the roads outside of the settlements are not suitable for pedestrians or 'errand journeys by bicycle', public transport is limited causing isolation for those without access to a car and the provision all but ceases in an evening. Broadband, which is so often cited as the means to defeat the tyranny of distance, is patchy with BT's new enhanced service already at capacity in some area.

Conclusions and suggested actions: General *cont*

▶ There is the opportunity to raise funding through a small levy – but only where the settlement has come together with a clear and coordinated plan

Issue	What happens if we do nothing	Strategy	Action
There are a large number of 'community assets' and support organisations in each of the settlements.	However the organisations are funded – whether through the Parish Council precept, Local Authority grant, subscriptions, rent or voluntary contributions the funding will go further if it can be better pooled. Without coordination community assets such as village halls – or wider considerations to include church assets etc are likely to be under-used when community groups are likely to require space.	A streamlining of community structures and assets could create a more cohesive approach and strategic view of the requirements of the village – and ensures that the holistic resources available for a community are used as effectively as possible.	Where communities have been able to streamline their activities and there should be the ability for the community to draw down SLDC funding – and where this is unavailable because of funding cuts, for the community to introduce a small levy. This could be charged on aspects such as car-parking and visitor bed nights – but with the express purpose of being ring-fenced for the village.
Pressure on adult social care and other rural community budgets will lead to a further diminishing of services. There is a need for communities to be helped to do more to help themselves.	Without community involvement in rural villages across England, there is a likelihood that services will diminish and those requiring services – medical, social care, transport, libraries, leisure services will find that they are increasingly unavailable.	With some support, many of the services which are under pressure could be delivered in a different way. This is likely to involve digital platforms and some voluntary activity and are likely to need some support from public agencies to become established.	Part time community officers (Cumbria CC already employ such a person) could work with local community groups to establish some services – these could include the use of community assets (above) for use space for leisure activities, the library or drop in centre (already happening in

Conclusions and suggested actions: General *cont*

- Digital health services are also likely to become important – and opportunities for early roll out of services should be championed by SLDC.

Issue	What happens if we do nothing	Strategy	Action
			Kirkby Lonsdale and to some extent in Grange-over-sands. The establishment of digital platforms, not just for information, but also for booking or gaining services can be extended further including the coordination of services such as community transport service. Digital health services are also likely to become important – and opportunities for early roll out of services should be championed by SLDC.

Conclusions and suggested actions: General *cont*

▶ A demand analysis for commercial space which considers the last 10 years 'take-up' is considering a recessionary period and therefore has a built in 'pessimism bias'.

Issue	What happens if we do nothing	Strategy	Action
Commercial sites are important and a lack of recent take up through the recession may result in pressure from housebuilders for further land to be released for housing.	With no provision of commercial land and further housebuilding in the locations, out-commuting will be designed in to the settlements. The outbound commuting also results in a lack of daytime vitality in the locations with the associated decline of local retail.	There is a need to ring fence some commercial land in each settlement and resist re-allocating the land for housing – even if demand has not been apparent in the recent past. It is likely that a larger population will result in more local demand for commercial space. A demand analysis for commercial space which considers the last 10 years 'take-up' is considering a recessionary period and therefore has a built in 'pessimism bias'.	Ensure that future Local Plans resist the pressure for more re-allocation of commercial space. Demand for commercial sites will arise at some point if the settlements are successful in all other aspects.

Conclusions and suggested actions: General *cont*

There is the opportunity to approach other developers operating in the North of England.

Issue	What happens if we do nothing	Strategy	Action
There is a relatively small pool of developers operating in the area.	Without new development capital and new development approaches there will be a limit to how quickly and successfully new schemes will come forward	There is the opportunity to approach other developers operating in the North of England.	A series of mini master plans for both commercial and residential development could be developed as a prospectus with the respective land owners and promoted with the larger commercial agents in Manchester and other cities.
Mobile and broadband provision	If mobile and broadband coverage falls behind the national position then almost all of the initiatives set out above are destined to fail.	The current broadband provision in the settlements is in line with the National provision but more can be done with innovative local suppliers and this should be facilitated.	Work with alternative broadband suppliers to facilitate their access to the settlements and provide an alternative and faster broadband supply. There is a National issue with regard to mobile and why, in rural area, there is not the ability to allow mobile phones to 'roam' onto the other operators networks. This will obviously not be solved at an SLDC level. The area could seek to become a 5G innovation trial area.

Conclusions and suggested actions: Kirkby Lonsdale

The possibility of independent fibre broadband coming to the settlement should be welcomed and facilitated. This would provide a large boost to the town and the future provision of services

Kirkby Lonsdale Conclusions

Kirkby Lonsdale is widely acknowledged as an attractive town, performing reasonably well from an economic perspective and seen as an aspirational place to live both for people in later years of their careers but also for some with children of secondary school age taking advantage of a high performing secondary school.

The vitality of the settlement has been enhanced by a number of successful festivals and the conversion of the Tourist Information provision into a visitor and community information provision.

The settlement shares many of the general characteristics of the area set out above and in particular:

- Kirkby Lonsdale has a large number of organisations established to undertake different initiatives. This includes (may not be a full list) the Parish Council, Traders Association, Community Interest Company and the Friends of the Lunesdale Hall. Arguably the most active in terms of festival arrangements and the provision of services for residents and visitors is the CIC although funding for the CIC is now in doubt.
- Kirkby Lonsdale residents travel the furthest to work of the settlements studied. There appear to be a number of people employed in professional activities and small consulting type businesses who are likely to spend some of the week working from home. There appears to be a good case for some facility to help the smaller professional businesses in the town in time widening the commercial base of the town from the retail and visitor economy.
- Whilst Kirkby Lonsdale residents travel a long way to work, many are making the reverse journey to work in the town. The residential property in the town is generally unaffordable for those working in the town and there is a case for more affordable housing – but under schemes which ensure local residents are likely to take up the property as Kirkby does have a number of second homes.
- Of all of the settlements, Kirkby Lonsdale has the lowest capacity for new homes with the Lancashire boundary and Yorkshire Dales National Parks immediately adjacent. It is recognised that an alternative for growth which creates a ribbon development along the A65 would seem to impact on the qualities of the town and create traffic in the town. Growth South and into Lancashire would seem preferable if at some point that scale of growth is required. For the time being, the current proposed housing developments in the town appear to mean that the town will have been as fully developed as possible.
- Kirkby Lonsdale has a very limited bus service and for those without access to a car the town must seem isolated. At present most services are provided in the town but improved access to Kendal would benefit residents.
- A key requirement is to maintain pace with broadband development and the possibility of B4RN coming to the town should be welcomed and facilitated. This would provide a large boost to the town and the future provision of services.

Conclusions and suggested actions: Kirkby Lonsdale *cont*

- There is likely to be further budget pressure on rural communities – but there are revenue raising opportunities and the potential to bring together a number of local groups more effectively

The key issues and actions are therefore summarised as follows:

Issue	What happens if we do nothing	Strategy	Action
Structures: There are several organisations with a leadership role in the town (e.g. CIC/Traders Association)	There is a danger of duplication of offer leads to diluted services or competing projects.	More effective if one organisation takes the lead – and clearly a benefit to organisations and assets are pooled for the common good.	SLDC to offer financial support to a community group within the settlement for an extended period of time but only if the various structures are re-aligned. If the funding cannot be found then this is addressed by the action below.
The promotion of town festivals has been successful recently mainly due to CIC initiatives – this is partly funded by SLDC and is believed funding is to soon diminish significantly.	With reduced funding, and the CIC salaried employee at risk there is a danger that this promotion of town is reduced and the retail and visitor economies suffer.	Assuming funding cannot be found, work with town council and others to assess how best this work can continue and offer support where necessary for volunteer groups	SLDC could consider raising funds through a small 'levy' added to car parking which would go directly to town – critical that is well communicated and completely ring fenced for the work in the town.
Economy is heavily skewed on tourism sector	A more balanced economy if other sectors are present, including those that are higher paid. A focus on tourism is always at risk of a switch in attractions	Work to support entrepreneurial culture, home based start ups, working from home and collaboration between local business owners.	SLDC to consider development of a business hub in the Lunesdale Hall where hot desking is available and business support services are on offer (low key/drop in sessions/low level of support needed). This could be self-funding.

Conclusions and suggested actions: Kirkby Lonsdale *cont*

- Further housing development opportunities are limited and linear growth should be resisted – any housing schemes should include the highest proportion of affordable units possible

Issue	What happens if we do nothing	Strategy	Action
Building on recent tourism success with reduced levels of public support	Recent successes will not continue and promotion will decline if no-one to lead on this work stream	Linked above to CIC promotional work. Working with partners to build on successes of previous events, Taste Cumbria event in 2017, attracting other festivals into the town. Build on improving the market offer	SLDC to offer support to CIC in terms of promotion and bidding for future events Consider support mechanisms (through officer time) to best support festival work but also approach the Yorkshire Dales National Park.
Public transport limitations	Can lead to a sense of isolation, particularly for older/more vulnerable	Community run minibus schemes at peak times, offering support (insurance, training) where needed	To work with local partners to assess feasibility of such community focused shared scheme.
Pressure on town to expand housing offer	Fear that will become too linear/stretched making services less accessible	Develop out the last approved housing consent and resist any pressure to create a linear development. Dialogue with Lancaster City Council useful to consider their housing considerations.	Next Local Plan to continue to resist linear development of the settlement.
Increased tourism success may lead to growing 2nd homes problem	More and more younger families will be priced out of the market and in-commuting will be further required.	Kirkby Lonsdale is a thriving settlement but needs a good demographic mix and range of occupations to be maintained as a complete community. There is a need to develop further affordable housing as part of every scheme.	Ensure planning policies include element of affordable housing and certain %s of housing being released only for local residents. Encourage housing association and shared ownership schemes which can resist external purchasers

Conclusions and suggested actions: Kirkby Lonsdale *cont*

- Support for volunteer groups – to 'help communities help themselves' is likely to become essential as local service provision is further challenged

Issue	What happens if we do nothing	Strategy	Action
Ageing profile	Pressure on social/health care. Fewer families move into area, spending on retail and especially leisure activities decline and the economy declines	Working with early retirees to promote older entrepreneurial levels, offering business support signposting where needed Support age friendly design and leading extended healthy lives policies	Develop Business hub at Lunesdale Hall (see above) Ensure new housing schemes include affordable housing and housing attractive to families whilst still appealing to older generation Work with partners to ensure relevant age friendly policies are taken up at local level – this can be managed through a community hub based at CIC. Digital platforms for community activities are likely to become more prevalent and important.

Conclusions and suggested actions: Grange-over-Sands

The provision of a Booths at Milnthorpe and Kirkby Lonsdale were seen as entirely positive by those residents once small planning requirements were put in place

Grange-over-Sands Conclusions

The fundamental issues affecting Grange-over-Sands relate to the ageing population and all the associated impacts of this on a relatively large but rural community. The retail and leisure vitality of the town, the types of services provided, the social care issues, the nature of the required residential developments, the relative lack of local employers are all at least partly a reflection of the age of the population.

There is a genuine risk of a spiral of decline with a lack of town vitality hollowing out the retail and leisure provision, creating an associated lack of investment in the fabric of the high street and the attractiveness of the town for future generations starting to diminish. There is already a lack of trading on a Sunday and a paucity of restaurant / bar offer which limits the attraction of the town for visitors. This is in stark contrast to the smaller settlement of Cartmel only two miles away.

Grange-over-Sands has undoubted appeal in terms of its scenic character, historic promenade, attractive town centre and its position in relation to local attractions such as Cartmel and Humphrey Head, adjacent areas such as the Silverdale and Arnside AONB and to the north the Lake District National Park. Grange-over-Sands could be regarded as central to these nationally important tourist assets or in the 'visitor economy shadow' of them all. There is an opportunity to present Grange-over-Sands as an easily accessible (by rail) centre of everything the area has to offer.

Too much focus and energy can be directed at the promenade and the regeneration of the Lido, which in the bigger picture of what Grange-over-Sands could offer is an important but small part. Access to and the attraction of the promenade are important considerations. An attraction / destination at each end of the promenade would be beneficial and support for further improvements to signage and the allure of routes to the promenade are considered useful. It is understood that the Lido may now be a location which could be used as art / craft / exhibition space / studio and that a return to its original use is uneconomic.

The town appears to have a demand for more housing – but more could be done to try and use this additional housing to attract families both through its affordability and type. There is also a need to address the lack of a supermarket in the town since such a supermarket could provide for the whole peninsula and bring extra people into the town. The provision of a Booths at Milnthorpe and Kirkby Lonsdale were seen as entirely positive by those residents once the small planning restrictions were put in place (no café and access arrangements to the wider settlement).

Housing demand is likely to place pressure on employment sites but this is something that needs to be resisted, particularly in a settlement as large as Grange-over-Sands where demand is likely to arise in the future.

As with Kirkby Lonsdale, there is a civic building which is the centre of some community activity and this could be extended to become the hub for information on what is going on in the area and the location for the provision of other services. As with Kirkby Lonsdale the use of the Victoria Hall for co-working space could be trialled.

Conclusions and suggested actions: Grange-over-Sands *cont*

For an area with so much food and drink provenance a themed market to run once a month on different Sunday's to Prom Art is the sort of thing which could be popular

Another aspect of Grange which is slightly unusual is the lack of a market or more regular events on the Promenade. For an area with so much food and drink provenance a themed market to run once a month on different Sunday's to Prom Art is the sort of thing which could be popular.

A further aspect which could be considered in Grange-over-Sands is to encourage the community to become a location for the early introduction of digital health initiatives. An ageing but well educated community such as Grange-over-Sands would be ideal for the roll out of new medical devices and an ideal location for the establishment of companies involved in this activity. Work with the Hospital Trust and local GP practices could drive forward such an initiative.

Conclusions and suggested actions: Grange-over-Sands *cont*

▶ The promenade is an under-used resource and whilst reasonably popular locally there could be more focus on events to drive visitor numbers

Issue	What happens if we do nothing	Strategy	Action
The promenade is a relatively under-exploited resource and the Lido regeneration is urgently required	Falls into decline and loses its attraction status in the town / visitor numbers fall and vibrancy further decreases.	To identify scale of structural improvements needed and develop an overall promenade regeneration strategy with partners such as Morecambe Bay Partnership, Town Council and others. This could involve a 'destination' at each end of the prom and more regular events.	Lido redevelopment project (already underway at consultation phase) Footbridge access to Lido is considered important for Lido success (car parking/direct access) – assess feasibility Seek partners to develop an expanded food offer or food market along the Promenade (destination food offer?) even if this is only at weekends / seasonal. Link in with tourism projects that can be accommodated along Promenade or at redeveloped Lido site.

Conclusions and suggested actions: Grange-over-Sands *cont*

▶ Threat that with declining public sector investment, wider market uncertainties, and a limited retail offer the tourism economy of the town will further decline

Issue	What happens if we do nothing	Strategy	Action
Tourism decline	Threat that with declining public sector investment and wider market uncertainties, the tourism offer in town will decline	Work with partners and local community to support projects. Priorities are: ▪ Lido and Promenade ▪ Aligning offer with AONB ▪ Strengthening identity ▪ Viaduct project ▪ Developing walks and cycle routes ▪ Gourmet Grange/link to Cartmel/Made in Cumbria ▪ Art and heritage events/attractions ▪ PromArt and other events/markets building on this success ▪ Disabled ramblers market ▪ Age friendly design ▪ Support for tourism providers (customer service/social media training – see business support)	Seek partnerships to help deliver joint projects/funding (Lido/prom etc). A greater focus on events should be combined with a drive for more Sunday retail openings. Community groups to lead on some of the smaller scale projects with low level SLDC officer support (i.e. market support, signage). Seek to improve business support to tourism providers through 3rd party providers .

Conclusions and suggested actions: Grange-over-Sands *cont*

▶ A supermarket is considered a key indicator of town vitality without which decline may occur

Issue	What happens if we do nothing	Strategy	Action
Community Leadership Structures – conflicting vision	Conflicting visions for the town and lack of cross group working may lead to an overall decline and a decline in volunteering	Support completion of Neighbourhood Plan so that there is an agreed vision for the town Develop policies to further stimulate volunteering	Support Town Council to complete Neighbourhood Plan Working with partners, develop "contributing to community" support structures to ensure volunteering and community groups are sustainable into the future
No supermarket	A supermarket is considered a key indicator of town vitality without which decline may occur	Consider what can be done to move the Booths project forward and/or re-engage with other potential providers	SLDC to meet with Booths to determine latest plans and how help can be provided to move the project forward.
Declining workforce	An ageing population and an economy heavily reliant on tourism results in a decline in the resident spend in the area	Business support for home based businesses, encouraging entrepreneurial culture both for early retirees and younger demographic	Work with individuals in Chamber of Trade who are keen to lead on this with support Support the above to provide relevant low level business support services in a business hub in town (Victoria Hall/Library?) Consider co location of a business hub with hot desking facilities with library, working with county council

Conclusions and suggested actions: Grange-over-Sands *cont*

▶ Through a business hub and with partners aim to encourage extending working lives and develop entrepreneurial skills amongst early retirees

Issue	What happens if we do nothing	Strategy	Action
Ageing profile	Pressure on social/health care. Fewer families move into area and economy declines	Business support policies Support age friendly design policies Housing for ageing population strategy Consider council wide Ageing Strategy	Develop Business hub (see above) Through hub and partners aim to encourage extending working lives and develop entrepreneurial skills amongst early retirees Consider planning policies to encourage and enable older residents to downsize sooner so as to release larger properties to family market. Work with partners to ▪ ensure relevant age friendly policies are taken up at local level ▪ promote and encourage healthy lifestyle agenda ▪ promote and encourage transport improvements to better access services ▪ support “contributing to the community” / volunteering capacity

Conclusions and suggested actions: Grange-over-Sands *cont*

- the well educated but ageing population of Grange-over-Sands could represent a real opportunity for digital health development

Issue	What happens if we do nothing	Strategy	Action
Ageing profile	Pressure on social/health care becomes over-whelming and services become unavailable	To ensure that Grange is at the forefront of implementing digital health technologies with a view to becoming a development centre. This work would require the joint approach of the NHS Hospital Trust, the local GPs and the Economic Development function of the area but the well educated but ageing population of Grange-over-Sands could represent a real opportunity for this type of development.	Engage with the NHS Trust and the local GPs to develop a strategy which can then engage with business. Such an initiative may also include the Universities (Lancaster, Cumbria etc).

Conclusions and suggested actions: Milnthorpe

The nature of the issues affecting Milnthorpe include a number of physical and development challenges.

Milnthorpe Conclusions

Milnthorpe is a working village with high levels of employment and has different characteristics to the other two settlements with less of an ageing population and a resident population more likely to be working in skilled trades. The village was deemed to face some physical challenges.

At the centre of the village is a historic market square but its attractiveness is hindered by a large vacant retail unit, the use of the square as a car park, a preponderance of food outlets and relatively poor public realm. The village does extend over the A6 towards the relatively recent Booths supermarket but the A6 junction at the village centre and the narrow B5282 creates an unpleasant environment for pedestrians – whilst the walk through to Booths is badly signed and relatively unattractive.

The village is affected by HGV movements since the truck movements from the Quarry (west of the village) and the Mainline Industrial Estate (east of the village) must route through the central village A6 junction.

Mainline Industrial Estate is somewhat small as a commercial property scheme and it is felt that the traffic issues in the village make the location unattractive to larger commercial occupiers. The result is that the estate has something of a neglected feel with a number of vacant units. The estate could be linked to the A590 by a new access but the cost of such a scheme and the scale of the industrial estate which could generate the return make this uneconomic. There is an alternative to re-create the commercial provision at junction 36 and consider a change of use in the long term for Mainline.

Milnthorpe, as with the other settlements, is likely to achieve strong demand for residential development and provide a 'valve' for pent up residential demand in the AONB which is more problematic to provide. Further residential growth would also improve the vitality of the village as a service centre. There is an allocation for a large residential development in the village but this does not appear to be being pursued as quickly as might normally be expected by the landowners and this is an issue, which if it continues, may require intervention from SLDC.

There is also the opportunity to undertake a measured development at Sandside, which whilst in the AONB, could benefit from vacant sites being sensitively developed to provide a combination of residential and commercial space.

The market square within Milnthorpe is seen as an under-exploited asset with a market each Friday suffering some decline and no other regular events taking place. The village also has a less developed pattern of community engagement and service provision than in the other settlements – partly affected by the lack of a central village hub.

Conclusions and suggested actions: Milnthorpe *cont*

- Landowners appear less pro-active than in other areas to allow development on allocated land. SLDC, as a last resort, can revert to CPO powers when development is frustrated

Issue	What happens if we do nothing	Strategy	Action
Housing: opportunity to do diversify offer and attract aspirational residents on extension of village.	Competitor settlements may benefit from the opportunity and the future vitality of Milnthorpe will be undermined.	Development needs to be advanced bearing in mind the considerable scale of the prospective provision at 155 no. units. SLDC has written to all landowners with designations for housing as part of its commencement to provide a revised SHLAA for the borough. Progress would need to be evident in each case or other land might be considered.	SLDC and landowner to develop action oriented plan in relation to: ▪ Scale ▪ House type ▪ Tenure ▪ Access ▪ Amenity ▪ Programme We recommend that where development is stalled with limited interest from landowners, and that development is considered critical, that SLDC does consider using its CPO powers.
Housing/Mixed use: former Travis Perkins Site, Sandside	Uncoordinated development of land in tandem with neighbouring sites	Site is understood to be being considered under a new planning document in relation to the Arnside & Silverdale AONB	Consortium of landowners in discussion with SLDC in regard to planning designations. This is considered a priority development and a mixed use

Conclusions and suggested actions: Milnthorpe *cont*

▶ A mixed scheme of appropriate scale with full recognition of AONB status could considerably enhance the village of Sandside

Issue	What happens if we do nothing	Strategy	Action
			scheme of appropriate scale with full recognition of AONB status could considerably enhance the village of Sandside.
The character of Milnthorpe is of a market village centred on a market square.	Unfettered or unsympathetic housing development could lead to the loss of village character	Housing development to be undertaken but limited in future scale beyond the current allocation and where it does take place to recognise that the market square is the central feature of the settlement.	That future planning of the settlement allows modest expansion and reinforces the market square as the central feature of the settlement.
Industrial: opportunity to attract new investment at Mainline Industrial Estate and extend the provision	Likely that other destinations will develop at expense of Mainline.	The recent Mainline Industrial Estate Consultancy Support found that a new access from the A590 could probably not be justified on cost grounds.	SLDC to consider the future of Mainline in the light of the recent study and the potential nomination of other sites. In this event, alternative uses at Mainline would require consideration including the potential for residential – but only where additional commercial space is identified.

Conclusions and suggested actions: Milnthorpe *cont*

- There is a commercial opportunity to acquire the Spar which would provide a number of positive economic outcomes

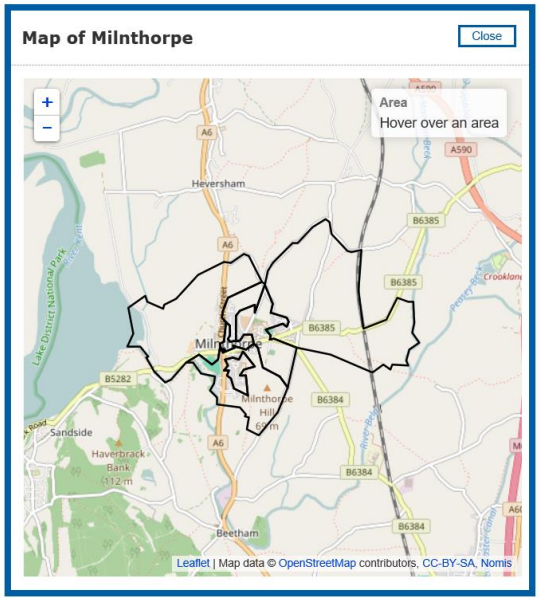
Issue	What happens if we do nothing	Strategy	Action
Market Square: realising the potential	The market operation may fail. Site would be a car park, and vacancy of buildings in the vicinity may grow.	Determine future for: 1) Vacant Spar unit - acquisition by SLDC and sale as a development opportunity 2) Market Square – can other uses be accommodated on the square, given the limited market operation (Fridays only)	1) SLDC and Parish Council to discuss.further contacting freeholder of Spar unit, with a view to acquiring interest 2) SLDC and Parish Council to consider a range of new uses for the Market Square which attract footfall 3) Use of the first floor of the Spar as a community facility 4) Improve the public realm and visual appeal of the square post Spar acquisition to improve likely rental receipt
Health Centre: consolidation of a number of providers including GPs, dentist etc. to provide modern offer.	Potential loss of services	Identify sites for a modern centre based on good practice elsewhere in Borough	Requires discussion between SLDC and key parties including practices, clinical commissioning groups etc.

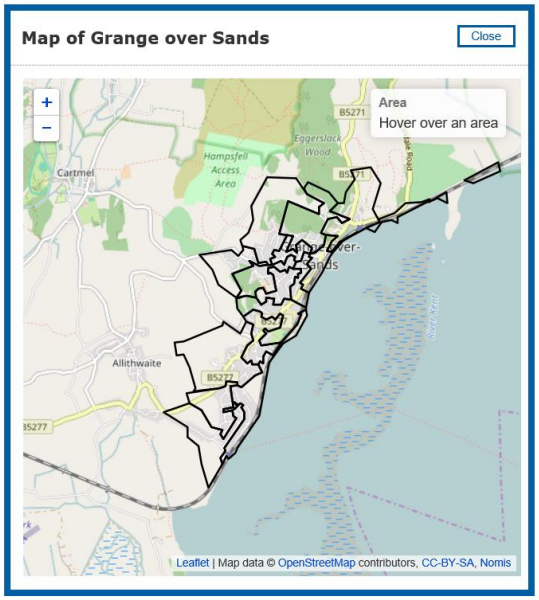
Conclusions and suggested actions: Milnthorpe *cont*

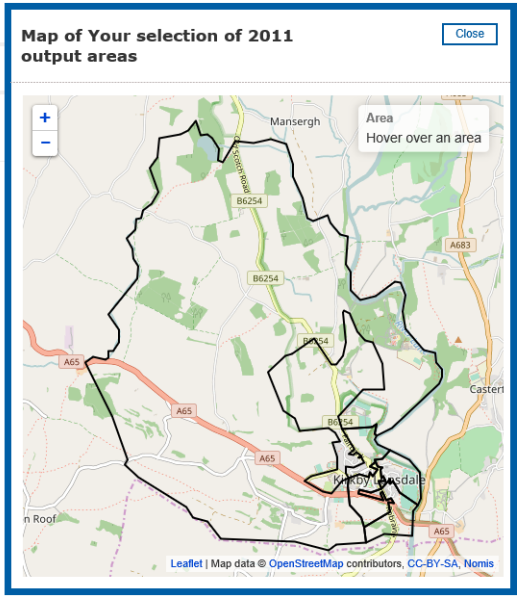
▶ Materials could better reflect the sharing of space between vehicles and pedestrians – having an impact of slowing down through traffic.

Issue	What happens if we do nothing	Strategy	Action
The main A6 Junction and the pedestrian walk throughs are unsightly and impact on the character of the village.	The character and visitor appeal of the village will continue to be compromised without and improvement to the general environment.	The A6 junction will inevitably remain a busy junction but the general streetscape and materials could better reflect the sharing of space between vehicles and pedestrians – having an impact of slowing down through traffic. In addition the current pedestrian link from Booths to the Square is badly signed and less attractive than it could be.	Improve the signage and visual appeal of the walk through. Consider the use of materials on the junction streetscape.
Improve the promotion of the market and consider adding further sale events	The market may fail resulting in further damage to the retail and leisure vitality.	There needs to be a reinvigoration of the market in terms of potential stall holders and marketing.	A community support / economic development officer could work with the Parish Council to look again at the market structure, future opportunities for market development and reinvigorate the current market with the potential for a series of other one-off sale events throughout the year.

App 1: Output Areas







Milnthorpe Output Areas
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Grange over Sands Output Areas	
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Kirkby Lonsdale Output Areas
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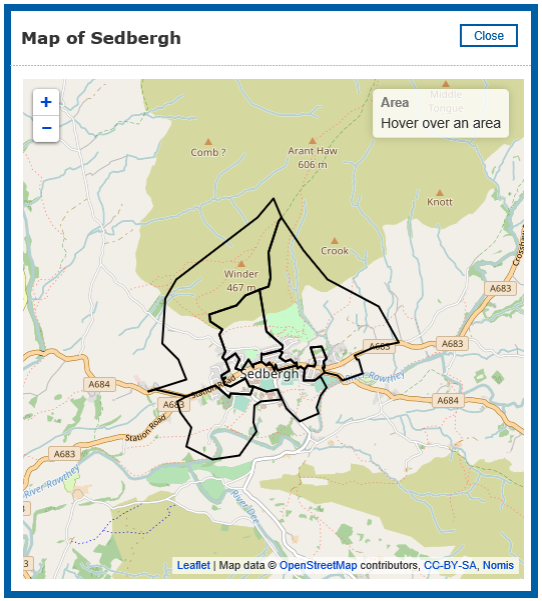
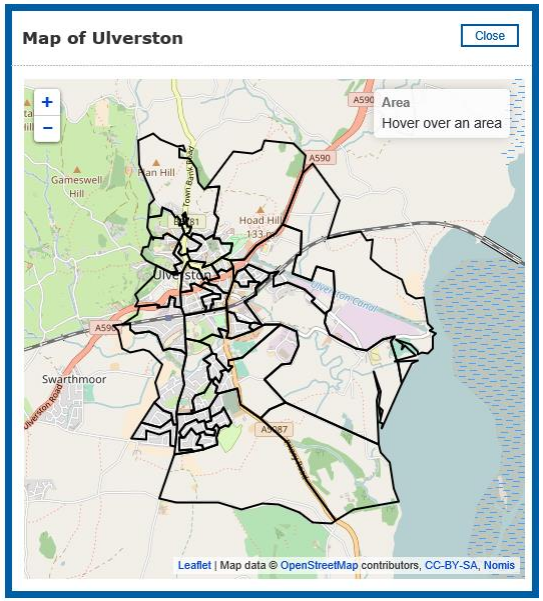
App 1: Output Areas *cont*





Sedbergh Output Areas
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168550

Ulverston Output Areas	
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98035	98059
98036	98060
98037	98061
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App 2: Local Plans – How we will get there

In addition to the Vision set out in Chapter 2 above, the SLDC's core strategy dated October 2010 made the following assertions about how they would reach the visions that they set out:

CS4 Cartmel Peninsula

The Cartmel Peninsula Strategy includes the following settlements:

- Grange-over-Sands (Key Service Centre);
- Cartmel, Allithwaite, Cark/Flookburgh (Local Service Centres);
- Smaller rural villages and hamlets including Ravenstown and Holker.

The Council and its partners will aim to:

Regeneration:

- Regenerate the Berners site in Grange-over-Sands to create a cluster of facilities and attractions including commercial uses, integrated health centre and residential and business space.

Housing:

- Make provision for moderate housing development in Grange-over-Sands between 2003 and 2025, prioritising previously developed land and sites within the urban areas.
- Make provision for small scale housing development in the Local Service Centres and in the smaller rural settlements in the Cartmel Peninsula, with a particular focus on affordable housing.
- Seek to ensure that 35% of housing delivered within Cartmel Peninsula is restricted to affordable housing. Up to 55% of affordable housing delivered should be social rented based on local need, to be sought and delivered by a variety of means including registered social landlords, public subsidy from the Homes and Communities Agency and developer contributions in accordance with the approach set out in Appendix 1.

Economy

- Ensure that effective use is made of the limited amount of commercial/industrial land and buildings in Grange, promote opportunities for new space, targeted at start-up and growing businesses, and promote an entrepreneurial culture in Grange-over-Sands.
- Promote the vitality and viability of Grange-over-Sands town centre and safeguard its role as a Key Service Centre by promoting sites in the town centre for development/redevelopment for mixed use including new retail space.
- Establish a cluster of small spaces/galleries for working artists/craft people in Grange-over-Sands.
- Maintain and enhance the strength of tourism across the area.

App 2: Local Plans – How we will get there *cont*

CS5 The East (including Milnthorpe and Kirkby Lonsdale)

The East (including Milnthorpe and Kirkby Lonsdale) area strategy includes the following settlements:

- Milnthorpe, Kirkby Lonsdale (Key Service Centres);
- Burneside, Oxenholme, Natland, Levens, Endmoor, Holme, Burton in Kendal, Arnside, Sandside/Storth (Local Service Centres);
- A number of smaller villages and hamlets including Barbon, Beetham, Brigsteer, Carr Bank, Casterton, Endmoor (Low Park), Gatebeck, Grayrigg, Hutton Roof, Old Hutton, Sedgwick, Slackhead, Old Hutton (Middleshaw), Old Hutton (Bridge End), New Hutton, Ackenthwaite.

The Council and its partners will aim to:

Housing

- Make provision for moderate housing development in Milnthorpe and Kirkby Lonsdale between 2003 and 2025, prioritising previously developed land and sites within the urban areas.
- Make provision for small-scale housing development in the Local Service Centres and to a lesser extent in the smaller rural settlements in order to ensure a readily available supply of affordable housing.
- Seek to ensure that 35% of housing delivered within the area is restricted to affordable housing. Up to 55% of affordable housing delivered should be social rented, based on local need, to be sought and delivered by a variety of means including registered social landlords, public subsidy from the Homes and Communities Agency and developer contributions in accordance with the approach set out in Appendix 1 (not reproduced in this document).

Economy

- Ensure that effective use is made of the limited amount of commercial/industrial land and buildings in Milnthorpe and Kirkby Lonsdale, promote opportunities for new space targeted at start-up and growing businesses and promote an entrepreneurial culture.
- Promote the vitality and viability of Milnthorpe and Kirkby Lonsdale and safeguard their role as Key Service Centres by promoting sites in the centre for development/redevelopment for mixed use including new retail space.
- Maintain and enhance the strength of tourism across the area.

Access

- Work with partners to improve public transport as part of a comprehensive sustainable transport network within the area to support the planned growth.
- Deliver improvements to footpaths and cycle routes in the area.
- Investigate the potential for cycle hire and linked cycle routes from the rail station at Oxenholme.

Environment

- Protect and enhance the diverse character and local distinctiveness of the area by promoting high quality design.
- Designate (as required) a series of green gaps to prevent the coalescence of individual settlements and thereby protect their individual character and setting.
- Protect the network of green infrastructure and important environmental characteristics and, in partnership with landowners, promote their positive use and management.
- Ensure that new development safeguards and enhances the natural environment – notably the AONB and international designations within the area, and supports habitat creation.

App 2: Local Plans – How we will get there *cont*

- When considering development proposals within or affecting the setting of the Arnside/Silverdale AONB, give high priority to:
  - The conservation and enhancement of the character of the landscape, including its historic dimensions.
  - The protection and, where appropriate, enhancement of flora, fauna and geological features.
  - Safeguarding these identified attributes from inappropriate change and development.
  - Safeguard and enhance buildings, sites and areas of heritage and cultural importance utilising the findings of conservation area appraisals and management plans.

Health and Wellbeing (Sustainable Communities)

- Maintain and, where necessary, enhance sports and community facilities.
- Provide further infrastructure (including health and education) in accordance with identified need, responding to significant changes in local demographics.

App 3: List of consultees

We were grateful for the consultees who took part in this study

Grange-over-Sands

Peter Endsor, Grange Chamber of Trade
Bill Wearing, Grange Councillor, Cumbria County Council
Claire Benbow, Town Clerk, Grange Town Council
Cllr Tricia Thomas, Chair, Grange Town Council
Cllr Eric Morell, Councillor Grange North Ward, SLDC
Cllr Mary Wilson, Cartmel and Grange West, SLDC. Chair of SLDS Planning Committee
Cllr Tom Harvey, Councillor Grange South Ward, SLDC
Ron Shapland, Chair of 3P's community group
Kamal Siddiqi, Grange Chamber of Trade
Wider Town Council meeting

Kirkby Lonsdale

Peter Marshall, Bursar, Sedbergh School and Casterton, Sedbergh Preparatory School
Nick Cotton, Councillor Sedbergh & Kirkby Lonsdale Ward, SLDC/Cumbria County Council
Mel Mackie, Councillor, Sedbergh & Kirkby Lonsdale Ward, SLDC
Kevin Price, Town Clerk, Kirkby Lonsdale Parish Council
Sarah Ross, Tourism & Town Manager, Kirkby Lonsdale and Lune Valley Community Interest Company (CIC)

Milnthorpe

Mr Bancroft , Head teacher Dallam School
Jim Robson, Chair Milnthorpe Parish Council
John Scargill, Clerk Milnthorpe Parish Council
Mrs J Anderson/Ms J Phillips, Milnthorpe School
Mrs Susie Villiers Smith, Proprietor Dallam Tower
Ian Stewart, County and SLDC Councillor
Rupert Audland, SLDC Councillor
Pete McSweeny, SLDC Councillor

South Lakeland overall

Susannah Bleakley, Executive Director, Morecambe Bay Partnership
Karen Johnson, Area Support Manager, Cumbria County Council
Ian Stephens, Director, Cumbria Tourism
Paul Foster, Development Manager, Federation of Small Businesses
Jim Trotman, CRP Project Officer, Furness Line Community Rail Partnership

App 4: Land Use Class Analysis - Kirkby Lonsdale

Kirkby Lonsdale Occupiers by Land Use Class

Use Class Code	Use Class Description	Number in 2008	Number in 2017
A1	Shops	55	60
A2	Financial/ professional services	19	10
A3	Restaurants and Cafes	7	10
A4	Drinking establishments	4	4
A5	Hot Food Takeaways	3	2
B1	Business	-	1
B2	General Industry	-	-
C1	Hotels	2	4
D1	Non residential institutions	7	9
D2	Leisure	-	-
Sui Generis	Other uses	-	3
Vacant		1	5
Total		98	108

App 4: Land Use Class Analysis - Kirkby Lonsdale

Kirkby Lonsdale Occupiers by Land Use Class

Shops – A1		Financial/professional – A2		Restaurants/Cafes – A3		Drinking estabs. – A4	
Clothes	11	Banks	2	Restaurants/cafes	10	Pubs	3
Sewing/craft	2	Estate Agents	2			Brewery	**1**
Hair/beauty	7	Financial Advice	1				
Gifts/interiors/antiques	13	Solicitors	2				
Bakery	1	Accountant	1				
Supermarkets	1	Architects	2				
Butcher	1		**10**				
Pharmacy	1						
Dry cleaners/laundrette	1						
Spar/newsagent	2						
Charity shops	2						
Greengrocers	1						
Opticians	1						
Florist	1						
Travel agencies/cottage agency	2						
Hearing centre	1						
Carpets/flooring/kitchen/bedrooms	3						
Hardware/garden/florist	1						
Jewellers	2						
Post office	1						
Other (chocolate, general, framers, roasters, sweet, cakes, art gallery,	7						
	62						
Hot Food Takeaways – A5		**Business – B1**		**General Industry – B2**		**Non resid institutions – D1**	
Chinese takeaway	**2**	Painter/decorator	**1**			Surgeries	1
						Dental	1
						Library	1
						Churches	2
						Halls/CIC	**2**
						Schools	2
							9
Hotels – C1		**Leisure – D2**		**Sui Generis**		**Vacant**	
Hotels/B&Bs	**4**	* Rugby Club and private gym/spa on edge of town		Vets	1	Vacant	**5**
				Art studio	1	* 2 soon to reopen	
				Public conv.	1		
					3		

Some buildings have dual use (e.g. shops of different types, café with takeaway, restaurants with rooms etc) – only 1 use has been classified above.

App 4: Land Use Class Analysis – Grange-over-Sands

Grange-over-Sands Occupiers by Land Use Class

Use Class Code	Use Class Description	Number in 2008	Number in 2017
A1	Shops	63	53
A2	Financial/ professional services	18	13
A3	Restaurants and Cafes	10	12
A4	Drinking establishments	2	2
A5	Hot Food Takeaways	2	2
B1	Business	1	2
B2	General Industry	-	-
C1	Hotels	4	4
D1	Non residential institutions	15	17
D2	Leisure	-	1
Sui Generis	Other uses	2	1
Vacant		1	5
Total		118	107

App 4: Land Use Class Analysis – Grange-over-Sands

Grange-over-Sands Occupiers by Land Use Class

Shops – A1		Financial/professional – A2		Restaurants/Cafes – A3		Drinking estabs – A4	
Clothes/shoes	5	Banks/b societies	4	Restaurants/cafes	12	Pubs	2
Clothes alterations	1	Estate Agents	3				
Hair/beauty	6	Financial Advice	2			(1 pub also offers accommodation)	
Gifts/interiors/toys/books/jewellery	5	Solicitors	3				
Bakery	1	Accountant	1				
Supermarkets	0						
Butcher	2						
Pharmacy	2						
Dry cleaners/laundrette	1						
Spar/newsagent/Co-op Food	3						
Charity shops	5						
Greengrocers	1						
Opticians	2						
Florist	1						
Funeral directors	2						
Hearing centre	1						
Carpets/flooring/furnishings	3						
Hardware	1						
Homecare	1						
Post office	1						
Electrical supplies/gas servicing	2						
Other (chocolate, pet shop, sandwich bar, fishing, gun, hols 4 dogs)	7						
	53						
Hot Food Takeaways – A5		**Business – B1**		**General Industry – B2**		**Non resid institutions – D1**	
Chinese takeaway	**1**	Grange Now office	**1**	Station Yard businesses but looks like these weren't included in 08 study		Surgeries	3
Charcoal Grill	1	Awol Recruitment	1			Dental	2
						Library	1
(3 restaurants/cafes also offer takeaway)						Churches	4
						Halls/Visitor Info	4
						Schools	1 (primary)
						Chiropodist	1
						Ambulance Station	1
Hotels – C1		**Leisure – D2**		**Sui Generis**		**Vacant**	
Hotels/B&Bs	**4**	Fitness Centre	1	Vets	1	Vacant	**5**
(signif. more on edge of town)							

Some buildings have dual use (e.g. shops of different types, café with takeaway, restaurants with rooms etc) – only 1 use has been classified above.

App 4: Land Use Class Analysis - Milnthorpe

Milnthorpe Occupiers by Land Use Class

Use Class Code	Use Class Description	Number in 2008	Number in 2017
A1	Shops	30	24
A2	Financial/ professional services	14	8
A3	Restaurants and Cafes	2	2
A4	Drinking establishments	3	3
A5	Hot Food Takeaways	3	4
B1	Business	3	5
B2	General Industry		
C1	Hotels	1	1
D1	Non residential institutions	10	7
D2	Leisure	1	1
Sui Generis	Other uses	2	2
Vacant		3	7
Total		72	63

App 4: Land Use Class Analysis - Milnthorpe

Milnthorpe Occupiers by Land Use Class

Shops		Financial		Restaurants		Drinking	
Clothes	2	Banks	1	17	1	Pubs	3
Knitting	1	Estate Agents	2	Refresh	1		**3**
Hair	4	Plus EA	1		**2**		
Florist gifts	1	Solicitors	2				
Music	1	Financial Advisor	1				
Supermarkets	3	Plus FA	1				
Butcher	1		**8**				
Pharmacy	1						
Health foods	1						
Beautician	1						
Charity shops	2						
Domestic Apps	2						
Opticians	1						
Guitar	1						
Jewellers	1						
Travis	1						
	24						
Takeaways		**Offices**		**General Industry**		**Non resid institutions**	
Flames	1	4S Software	1			Surgeries	2
Chip Shop	1	Invisisytems	1			Dental	2
Jumbo Chinese	1	Care	1			Library	1
Indian	1	Web design	1			Churches	2
		Painter and Dec	1				**7**
	4		**5**				
Leisure		**Sui Generis**		**Vacant**			
Ballet School	1	Vets	1	Mem Hall	1		
	1	Taxi	1	Banks	2		
			2	Shops	3		
				Spa	1		
					7		

App 5: Vitality Grid Analysis - Kirkby Lonsdale

Kirkby Lonsdale Vitality Grid

Services		Retail		Infrastructure		Leisure	
Doctor Surgery	Y	Grocery	Y	Bus Links	Y	Pub	Y
Dentist	Y	Petrol	Y	Train	No - 10 miles	Restaurant	Y
Optician	Y	Pharmacy	Y	Taxi	N?	Evening Ent	1 (At L Hall)
Vets	Y	Butcher	Y			Takeaway	Y
Chiropodist	N	Baker	Y			Coffee Shop	Y
Hearing	Y	Greengrocer	Y			Exercise	Y
Library	Y	Cash Point	Y			Playground	Y
Community Centre	Y	Post Office	Y				
Church	Y	Fish	N				
Nursery	Y	Hairdresser	Y				
Primary Sch	Y	Off Licence	Y				
Second Sch	Y	Dry Cleaners	Y				
		Gift Shop	Y				
		Hardware	Y				
		Evening	N?				

App 5: Vitality Grid Analysis – Grange-over-Sands

Grange-over-Sands Vitality Grid

Services		Retail		Infrastructure		Leisure	
Doctor Surgery	Y	Grocery	Y	Bus Links	Y	Pub	Y
Dentist	Y	Petrol	N	Train	Y	Restaurant	Y
Optician	Y	Pharmacy	Y	Taxi	N?	Evening Ent	?
Vets	Y	Butcher	Y			Takeaway	Y
Chiropodist	Y	Baker	Y			Coffee Shop	Y
Hearing	Y	Greengrocer	Y			Exercise	Y
Library	Y	Cash Point	Y			Playground	Y
Community Centre	Y	Post Office	Y				
Church	Y	Fish	N				
Nursery	Y	Hairdresser	Y				
Primary Sch	Y	Off Licence	Y				
Second Sch	N	Dry Cleaners	Y				
		Gift Shop	Y				
		Hardware	Y				
		Evening	N?				

App 5: Vitality Grid Analysis - Milnthorpe

Milnthorpe Vitality Grid

Services		Retail		Infrastructure		Leisure	
Doctor Surgery	2	Grocery	3	Bus Links	Y	Pub	3
Dentist	2	Petrol	1	Train	No - 4 kms	Restaurant	1
Optician	1	Pharmacy	1	Taxi	Y	Evening Ent	
Vets	1	Butcher	1			Takeaway	4
Chiropodist	1	Baker				Coffee Shop	1
Hearing		Greengrocer				Exercise	1
Library	1	Cash Point	3			Playground	1
Community Centre		Post Office	1				
Church	2	Fish					
Nursery	2	Hairdresser	4				
Primary Sch	3	Off Licence					
Second Sch	1	Dry Cleaners					
		Gift Shop	1				
		Hardware					
		Evening					

Mickledore 2017