

Welcome

Southern Parish Forum Tuesday 14 May

Yorkshire Dales National Park Authority

Attracting Younger People
to live in the National Park

David Butterworth

‘Home to strong, self-reliant
and balanced communities
with good access to the
services they need.’

Current Picture: People

- Population Numbers have stabilised and may be shrinking.
- Some imbalance between the proportions:

Aged Over 60	35%	[Nationally 23%]
Aged under 15	13%	[Nationally 19%]
Aged 18-44	24%	[Nationally 37%]

Current Picture: Housing

- 23,600 residents
- 13,400 properties
- = 1.8 people per property
- BUT
- Prices are 8 x higher than local income
- 95% Private Housing
- 5% Social Housing
- 22% are under occupied [2nd homes and holiday lets]

Current Picture: Economy

- Business Turnover £422m per annum
- Employment dominated by agriculture/land management and tourism.
- 90%+ are micro businesses [employing less than 10 people].
- No of businesses/employment/value to the economy are all increasing.

Positives / Opportunities

- Superfast and Hyperfast Broadband
- Quality of life. Crime rates / pollution etc
- Quality of Schools
- Outstanding Outdoor Recreation
- Outstanding Environment
- Pubs. They don't close here!

The objectives by 2024

- Housing
- Jobs
- Economic Development
- Broadband
- Mobile Phone Coverage
- Local Services
- Promotion

- Young Peoples' career choices and expectations
- Market Forces v Intervention
- Our Choices: – as a society and as local communities



Great Place Lakes and Dales

Arts, Culture and Heritage in Craven and the Southern Dales

David Smurthwaite



Purpose and Approach

- Strong belief that the success (attracting people and businesses) of Craven now and in the future based on the attractiveness of district
- The core of our approach is to develop a vibrant cultural and arts scene and high quality public realm
- Need to set out what Craven stand for in the eyes of current and future residents, businesses and visitors
- Comprehensive approach to use culture to deliver projects across a range of themes and sectors



About Craven





Challenge

Loss of Young People

- Currently 26% of population over 65 years (16% at nationally)
- Loss of an eighth of working age population by 2041
- Just to be normal we need to increase the number of 16–34 yrs by 50%





Great Place Lakes and Dales

- Use culture, arts and heritage to attract younger people
- Focus on the corridor from Skipton to Grasmere
- Craven, South Lakes, two national parks and NPOs
- Strategies, digital, place shaping, creative economy
- Set a level of aspiration
- Change both perceptions and reality
- Research our target market first





Approach

- Risk taking
- Aspirational
- Focused
- Change perceptions





Housing - RIBA Competition





Acorn and Branching Out



- Building on the FEAST scheme in Cornwall to provide small grants
- Acorn is for individuals to try new activities so hopefully young people will gain experience that will allow risk taking
- Branching out is more for organisations who wish to expand or develop themselves





Young Creatives: Community Led Otley Street

- Gallery and Studio - Craven Arts Trust established a gallery and studio space for local artists
- Vegan café and slow food restaurant – newly established offer managed by young entrepreneurs
- Creative Hub - former children's centre to be converted to 12 co-living units and 12 affordable studios
- Qworkery – co-working centre in redundant office space above shops for creatives
- Next steps – branding the street and using lighting and augmented reality to place the street as an alternative Skipton





Festivals and Events

Current Festivals

- Skipton Puppet Festival
- Settle Stories
- Grassington Festival

Year round activity

- Hinterlands Film Festival – Wild Rumpus
- The Wanderings – Sam Hunt
- High Street Sundays





Film and television

- Film friendliness – Screen Yorkshire partnership
- Craven College – prosthetic media make-up
- Settle Film Town – community led approach to make Settle film friendly
- Channel 4 –new productions, services and places to live





Public Art



WELCOME TO CRAVEN

- Public art guide
- First project - boundary signs
- New and improving public realm



Livestreaming/broadcasting to village halls





Great Place Next Steps

Year of delivery:

- Youth Symposium
- Key events (Hinterland etc.)
- Small projects (acorn and branching out)
- Communicate and change perceptions

Legacy preparation:

- Create a funding strategy
- Identify core legacy activities
- Evaluation of what has worked
- Forms a major part of the Yorkshire Dales Attracting Younger People programme

Yorkshire Dales Local Plan

Gary Smith

Guiding development in YDNP



YORKSHIRE DALES
National Park Authority



Policies and guidance

- Eden Local Plan (2018)
- Cumbria Minerals & Waste Local Plan (2017)
- YDNP Local Plan (2016)
- South Lakeland Community Infrastructure Levy (2015)
- Lancaster Development Management Plan (2014)
- South Lakeland Land Allocations Development Plan Document (2013)
- Upper Eden Neighbourhood Development Plan (2012)
- South Lakeland Core Strategy (2010)
- Lancashire Minerals & Waste Local Plan Core Strategy (2009)
- Lancaster Core Strategy (2008)
- Lancaster Local Plan (2004)
- South Lakeland Local Plan - selected policies (1997)

Pre-2016 National Park area

- Design Guide (2017)
- Traditional Farm Buildings Toolkit (2017)

South Lakeland extension area

- Cumbria Wind Energy SPD (2007)
- Cumbria Landscape Character Guidance and Toolkit (2011)

Eden extension area

- Shopfront and Advertisement Design (2006)
- An Accessible and Inclusive Environment (2007)
- Housing SPD (2010)
- Management of Conservation Areas (2011)
- Cumbria Wind Energy (2007)
- Cumbria Landscape Character Guidance and Toolkit (2011)
- Farm Diversification Guidance 2005
- Eden Design Guide Summary 1999

Lancaster City extension area

- Meeting Housing Needs (2013)
- Shopfronts and Advertisements (2016)

A single Local Plan

- Socio-economic study (May-Oct)
- Issues and options consultation (early 2020)
- Full draft plan consultation (early 2021)
- 'Publication' version (end 2021)
- Examination (end 2022)
- Adoption (2023)