

Economic Development Strategy for Craven District 2010–2016

Seeking and supporting economic growth

October 2010

Contents

Executive Summary	3
Profile of Craven District	5
A Review of the Craven District Economy	7
The Craven Economy: A 'SWOT' Analysis	13
Vision Statement and Key Objectives	14
Priorities for Action	15
Profile of Labour Market Areas:	
Grassington Wharfedale	17
North Craven	20
Settle	25
Skipton	28
South Craven	32
Measuring Performance	36

Executive Summary

Our Vision:

Our vision for the economy of Craven District is:

“To create a more vibrant and prosperous local economy which provides for the social and economic needs of the people of Craven whilst sustaining its unique heritage, beauty and character.”

We will seek and support economic growth by developing an area where:

- investment is encouraged;
- skills are developed;
- new and existing businesses are supported.

Through the work of this Strategy and its underlying actions, we want Craven District to be a highly desirable place to live or start a business, and where young people want to stay to live their lives.

Function of Economic Development:

The function of economic development is any act or undertaking, which aids in the growth of the economy. Its purpose being to:

- Stimulate the economy;
- Expand employment opportunities;
- Encourage the establishment and growth of commerce and industry;
- Enhance the economic well-being of a community.

Purpose of the Economic Development Strategy:

This Strategy is a means of providing clarity with regard to the key themes and objectives to support local economic growth, as well as the intended actions to deliver social and economic well-being for Craven District. The Strategy will assist Craven District Council in setting its plans, as well as providing a framework for partnership working; supporting and influencing the strategies, priorities and resource allocation of other organisations/agencies operating in the field of economic development.

Scope of the Document:

This document sets out the key themes and objectives to support the creation of a successful and sustainable economy for Craven District. This Strategy has been prepared by Craven District Council to explain its approach and the activities that it intends to undertake over the period 2010 to 2016 to enable the

District to realise its economic potential and ensure sustained economic prosperity.

The District has been divided into five geographical areas, referred to as Labour Market Areas (LMA) to reflect its diverse character and ensure that actions are specific to the area and its population. The revitalisation of all five areas in tandem will provide the impetus for significant changes across the District as a whole.

This Strategy establishes desired outcomes around four key themes, each with a series of related objectives. Through a range of actions to be phased over the short, medium and long-term, it defines how these objectives will be achieved. Progress towards achieving the desired outcomes will be monitored against the implementation of the intended actions set out in the Delivery Plan.

Areas of Activity:

The Strategy sets out four key themes. These are:

Enabling Business Growth – addressing business performance, whether encouraging business start-ups, expansion and reinvestments; providing the right “physical environment” such as sites and premises, technology and transport.

Developing the Rural Economy – providing opportunities for rural communities to meet their own employment needs by supporting traditional and new industries; providing access to the necessary goods and services.

Revitalising our Towns and Villages – enhancing the role of the local market towns as the economic hubs for goods and services by developing the retail offer and seeking to improve the physical environment.

Capitalising on Education and Skills – ensuring with partners that a diverse range of training and educational opportunities are available to people and businesses to ensure a healthy labour market.

These four themes are explored in more detail in the Strategy, where key objectives and priorities for action are identified.

The Way Forward:

In order to achieve the vision, Delivery Plans will be developed, indicating the Council’s role, delivery actions and outcomes. Delivery Plan summaries are provided for each theme area to provide a framework for delivering a programme of activity that will be regularly reviewed.

Profile of Craven District

Craven District is situated at the west of North Yorkshire. The District is flanked by Lancashire immediately to its west, Cumbria to the north-west and West Yorkshire to the south-east.

Skipton is the District's principal service centre and largest town, offering the widest range of goods and services. Approximately 26% of the District's population lives in the town. There are secondary settlements at Bentham, Crosshills, Grassington and Settle that serve the day-to-day needs of the north, south and east of the District.

Covering 1,177 square kilometres (15% of the physical area of North Yorkshire), and with a population of 55,500, Craven District is sparsely populated. The District has a population density of 47 people per square kilometre, placing it within the top ten most sparsely populated areas in England (the average for the country as a whole is 245 people per sq km).

Craven District contains a variety of high quality landscapes which have a distinct, in some cases unique, character; and many of which are of national and regional importance; the District encompasses two designated protected areas – the Yorkshire Dales National Park and the Forest of Bowland Area of Outstanding Natural Beauty (AONB). The District has a variety of inter-connected, high quality landscapes, such as the upper reaches of Wharfedale, Ribblesdale, Airedale and part of Lonsdale, with great limestone ridges and caverns between the dales; the fells and moors that rise to the higher Pennines that culminate in the Three Peaks of Wharfedale, Ingleborough and Pen-y-ghent.

The District is served by transport links of both strategic and historic importance. It is connected to the national road network via three principal trunk roads; the A65 forms a main trans-Pennine route linking the District with Cumbria and the Lake District to the north-west, and West Yorkshire (Leeds) to the south-east. The A59 provides links to the east and west coasts. The Aire Valley Trunk Road (the A629) provides good vehicular access from South Craven to the West Yorkshire conurbation of Bradford.

The District is linked to the rail network via the Leeds-Skipton-Carlisle route (incorporating the Settle-Carlisle railway), and the Leeds-Skipton-Lancaster-Morecambe route. These routes offer services within and beyond the District. Skipton is the terminus for the Airedale line from West Yorkshire. A direct return train service to London Kings Cross operates from Skipton.

The popular Leeds to Liverpool Canal runs through the south of the District and attains its most northerly point at Gargrave (five miles north of Skipton). The District's central location is beneficial, and means that it is within easy reach of Leeds/Bradford and Manchester airports.

The population of Craven District is ageing. The older nature of the population suggests that Craven is an area where people come to later in life and/or to

retire, and is in part due to the net out-migration of young people (16 to 24 years old).

The District boasts excellent standards of educational attainment. Craven College, based in Skipton has a strong track record of offering further and higher education to students from outside the District.

Historically, the traditional mainstay of the local economy has been agriculture, textiles and quarrying, but, whilst the District remains predominantly rural, its economy has become more diverse. This diversity incorporates a variety of small to medium sized businesses, and a manufacturing sector including international companies such as Systagenix Wound Management and Kiddie Products. The economy is dominated by the distribution, hotels and restaurants sector, which reflects the importance of tourism. Another key employer is the banking, finance and insurance sector, within which Skipton Building Society is a major employer. This sector has experienced significant growth in the last ten-years, employing a higher proportion of people compared to the other local authority districts across the York and North Yorkshire sub-region.

The District comes within the area and influence of two key economic drivers – the Leeds City Region and the Airedale Economic Corridor, from which parts of the District are well placed to benefit due to their proximity and excellent transport links to Leeds and Bradford.

A Review of the Craven District Economy

Economic Performance: How has the economy of Craven District been performing?

The purpose of this section is to provide an appraisal of the District's current economic standing.

Growth in economic performance:

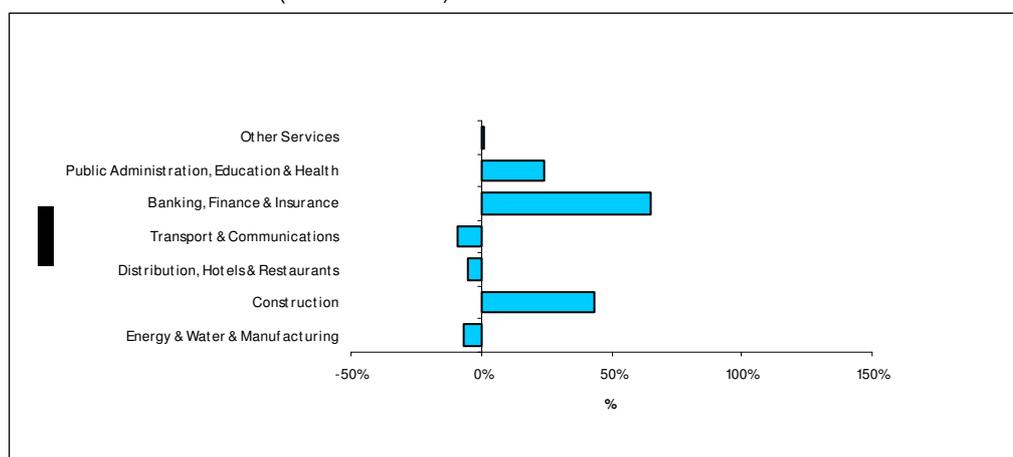
- Economic forecasts for 2010 show that the Craven District economy, measured in Gross Value Added (GVA), is worth £1.14billion, equating to 8% of the total output for the York and North Yorkshire sub-region. Since 1998 the value of the District's economy has grown by 45%.
- Each Full Time Equivalent (FTE) employee in Craven contributed £40,311 to the District's economy in 2010, representing an increase in productivity of 21.9% since 1998; an annual increase of 1.8%.
- Economic forecasts for 2010 show that the value of output per capita (estimated to be £19,703) has increased by 32% since 1998.

Growth in the number of businesses and jobs:

- During the period 2003 to 2008, the number of businesses in the District has increased by 8% (to 2,963).
- During the period 2003 to 2008, the number of employees has increased by 6% (to 26,594).

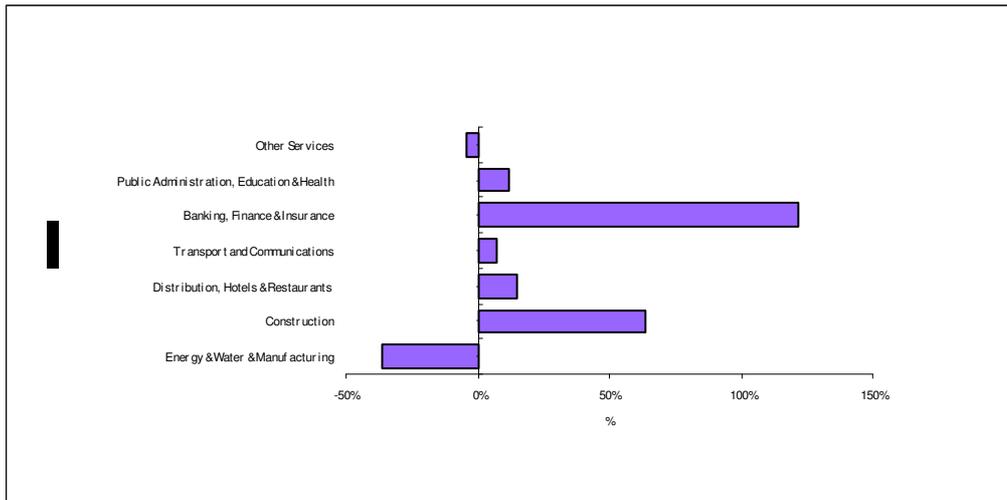
The following charts illustrate the change in the number of businesses and number of employees by industrial sector over the period 2003 to 2008:

Chart 1: Percentage change in the number of business units by industrial sector: Craven District (2003 to 2008)



Source: Annual Business Inquiry 2008

Chart 2: Percentage change in the number of employees by industrial sector: Craven District (2003 to 2008)

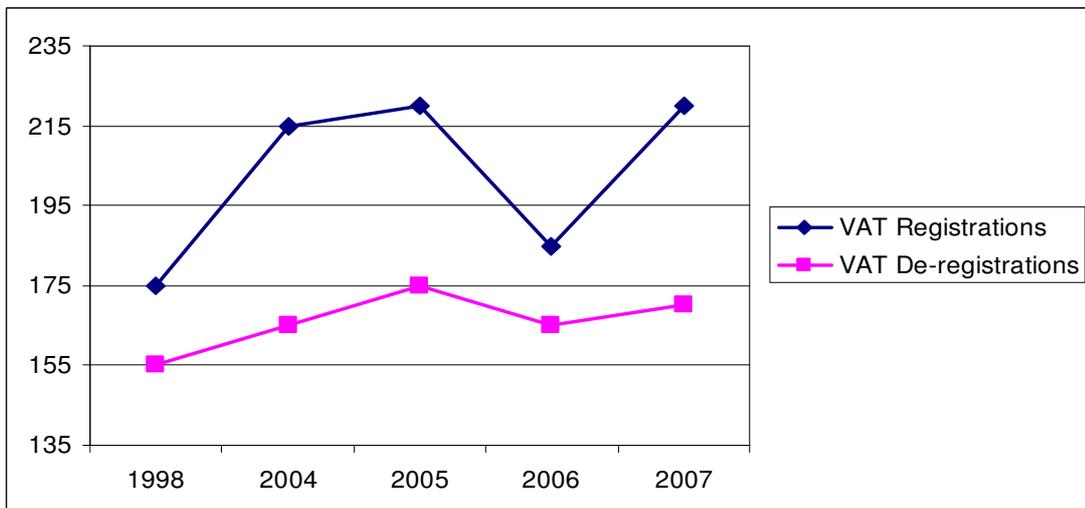


Source: Annual Business Inquiry 2008

High rate of new business formations:

- A total of 245 businesses were established in 2008, which compared to the previous year represents a fall of 24%; the largest rate of decline since 2005. When compared with the levels of new businesses per head of population for the region and sub-region, the entrepreneurial nature of the District can still be seen. In 2008, the number of new business registrations for the District was 53 per 10,000 people, compared to 51 for the sub-region and 44 for the region.
- A total of 220 businesses registered for VAT in 2008, which equates to an increase of 26% on the numbers in 2005. Whilst data for the number of VAT De-registrations in 2008 was not available at the time of writing the Strategy, during the period 1998 to 2007 there was a net increase in the number of registrations compared to de-registrations.

Chart 3: Number of VAT Registrations and De-registrations in Craven District (1998 to 2007)



Source: BERR (VATStatsTables1a1e2007)

- In 2007, the one year survival rate for businesses was 92.3%, equating to a decline of 4.1% compared to 2006. Although the rate has fluctuated year-on-year, the survival rate for new businesses in Craven is below the sub-region rate of 95.3%.
- In 2005 (the latest available figures), the survival rate for businesses after three years was 63.5%; equating to a decline of 2.6% compared to 2004. The rate remains in line with the average for the sub-region.

Falling Employment:

- Data for 2009 shows that 67.8% of the District's working age population was in employment, representing a fall of 11.4% compared to 2004. This is a probable reflection of the growing number of people in higher age bands (50 to 64 years), which whilst still being classified as economically active, have elected to leave the workforce early – before the age of 65 years.

Growth in the value of earnings:

- In 2009, the median wage rate of residents was £473 per week; £23 below the national average. Wages have increased by around 23.9% since 2002, which is slower than the national and sub-regional rate of increase.
- In comparison the median weekly pay by workplace within the District shows that the rate is £55 less than that of residents. The weekly pay by workplace in the District is £77 below the national average and £32 below the sub-regional average. Pay by workplace has increased by 18% since 2002, which is slower than the national and sub-regional rate of increase.

High levels of educational attainment:

- The proportion of the working age population with NVQ levels of attainment is above the national average; however when compared year-on-year there has been decline, which is in contrast to the sub-regional and national trend. Accordingly the number of people in the District with no qualifications has increased.

Table 1: Summary of key qualifications in Craven District (2009)

Area	No Qualifications		NVQ Level 2+		NVQ Level 3+		NVQ Level 4+	
	2009	Change 2004-09	2009	Change 2004-09	2009	Change 2004-09	2009	Change 2004-09
	%							
Craven District	11.4	1.8	71.5	-3.5	46.1	-19.8	28.8	-14.8
York & North Yorkshire	9.8	-1.2	70.6	0.8	54.1	-2.5	34.4	1.5
England	12.1	-2.8	65.0	3.3	48.9	2.6	29.6	3.8

Source: ONS Annual Population Survey

Structure: What is the nature of enterprise in Craven District?

The purpose of this section is to identify the nature of business and enterprise in the Craven economy.

A diverse economy:

The make-up of the District's economy in terms of businesses and employees by industrial sector is as follows:

Table 2: Summary of businesses and employees by industrial sector: Craven District (2008)

Sector	Businesses		Employees	
	Number	%	Number	%
Agriculture	n/a	n/a	362	1.4
Manufacturing	213	7.2	2,602	9.8
Construction	369	12.5	1,759	6.6
Distribution, Hotels and Restaurants	972	32.8	7,383	27.8
Transport and Communications	157	5.3	781	2.9
Banking, Finance and Insurance	760	25.6	7,522	28.3
Public Administration, Education and Health	271	9.1	5,357	20.1
Other	221	7.5	825	3.1
Total	2,963	100.0	26,591	100.0

Source: Annual Business Inquiry 2008

The key sectors of the economy include:

- **Manufacturing** – whilst this sector has declined since 2003, it is still a key sector, providing 9.8% of the District's employment. Manufacturing is particularly significant within the South Craven Labour Market Area, accounting for 13% of the total business stock and 22.6% of total employment.
- **Visitor economy sector** – accounts for the largest proportion of the District's business stock, especially within the remoter rural areas of Grassington Wharfedale and North Craven.
- **Banking, finance and insurance sector** – has experienced significant growth since 2003, accounting for the highest proportion of total employment within the District. The District has the highest proportion of people employed by this sector compared to the local authority districts across the sub-region.
- **Agriculture and land-based industries** – forms a significant part of the District's economy, particularly within the remoter areas of Grassington Wharfedale and North Craven; accounting for the majority of self-employment in these two areas.
- **Public sector** – covering health and social care, education and public administration, this sector accounts for 20.1% of total employment; which is comparable with the nature of employment in all areas of the District.

High level of very small businesses:

The majority of businesses (72%) are very small firms employing less than four people. In terms of employment this represents 16% of total employment; however when combined with the figures for self-employed around 38% of jobs are in enterprises employing less than five.

In the region of 2.2% of businesses employ above 50 employees; these are predominately located within the south of the District – the Skipton and South Craven Labour Market Areas.

Above average self-employment:

Self-employment forms a significant part of the Craven economy, providing jobs for around 5,717 people (22.1% of all jobs); compared to 16.5% for the sub-region and 13.2% nationally.

Compared with the other local authority districts in York and North Yorkshire, Craven has the highest proportion of people who are self-employed at almost 1 in 5.

Potential to be innovative:

Craven has above the national average of full-time employees working in knowledge intensive industries; 31% compared to the national average of 25%. However, it is generally considered that innovative methods of working and new technologies are often shared in industrial networks, of which 15.6% of businesses in Craven have joined – the lowest percentage compared to the other local authority districts in York and North Yorkshire.

Population: What does the District's labour market look like?

The purpose of this section is to look at trends in population, in particular, the working age population.

Fewer young people of working age:

Population projections show that by 2021, there will be fewer young people of working age, and that the majority (40.3%) of the District's working population will fall within the 50 to 64 age band.

Table 3: Population Projections: Craven District (2011 to 2021)

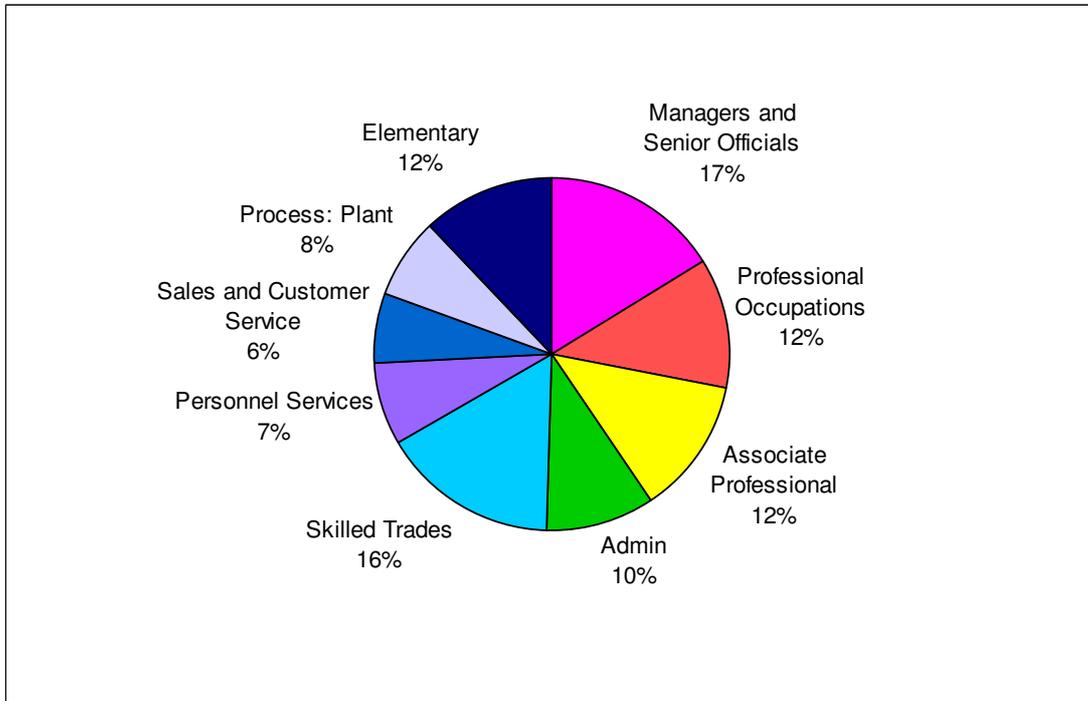
Age Band	Population Projections		% Change since 2011
	2011	2021	
0 to 14 years	8,500	8,700	2.4%
15 to 29 years	7,800	7,400	-5.4%
30 to 49 years	14,100	13,700	-2.9%
50 to 64 years	12,900	14,200	10.0%
65 plus	13,000	16,900	30.0%
Total	56,300	60,900	8.2%

Source: Office for National Statistics, 2008-based Subnational Population Projections

Skilled Workforce:

As well as a high level of educational attainment, 40% of the District's resident population in employment have higher occupations (managerial and professional occupations).

Chart 3: Employment by occupation (resident based): Craven District (2001)



Source: NOMIS Local Labour Force Survey, Annual Population Survey 2001

Connections to neighbouring employment centres:

Travel to work patterns show that 67% of people living in the District also work in the District. The District has more working residents than jobs, much of which is due to outflows to Bradford (4,000 people), Leeds (1,000 people), Lancaster and East Lancashire (1,100 people in total). The South Craven Labour Market Area is the least self-contained with regard to its labour market, whilst Settle is the most self-contained.

Low Unemployment:

The level of unemployment, measured by number of Job Seekers Allowance (JSA) claimants as a proportion of the District's resident working population, is relatively low. In August 2010, the JSA claimant rate was 2%, representing 668 people (compared to 2.4% for the sub-region and 3.5% nationally). Over the period 2000 to 2010, the level of unemployment in the District has increased by 0.5%.

The Craven Economy: A ‘SWOT’ Analysis

The following ‘SWOT’ analysis illustrates some of the key issues affecting the economy of Craven District.

Strengths	Opportunities
<ul style="list-style-type: none"> • Good business formation and self-employment rates • Low unemployment • High quality natural environment, including environmental assets of regional significance • Pleasant area to live with high quality of life • High educational attainment and skills levels within resident population • Presence of Craven College • Culture of enterprise and entrepreneurship – high number of small businesses • Well established partnerships, and strong willingness to work collaboratively • Diverse economic base 	<ul style="list-style-type: none"> • Location affording good east/west and north/south connectivity • The development of “superfast” broadband • Grow the value of the tourism sector, particularly overnight stays • Ability to support and build strong partnerships and collaborative working • Growth potential of existing businesses • Changes in the delivery of business support • European funding to support economic development • Ambition of Craven College to grow and develop higher education and skills training provision
Weaknesses	Threats
<ul style="list-style-type: none"> • Limited amount of employment land • Poor utilities and communications infrastructure for industrial development compared to more “urbanised” areas • Low wage economy • Low inward investment profile • Some key sectors seen as low skill and low wage employers • Poor public transport provision and reliance of private transport to access employment and training • Market town economies “lagging behind” the economy of Skipton • Areas of rural isolation • Under employment and “double jobbing” • High housing costs 	<ul style="list-style-type: none"> • Loss of 18 to 29 year olds from the District and generally ageing population • Lack of public sector funding • Tight labour supply • Potential loss of existing firms seeking expansion • Perceived/actual mismatch of labour supply and demand • Continuing cost and competitive pressures facing traditional sectors, such as manufacturing and agriculture • Continuing competitive pressures facing the independent retail sector • Affordability of local housing

Vision Statement and Key Objectives

Our vision for the economy of Craven District is:

“To create a more vibrant and prosperous local economy which provides for the social and economic needs of the people of Craven whilst sustaining its unique heritage, beauty and character.”

Delivery of this vision is centred on four key themes. These themes and their associated objectives are identified in the table below.

Key Themes	Objectives
Enabling business growth	1 Encouraging businesses to be innovative and ambitious
	2 Promoting an image of the District as an attractive place to live, work, learn, visit and do business
	3 Maintaining a diverse economy and encouraging sustainable growth across all sectors
	4 Investing in infrastructure and communications that support the creation of employment opportunities for local people
Developing the rural economy	5 Addressing obstacles to rural economic growth
	6 Developing mechanisms that support new and existing businesses in the rural areas
	7 Encouraging appropriate levels of sustainable tourism
Revitalising our towns and villages	8 Encouraging the enhancement of our key public spaces
	9 Providing an effective, quality visitor information service
	10 Enhancing the role of our market towns as economic hubs for goods and services
Capitalising on education and skills	11 Prioritising appropriate workforce development to support the continued growth of businesses in Craven District
	12 Working with others to ensure that appropriate education and vocational training is available

(Please note that the numbers are for reference purposes only and are not intended to give any indication of priority level.)

Priorities for Action

The purpose of this section is to set out what Craven District Council will do to achieve the vision for the economy of Craven District.

Key Theme: Enabling Business Growth

- Develop a programme and initiate delivery measures designed to specifically support the expansion of “high growth” businesses.
- Work to ensure District-wide broadband connectivity.
- Develop a marketing plan to promote the District as an attractive location for business and to attract investors to key employment sites.
- Improve communication with our local businesses and provide easy access to services and information, including the development of a dedicated business portal on the Council’s website.
- Facilitate collaborative working through the establishment of business networks and engage with the private sector to ensure that business support services meet their needs.
- Ensure that the Local Enterprise Partnerships are used to support business and economic growth across the whole of Craven District, including the recruitment of business champions to represent and lobby for enterprise within a particular sector, and within each of the Labour Market Areas.
- Work with partners to explore opportunities for businesses to adopt “green” business practices and support them in encouraging their customers to act more eco-friendly.
- Investigate the viability, including identification of appropriate locations, for the provision of business incubation space.
- Grow the value of tourism through the packaging of different attractions in terms of marketing and promotion, including establishing links with events and festivals.

Key Theme: Developing the Rural Economy

- Engage with policy formers to ensure that they are aware of the issues and the “rural” case for funding assistance from national, regional and European sources.
- Work with partners to develop a specialised programme of measures to support the re-use of redundant agricultural buildings for business use.

- Work with partners to develop measures to improve the facilities and information relating to the development of the “outdoors” as a specific product.
- Work with partners to increase awareness of locally available products and services, such as promotion of farmers’ markets, directory of local producers and outlets, supply chains and best practice

Key Theme: Revitalising our Towns and Villages

- Undertake a townscape analysis for each local service centre of Bentham, Crosshills, Ingleton and Settle to identify in detail areas for improvement.
- Develop a dedicated visitor information portal on the Council’s website.
- Produce a shopping guide of what each of the local service centres of Bentham, Crosshills, Grassington, Ingleton, Settle and Skipton has to offer.
- Encourage improvements to facilities, service and quality standards, including the provision of business support programmes.

Key Theme: Capitalising on Education and Skills

- Work with the Craven Work and Skills Partnership to encourage and promote an entrepreneurial culture within our schools and providers of higher education.
- Consult with businesses in Craven District to identify skills gaps, skills needs, learning and training provision.

Grassington Wharfedale Labour Market Area

In Profile:

Incorporating the three wards of Grassington, Upper Wharfedale and Barden Fell, the Grassington Wharfedale area covers 36% of the physical area of Craven District.

Table 1: Population Change and Density (2001 to 2008)

	Population	% of District Population	Area (in sq km)	Population Density (people per sq km)
Craven District	55,500		1,177	48
Grassington/Wharfedale Area	5,282	9.4%	425	12

Source: Office for National Statistics, Mid-Year Population Estimates

The area lies to the east of the Craven District; the majority of the area is located in the Yorkshire Dales National Park.

Pastoral agriculture, quarrying and outdoor recreation are key components of the local economy. Threshfield Quarry, which no longer functions as an operational quarry, has been allocated for new employment uses within the Yorkshire Dales National Park Local Plan. The allocation provides for 4.96 hectares of employment land. The Grassington Wharfedale Labour Market Area (LMA) does not currently have an extensive business area, such as a business park/industrial estate.

The key road route to the south of the area is the A59 providing access into central Craven and east into Harrogate. A “B” route, passing north and south, acts as the principal road for the area, creating a vital link with the neighbouring district of Richmondshire. The Bolton Abbey and Embsay railway line, which currently terminates to the east of Embsay and operates principally as a visitor attraction, has the potential to become part of the national rail network by re-establishing the rail connection at Skipton.

In terms of travel to work patterns, the Grassington Wharfedale area is relatively self-contained. Where commuting takes place, it is mainly to and from elsewhere in the District; however, a proportion (15%) commutes to West Yorkshire.

In the 2008 Place Survey, the Grassington Wharfedale LMA resident population considered transport infrastructure, including public transport provision was a key priority for improvement. Investment in transport investment is seen as critical to accommodating future economic growth and sustaining the quality of life for those who live and work in the Area.

The market town of Grassington is the area’s main settlement, defined as a remote prosperous employment, commuter and tourist centre. The town has a wide range of small independent retailers, including a selection of shops

providing high quality niche market products. Whilst the town appears to trade well, it is dependent upon expenditure from visitors to the Area.

The strongly patterned, regular walled landscape of Wharfedale presents the characteristic image that many people associate with the Yorkshire Dales, and which attracts thousands of people each year. Whilst a growing number of visitors come to enjoy organised entertainment such as the annual Grassington Festival and the Dickensian Festival, the majority of visitors are looking to take advantage of the many footpaths and bridleways in the Area. Kilnsey Crag, which provides the scenic backdrop for the annual agricultural show, is one of the hardest rock climbs in the country.

Following transport issues, improvements to job prospects, shopping facilities and wage levels were considered to be key priorities by the Grassington Wharfedale LMA in the 2008 Place Survey.

Nature of Enterprise:

Excluding agriculture and land based businesses, 11% of the District's total business stock is located within the Grassington Wharfedale area; providing 7.2% of all jobs within the District. A breakdown of businesses and employees by industrial sector is as follows:

Table 2: Percentage of businesses by industrial sector: Grassington/Wharfedale LMA (2008)

Sector	Grassington/Wharfedale				Craven District	
	Businesses		Employees		Business	Employees
	Number	%	Number	%	%	%
Agriculture	n/a	n/a	70	3.6	n/a	1.4
Manufacturing					7.2	9.8
Construction	55	16.4	193	10.0	12.5	6.6
Distribution, Hotels and Restaurants	122	36.4	917	47.6	32.8	27.8
Transport and Communications					5.3	2.9
Banking, Finance and Insurance	100	29.9	235	12.2	25.6	28.3
Public Administration, Education and Health	27	8.1	422	21.9	9.1	20.1
Other	31	9.3	89	4.6	7.5	3.1
Total	335		1,926			

Source: Annual Business Inquiry 2008

- Two-thirds of the business stock is within the retail, hospitality and finance sectors.
- The retail and hospitality sector accounts for nearly half of all employment.
- The majority of businesses (78%) are very small firms employing less than four people, accounting for 25% of employees.
- Self-employment accounts for 35.6% of all jobs, the highest rate of self-employment compared to the other Labour Market Areas. The highest incidence of self-employment (10.3%) is within the agriculture sector, compared to the District rate of 4.1%.

- There is a higher prevalence to “higher level” occupations, particularly in managerial and professional occupations (34%) and skilled trades (21%), compared to the District rate of 28% and 16% respectively.

Vision:

Our vision for the economy of the Grassington Wharfedale Labour Market Area is:

“To provide an environment that fosters economic growth and enables local communities to meet their own employment needs”.

Priorities for Action:

To deliver this vision, Craven District Council will undertake the following actions:

- Create a masterplan for the development of Threshfield Quarry as a key employment site, including a study to understand indigenous demand and requirements for business space (type, quality and size of units).
- Support work to re-connect the Bolton Abbey and Embsay railway line with the national rail network at Skipton.
- Support the continued development of Grassington Festival.

North Craven Labour Market Area

In Profile:

Incorporating the two wards of Bentham; Ingleton and Clapham, the North Craven Labour Market Area (LMA) covers 20% of the physical area of Craven District.

Table 1: Population Change and Density (2001 to 2008)

	Population	% of District Population	Area (in sq km)	Population Density (people per sq km)
Craven District	55,500		1,177	48
North Craven Area	7,633	13.6%	241	32

Source: Office for National Statistics, Mid-Year Population Estimates

The Area lies to the north west of the Craven District bordering Lancaster District and only 10 miles from Morecambe Bay. The LMA forms a natural gateway to the protected areas of the Yorkshire Dales National Park and the Forest of Bowland Area of Outstanding Natural Beauty.

The North Craven LMA includes the settlements of High Bentham and Ingleton. The majority of the land acreage is given over to agriculture, which is dominated by sheep farming. However, the economy of the Area is being increasingly influenced by the need to service a growing tourism industry.

High Bentham:

The market town of High Bentham, defined as a stable standalone local service centre is located on the B6480, and provides a direct route to Lancaster; the nearest major settlement. Low Bentham is 20 minutes travelling time from Junction 24 of the M6, providing good transport links to the northwest region. Links to the national railway network are via High Bentham, which is connected to the Leeds-Skipton-Lancaster-Morecambe railway line.

The town's economy is heavily based on one company – Angus/Kiddie Products, producers of fire fighting equipment. The main concentration of employment is centred on Wenning Avenue Industrial Estate which has a mix of uses.

The town provides services to a significant number of agricultural businesses in its hinterland. The operation of the Auction Mart is an important element in the town's continued vitality.

A Greenfield site extending 10.87 hectares, to the south-west of the Auction Mart has been identified for mixed-use development in the Strategic Housing and Land Availability Assessment (SHELAA). Other than employment and housing, mixed-use may involve retail, town centre uses, education, public open space and car parking.

A Town Centre Health Check undertaken in 2004/2005 by Donaldson's noted that High Bentham was performing its role as local centre reasonably well, but was unlikely to grow in the foreseeable future. Concerns were raised about the impact upon the town if a reduction in the number of available financial services was to occur. The presence of established independent retailers was identified as a benefit and opportunity.

The Health Check concluded that the centre would benefit from improvements to the shop frontages and the public realm. It was also recommended that improvements to the quality of the weekly street market, and better promotion of the monthly farmers' market would draw people into the centre and attract visitors from a wide area.

In spite of its attractive setting on the edge of the Forest of Bowland Area of Outstanding Natural Beauty (AONB) and the Yorkshire Dales National Park, High Bentham has a relative low profile as a tourist venue. Nevertheless, Bentham (Low and High) has a growing tourism-related sector.

Public consultation carried out whilst preparing the Action Plan for Bentham under the Market Towns Initiative, identified the following themes:

- Bentham's tradition of being a working town centred on agricultural and manufacturing activity should be maintained and enhanced;
- More should be done to attract visitors to Bentham;
- The Auction Mart was important to the future direction and identity of the town and its relationship with its hinterland;
- The traffic situation needed to be addressed;
- There is a lack of suitable sites for new businesses wishing to establish in Bentham.

Ingleton:

Ingleton straddles the A65, providing a direct link to Skipton and Kendal, both of which act as principal service centres for their respective local authority districts (Craven and South Lakeland). The Leeds-Skipton-Carlisle (incorporating the scenic Settle-Carlisle railway) line passes through the north western fringe of the Area at Ribbleshead.

Ingleton, defined as a small local service centre, is predominantly a tourist destination. Located at the base of Ingleborough, the village and its hinterland encompasses some of the most dramatic areas of limestone countryside in Britain; and which provides a range of attractions that draws thousands of visitors to the Area each year, such as Ingleton Waterfalls, White Scar Cave, Ingleborough Cave, Trow Gill and Gaping Gill.

A Town Centre Health Check undertaken in 2004/2005 by Donaldson's noted that Ingleton was a healthy centre which benefited considerably from the tourist

trade; without this expenditure there would be very little left in terms of retail and service facilities to cater for residents. It was concluded that although the village was an attractive and pleasant place to wander around, there was a number of opportunities for improvement, such as public realm works to improve and redefine the Square; better integration of the weekly street market with the wider retail offer; improve the external appearance of shop frontages and the attractiveness of window displays.

The main concentration of employment is centred on New Road Industrial Estate, which is located adjacent to the A65. The Industrial Estate supports a range of uses and building quality from open storage to good quality small units. Some space is taken up by retail outlets. Land adjacent to the existing Industrial Estate, extending to 4.39 hectares, has been identified for employment development in the Strategic Housing and Land Availability Assessment (SHELAA).

North Craven:

In terms of travel to work patterns, the North Craven Area has a net outflow of people (more residents than jobs). The largest proportion of residents who commute to work outside the North Craven LMA, travel to Lancaster or Kirkby Lonsdale (approximately 20%); 8% of residents commute to Settle. The majority of jobs within the North Craven LMA are occupied by the resident population (76%).

In the 2008 Place Survey, the North Craven LMA resident population considered job prospects the second highest priority for improvement. The first and third priorities for improvement were transport issues: public transport; road and pavement repairs and level of traffic congestion. Improvements to shopping facilities and wage levels were both considered fourth in order of priority.

Nature of Enterprise:

Excluding agriculture and land based businesses, 13.2% of the District's total business stock is located within the Area; providing 8.6% of all jobs within the District. A breakdown of businesses and employees by industrial sector is as follows:

Table 2: Percentage of businesses by industrial sector: North Craven LMA (2008)

Sector	North Craven				Craven District	
	Businesses		Employees		Business	Employees
	Number	%	Number	%	%	%
Agriculture	n/a	n/a	90	3.9	n/a	1.4
Manufacturing	35	8.7	427	18.7	7.2	9.8
Construction	66	16.3	261	11.4	12.5	6.6
Distribution, Hotels and Restaurants	138	34.2	700	30.7	32.8	27.8
Transport and Communications	22	5.4	103	4.5	5.3	2.9
Banking, Finance and Insurance	89	22.0	263	11.5	25.6	28.3
Public Administration, Education and Health	24	5.9	349	15.3	9.1	20.1
Other	30	7.4	90	3.9	7.5	3.1
Total	404		2,283			

Source: Annual Business Inquiry 2008

- There is a higher prevalence of employment in the construction and manufacturing sectors compared to the District rate.
- Retail and hospitality account for nearly a third of all employment.
- The majority of businesses (77%) are very small firms employing less than four people, accounting for 28% of employees.
- Self-employment accounts for 27.7% of all jobs, the second highest rate of self-employment compared to the other Labour Market Areas.
- The highest incidence of self-employment (7.1%) is in the agriculture sector, compared to the District rate of 4.1%.
- A higher number of people are employed in skilled-related trades (20%) compared to the District rate of 16%. There are fewer people employed in managerial and professional occupations, 26% compared to 28% for the District as a whole.

Vision:

Our vision for the economy of the North Craven Labour Market Area is:

“To build a more balanced, thriving and resilient economy that is well placed to take advantage of new economic opportunities and meet its own local employment needs”.

Priorities for Action:

To deliver this vision, Craven District Council will undertake the following actions:

- Bring forward the development of land on Station Road for employment use; provision of car parking and selected public amenities
- Encourage the formation of a Traders' Association for Bentham (Low and High)
- Encourage closer collaboration between the transport authorities of North Yorkshire, Lancashire and Cumbria in the planning and scheduling of public transport services
- Develop designs and install "Welcome to Bentham: Gate to the Forest of Bowland" signs on the main approach roads to the town, together with verge and related environmentally improvements
- Establish "what makes Bentham special" and develop an area specific brand identity that will help businesses to improve the effectiveness of their own marketing activities
- Work with Bentham Auction Mart to identify its future needs and explore ways in which the town and Area can capitalise on its presence

Settle Labour Market Area

In Profile:

Incorporating the three wards of Settle and Ribblebanks, Pen-y-ghent, Hellifield and Long Preston, the Settle Labour Market Area (LMA) covers 18% of the physical area of Craven District.

Table 1: Population Change and Density (2001 to 2008)

	Population	% of District Population	Area (in sq km)	Population Density (people per sq km)
Craven District	55,500		1,177	48
Settle Area	8,100	14%	211	38

Source: Office for National Statistics, Mid-Year Population Estimates

The Area lies to the west of Craven District, located in and between the Forest of Bowland Area of Outstanding Natural Beauty and the Yorkshire Dales National Park. The area is primarily open limestone countryside interspersed with small villages and hamlets. Pastoral agriculture, quarrying and outdoor recreation are key components of the local economy.

The Area is connected to the national rail network via the Leeds-Skipton-Carlisle (incorporating the scenic Settle-Carlisle railway) line and the Leeds-Skipton-Lancaster-Morecambe railway line. The A65 is the principal road in the area creating a vital link to West Yorkshire, East Lancashire (the Ribble Valley and the M6 corridor) and Cumbria.

In terms of travel to work patterns, the Settle LMA is relatively self-contained. Where commuting takes place, this is generally to and from elsewhere in the District; mainly to Skipton or from Ingleton.

The market town of Settle is the local service centre; providing a range of community services and facilities that serve the day-to-day needs of the surrounding villages. A Town Centre Health Check undertaken in 2004/2005 by Donaldson's noted that whilst the town appeared to trade well, its vitality and viability required enhancement. The Health Check concluded that environmental improvements, particularly to the Market Place, could do much to enhance the attractiveness of the town centre.

Settle has the largest concentration of employment land north of Skipton. The principal concentration is the Sowarth Industrial Estate which has a mix of uses and buildings, many of different quality. The Estate is well occupied.

The outstanding quality of the natural environment attracts thousands of people each year, subsequently the Settle LMA has developed a reputation as an ideal location for outdoor activity, in particular walking, cycling, caving and climbing. The distribution of visitor activity is varied across the Area, with well known "honey pots" such as the Three Peaks to relatively "undiscovered" areas to the west of the A65; each having different needs and offering distinct opportunities.

Hellifield Station, together with the land running along the A65 between Hellifield and Long Preston is identified as part of the Hellifield Tourism Development Opportunity Site (TODS). The rationale for this allocation was to facilitate tourism development related to the renovation and regeneration of Hellifield Railway Station, as a basis for stimulating the economic regeneration of the village and continuing to improve the economic well-being of the Settle-Carlisle Rail Corridor. Investment to remove certain constraints to the development of this site has taken place, including the construction of a new access road from the A65.

In the 2008 Place Survey, the Settle LMA resident population considered transport issues to be the top three priorities for improvement; level of traffic congestion, road and pavement repairs and public transport. Improvements to job prospects, sporting/leisure and shopping facilities were considered to be fourth, fifth and sixth in order of priority.

Nature of Enterprise:

Excluding agriculture and land based businesses, 13.6% of the District's total business stock is located within the Area; providing 9.4% of all jobs within the District. A breakdown of businesses and employees by industrial sector is as follows:

Table 2: Percentage of businesses by industrial sector: Settle LMA (2008)

Sector	Settle				Craven District	
	Businesses		Employees		Business	Employees
	Number	%	Number	%	%	%
Agriculture	n/a	n/a	64	2.6	n/a	1.4
Manufacturing	22	5.3	269	10.8	7.2	9.8
Construction	61	14.6	189	7.6	12.5	6.6
Distribution, Hotels and Restaurants	142	34.1	777	31.2	32.8	27.8
Transport and Communications	41	9.8	102	4.1	5.3	2.9
Banking, Finance and Insurance	78	18.7	147	5.9	25.6	28.3
Public Administration, Education and Health	42	10.1	859	34.5	9.1	20.1
Other	31	7.4	84	3.4	7.5	3.1
Total	417		2,491			

Source: Annual Business Inquiry 2008

- A high proportion of people are employed in the public sector, which when combined with retail and hospitality accounts for two-thirds of all employment.
- The majority of businesses (78%) are very small firms employing less than four people, accounting for 25% of employees.
- Self-employment accounts for 26.3% of all jobs, the third highest rate of self-employment compared to the other Labour Market Areas.
- A higher number of people are employed in skilled-related trades (18%) compared to the District rate of 16%. There is fewer people employed in managerial and professional occupations, 26% compared to 28% for the

District; reflecting the lower number of businesses within the banking, finance and insurance sector compared to the District as a whole.

Vision:

Our vision for the economy of the Settle Labour Market Area is:

“To enhance the role of Settle as the economic hub for goods, services and employment, while ensuring a diverse economy that considers and sustains the needs of the surrounding communities”.

Priorities for Action:

To deliver this vision, Craven District Council will undertake the following actions:

- Explore the viability of using the land to the rear of Victoria Hall to provide storage facilities for businesses and householders.
- Work towards the creation of a bridleway between Settle and Gisburn Forest; including completion of Phase II of the Settle/Giggleswick Riverside Project and establishment of a crossing on the A65 (Settle by-pass).
- Design and install a signage scheme to help direct traffic from Settle by-pass to Sowarth Industrial Estate.
- Subject to review of Settle Town Hall, explore options for the relocation and development of the Tourist Information Centre.
- Investigate options for the future management and operation of Hellifield Railway Station.

Skipton Labour Market Area

In Profile:

Incorporating the seven wards of Gargrave and Malhamdale, West Craven, Embsay-with-Eastby, Skipton North, Skipton East, Skipton South and Skipton West, the Skipton Labour Market Area (LMA) covers 20% of the physical area of Craven District.

Table 1: Population Change and Density (2001 to 2008)

	Population	% of District Population	Area (in sq km)	Population Density (people per sq km)
Craven District	55,500		1,177	48
Skipton LMA	21,313	37.9%	239	89
Skipton Parish	14,610	25.9%	65	225

Source: Office for National Statistics, Mid-Year Population Estimates

The Area lies in the centre of Craven District, with Malhamdale and part of Embsay-with-Eastby located in the Yorkshire Dales National Park. Malhamdale is famed for its limestone features including Malham Cove and Goredale Scar; providing some of the hardest climbs in the country. Primarily open limestone countryside interspersed with small villages and hamlets; pastoral agriculture is a key component of the local economy, with Skipton Auction Mart providing services for farmers from across Yorkshire and Lancashire.

Skipton's good transport links makes commuting to and from the town easy. The Area is connected to the national rail network via the Leeds-Skipton-Carlisle line and the Leeds-Skipton-Lancaster-Morecambe railway line. Skipton is also the terminus for the Airedale line from West Yorkshire. The town also has a direct morning service to London Kings Cross returning in the evening.

Skipton is located at the cross-roads of two principal trunk roads, the A65 and A59; providing a direct link with East Lancashire and Cumbria, and West Yorkshire.

In the 2008 Place Survey, the Skipton LMA population considered that the transport infrastructure, including the provision of public transport and reducing the level of traffic congestion was a key priority for improvement. Managing the transport infrastructure in a sensitive way to meet the different needs of those who live and work in the Area is seen as critical to supporting opportunities to increase and strengthen economic diversity.

In terms of travel to work patterns, Skipton is the only Labour Market Area in Craven to have a net inflow of people (more jobs than residents of working age). Although commuting into the Skipton LMA is dominated by residents from the other Labour Market Areas in Craven District, a significant number of people travel in from Bradford (1,607 people) and Pendle (1,270 people).

The market town of Skipton is defined as a prosperous standalone employment and tourism settlement. The town performs several distinct roles:

- Administrative centre for Craven District,
- Essential shopping, both food and non-food, for residents and the wider catchment area,
- Centre for leisure activity including evening and sports-related,
- “Gateway to the Yorkshire Dales”, hence tourist function and provision of day visitors.

Skipton is a popular visitor destination; with visitors coming from all parts of the country to enjoy the historic attractions, take part in sporting/leisure activities; use the available services, to shop or just revel in the atmosphere of a traditional Yorkshire market town. The Leeds-Liverpool Canal, linking the town centre with its rural hinterland, provides an ideal environment to improve opportunities for walking, cycling and fishing.

A Town Centre Health Check undertaken in 2004/2005 by Donaldson’s noted that whilst Skipton is a healthy and vibrant town, issues focusing on the need to maintain the environmental quality of its centre were identified as a priority; an aspect that people particularly liked about the town. The appearance and quality of the street market is included as part of the town centre environment.

The Health Check concluded that Skipton had a wide ranging mix of retailers; however, due to the historic nature of the town, many of the existing retail units were unable to accommodate the demands of the modern retailer. In order to attract more multiple retailers to the town, it was recommended that new development should be brought forward within the core retail centre. Whilst the independent retailer provides Skipton with its distinctiveness, a strong representation of multiple retailers will attract a large proportion of the shopping population; thereby complementing each other.

As the District’s principal service centre, welcoming hundreds of commuters, shoppers and visitors every day, the management and impact of traffic on the town centre is an important issue; in particular, the provision of car parking. The Council fully acknowledges the negative environmental impacts of car usage and will do all within its power to encourage alternative provision; however, it recognises that the provision of quality car parking will continue to be a key requirement for the majority of people coming into, and making use of the services in the town centre.

The (draft) Local Development Framework for the Craven District (outside the Yorkshire Dales National Park) recommends that 45% of the District’s total allocation of employment land over the ten-year period 2006 to 2016 is located within the settlement of Skipton. A Greenfield site, comprising 28.25 hectares, to the west of Skipton town centre has been identified for “employment” development in the Strategic Housing and Land Availability Assessment (SHELAA). The site, which represents the only remaining employment site of any significance within Craven District, has the potential to have a major impact, both socially and economically upon the Skipton LMA and District as a whole.

The Skipton LMA is home to the District's largest employers; many of which are world leaders in their field, such as Skipton Building Society and its subsidiaries, Systagenix Wound Management, Silver Cross, J.N. Bentley Civil Engineering.

Improvements to shopping facilities and job prospects were considered to be key priorities by the Skipton LMA population in the 2008 Place Survey. Craven College, only one of six further education colleges within North Yorkshire, is based in Skipton and offers a large range of further and higher education courses across the north of England. The College also operates a commercial training division that provides an extensive range of basic and advanced business training.

Nature of Enterprise:

Excluding agriculture and land based businesses, 42% of the District's total business stock is located within the Area; providing 60.5% of all jobs within the District. A breakdown of businesses and employees by industrial sector is as follows:

Table 2: Percentage of businesses by industrial sector: Skipton LMA (2008)

Sector	Skipton				Craven District	
	Businesses		Employees		Business	Employees
	Number	%	Number	%	%	%
Agriculture	n/a	n/a	104	0.7	n/a	1.4
Manufacturing	70	5.4	899	5.6	7.2	9.8
Construction	126	9.8	841	5.3	12.5	6.6
Distribution, Hotels and Restaurants	460	35.8	4,228	26.5	32.8	27.8
Transport and Communications	52	4.0	253	1.6	5.3	2.9
Banking, Finance and Insurance	352	27.4	6,440	40.3	25.6	28.3
Public Administration, Education and Health	128	10.0	2,724	17.1	9.1	20.1
Other	97	7.5	486	3.0	7.5	3.1
Total	1,285		15,975			

Source: Annual Business Inquiry 2008

- The banking, finance and insurance sector accounts for 40% of all employees, which is above the sub-region rate of 29%.
- The majority of businesses (65%) are very small firms employing less than four people, accounting for 10% of employees. Skipton LMA has the biggest proportion of businesses (17%) employing more than 11 people compared to the District rate of 14%. This latter group of businesses accounts for 79% of employees in the Skipton LMA.
- Self-employment accounts for 18.3% of all employment, representing the second lowest rate of self-employment compared to the other Labour Market Areas.
- The majority of self-employment is within the wholesale and retail, hotel and restaurant trades. Closely followed by manufacturing and construction.

- There are fewer people employed in skilled-related trades (13%) compared to the District rate of 16%; possibly reflecting the lower proportion of manufacturing and construction businesses compared to the other Labour Market Areas.

Vision:

Our vision for the economy of the Skipton Labour Market Area is:

“To consolidate and enhance Skipton’s role as the District’s principal service and employment centre: a place that can adapt and grow in response to the changing needs of businesses and visitors, whilst sustaining the rural hinterland and providing a high quality of life for residents”.

Priorities for Action:

To deliver this vision, Craven District Council will undertake the following actions:

- Create a masterplan for the development of South Skipton Employment Zone as a significant business and employment site
- Design and install a signage scheme for Snaygill Industrial Estate to help direct traffic around the Estate, and identify measures that would improve it’s general appearance
- Subject to review of Skipton Town Hall, explore options for the relocation and development of the Tourist Information Centre
- Support the continued development of events and festivals, including the Puppet Festival.
- Undertake a townscape analysis to identify in detail areas for improvement
- Pursue opportunities to improve the Leeds-Liverpool Canal corridor, and encourage its use for leisure and recreation activity
- Support the re-instatement of the rail link between Skipton and East Lancashire

South Craven Labour Market Area

In Profile:

Incorporating the four wards of Aire Valley with Lothersdale; Glusburn; Cowling and Sutton-in-Craven, the South Craven Labour Market Area (LMA) covers 5% of the physical area of Craven District.

Table 1: Population Change and Density (2001 to 2008)

	Population	% of District Population	Area (in sq km)	Population Density (people per sq km)
Craven District	55,500		1,177	48
South Craven Area	13,589	24.2%	63	215

Source: Office for National Statistics, Mid-Year Population Estimates

The Area is mainly urban around the local service centre of Crosshills, with open countryside to the north surrounding the villages of Lothersdale and Cononley. The Area is dominated by the imposing Jubilee and Lund's Towers to the south of the Area.

Crosshills and Sutton-in-Craven are very well connected into Keighley and Bradford by the Airedale by-pass. However, they suffer from physical constraints including severe delays at the existing railway crossing which affect Trans-Pennine traffic on the A6068 route from Colne and East Lancashire. The provision of a Railway Station at Crosshills and/or a new, alternative railway crossing has been a long-standing issue. At present, people wishing to commute by rail use the Railway Station located at Steeton in West Yorkshire.

In terms of travel to work patterns, the South Craven LMA has the largest net outflow of people (more residents than jobs) compared to the other Labour Market Areas within Craven District. An equal number of residents commute to Keighley and Bradford, as stay in the LMA. Whilst, the majority of jobs within the South Craven LMA are occupied by the resident population, a significant number of jobs are occupied by people travelling in from Bradford and Keighley.

In the 2008 Place Survey, the South Craven LMA population considered that the transport infrastructure, including provision of public transport was a key priority for improvement. Investment in transport infrastructure is seen as critical to improving the quality of life for those who live and work in the Area, and also to accommodating future economic growth.

Defined as a prosperous employment centre, Crosshills is the local service centre; providing a range of community services and facilities that serve the day-to-day needs of the local residents. A Town Centre Health Check undertaken in 2004/2005 by Donaldson's noted that Crosshills served its local community very well in respect of top-up shopping, catering for many basic everyday needs; however given the close proximity of Skipton and Keighley, its potential for significant retail growth is limited. Nevertheless, the Health Check concludes that opportunities exist to help sustain the centre of Crosshills, such

as improvements to the shop frontages; creation of new public realm and better definition of the retail area by providing “gateway features”.

In testimony to its industrial past, the South Craven LMA had a significant number of former textile mills, the majority of which have now been developed or refurbished for alternative uses, in particular housing. Today, three mill complexes remain in employment use: Hayfield Mills (Cirteq) and Junction Mills (Woodrow Universal) in Glusburn and Station Works in Cononley.

The Crossings located at Crosshills is the most extensive business area in the South Craven LMA. Very well occupied, the business park is relatively modern with a mix of employment uses. A Greenfield site comprising 15.72 hectares to the east of the existing business park has been identified for “employment” development in the Strategic Housing and Land Availability Assessment (SHELAA). As a strategic site, its development should seek to support a broad based economy, which maximises employment opportunities for local people.

Predominately rural in nature, the landscape comprises exposed Pennine upland contrasting with deep valleys, which together with a rich heritage of historic buildings and archaeological sites provides a valuable cultural and recreational resource. These special qualities provide an opportunity to attract new trade to the Area, such as through the appropriate development of the culture and visitor sectors.

Improvements to shopping facilities, job prospects and wage levels were considered to be key priorities by the South Craven LMA in the 2008 Place Survey.

Nature of Enterprise:

Excluding agriculture and land based businesses, 17% of the District’s total business stock is located within the Area; providing 14.9% of all jobs within the District. A breakdown of businesses and employees by industrial sector is as follows:

Table 2: Percentage of businesses by industrial sector: South Craven LMA (2008)

Sector	South Craven				Craven District	
	Businesses		Employees		Business	Employees
	Number	%	Number	%	%	%
Agriculture	n/a	n/a	42	1.1	n/a	1.4
Manufacturing	68	13.0	889	22.6	7.2	9.8
Construction	79	15.1	395	10.1	12.5	6.6
Distribution, Hotels and Restaurants	127	24.3	908	23.1	32.8	27.8
Transport and Communications	25	4.8	176	4.5	5.3	2.9
Banking, Finance and Insurance	141	27.0	437	11.1	25.6	28.3
Public Administration, Education and Health	50	9.6	1,003	25.5	9.1	20.1
Other	32	6.1	76	1.9	7.5	3.1
Total	522		3,926			

Source: Annual Business Inquiry 2008

- The number of businesses and employees in the manufacturing sector is double the rate compared to the sub-region.
- The majority of businesses (74%) are very small firms employing less than four people, accounting for 19% of employees. South Craven has the second highest proportion of businesses (15%) employing more than 11 people compared to the District rate of 14%. This latter group of businesses account for 70% of employees in the South Craven LMA.
- Self-employment accounts for 18% of all employment, the lowest rate of self-employment compared to the other Labour Market Areas.
- The majority of self-employment is within the manufacturing and construction sectors.
- There are more people employed in associate professional and technical occupations (15%) compared to the District rate of 12%. There is also slightly more people employed in administrative and personal service occupations (19%) compared to the District rate of 17%.

Vision:

Our vision for the economy of the South Craven Labour Market Area is:

“To enhance the image and perception of the area: a place that will inspire and encourage people to invest and visit for pleasure or business”.

Priorities for Action:

To deliver this vision, Craven District Council will undertake the following actions

- Create a design brief for the development of the Greenfield site adjacent to the Crossings Industrial Estate in Crosshills for business and employment use
- Encourage local tradespeople to work together and develop ways to promote their services
- Continue to lobby for the Kildwick Level Crossing to be replaced and for the provision of a Railway Station at Crosshills
- Pursue opportunities to improve the towpath along the Leeds-Liverpool Canal and encourage its use for leisure and recreational activity
- Produce a guide to raise awareness of South Craven as a visitor destination, focusing on outdoor enjoyment and industrial heritage

Measuring Performance

Measuring the impact of the Strategy will be central to determining the success of the Strategy, and will allow the Council and its partners to evaluate the effectiveness of delivering the desired outcomes.

Progress towards achieving the desired outcomes will be monitored using the following set of indicators:

Indicator Level	Ref. No.	Indicator Name	Source
Council Plan	CP04	Economic growth rate – gross valued added (GVA) of Craven District	Yorkshire Forward
Council Plan	CP05	Number of businesses in Craven District	Annual Business Inquiry (ABI)
Council Plan	CP06	Number of people employed in businesses in Craven District	Annual Business Inquiry (ABI)
Council Plan	NI171	Number of VAT registrations	ONS: Business Demography
Service	EDS01	Unemployment – Job Seekers Allowance (JSA) claimant rate	NOMIS
Service	EDS02	Average earnings of employees in Craven District	Annual Survey of Hours and Earnings
Service	EDS03	Number of new business formations	BankSearch Information Consultancy
Service	EDS04	One-year business survival rate	Office of National Statistics (ONS)
Service	EDS05	Three-year business survival rate	Office of National Statistics (ONS)
Service	EDS06	Percentage of vacant retail premises	Economic Development Unit
Service	EDS07	Number of people using services provided by the District's Tourist Information Centre network	Economic Development Unit
Service	EDS08	Adult skill levels - percentage of 16 to 64 year olds with no qualifications	Office of National Statistics (ONS)

The above indicators may be affected by policy development and changes to service delivery within local and central government, and therefore, may need to be revised as the Strategy progresses.

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