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# INGLETON TOWN CENTRE HEALTH CHECK

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## Ingleton Town Centre Health Check

This town centre health check provides a snapshot of the current health of Ingleton town centre. The assessment of town centre health is based on the indicators set out in National Planning Policy Guidance (NPPG) (Paragraph: 005 Reference ID: 2b-005-20140306) and the National Planning Policy Framework (NPPF) requirement for local planning authorities to assess and plan to meet the needs of main town centre uses in full. It is supported by primary research comprising:

- Site visit to the retail centre;
- Business owner surveys; and
- In-street customer surveys.

The primary information collected is summarised in this document and full raw data sets are included as technical appendices to the associated 2015 Retail and Leisure Study (the 2015 Study). The findings are presented in an Infographic, with further analysis, commentary, photographs and an updated land use plan given in the pages that follow.

The purpose of the health check is to form part of a robust retail evidence base to aid Local Plan preparation

The Ingleton Health Check is based on the Core Retail Area, as defined in the adopted Craven Local Plan (1999). Additionally, some units outside of this area are included in the survey where it is deemed appropriate to now include them as part of the main retail area. NLP undertook its health check site visit on Tuesday 16 June 2015 between 11:30am and 1:00pm.

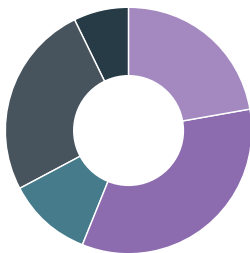
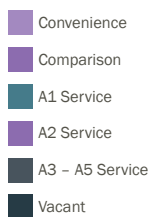




# Ingleton Town Centre Health Check

## Key Indicators

### 01 DIVERSITY OF USES



- Very high proportion of A3 – A5 services
- Complete absence of financial and professional services
- Proportion of A1 service units and comparison goods stores is close to the national average

A1: Shops - A2: Financial & Professional Services - A3: Food & Drink - A4: Drinking Establishments - A5: Hot Food Takeaway

### 02 PROPORTION OF VACANT STREET LEVEL PROPERTY



**7.41%** Ingleton

**11.84%** National Average

### 03 CUSTOMERS' VIEWS AND BEHAVIOUR



- High proportion of people visit Ingleton for leisure and tourism
- 40% of customers surveyed intended to spend over three hours in Ingleton
- Customers like the quality of the shops on offer, but consider the range of both food and non-food outlets to be poor

### 04 RETAILER REPRESENTATION AND INTENTIONS TO CHANGE REPRESENTATION

- Co-operative Food the only national multiple in the centre
- Remainder of the stores are independents, and include gift shops, outdoor/climbing supplies and a garden centre, as well as food outlets and cafes/restaurants
- 25% of respondents to the Business Survey plan to re-fit, extend or improve their premises and one business owner is looking to relocate to new premises outside the local area (representing 8% of total respondents)

### 05 COMMERCIAL RENTS



- Demand for retail units is often seasonally dependent
- **No reliable data on average rents available**

### 06 ACCESSIBILITY



- Bus services connect Ingleton with Kirkby Lonsdale and Skipton, but there is less than one service per hour during the afternoon
- The majority of people who answered the in-street survey in Ingleton had walked into the retail centre (42.5%), whilst 40% had arrived by car
- Of those that had driven, half had parked in a free on-street parking space, with the remainder parking at either the Community Centre car park, at the Three Horseshoes, the Waterfalls car park or the Craven Heifer

### 07 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME



- No signs of graffiti, vandalism or antisocial behaviour observed
- 100% of customers surveyed felt safe walking around Ingleton during the day
- There was little appetite or need in the views of customers for increasing police patrols or the use of CCTV to improve the feeling of safety

### 08 STATE OF TOWN CENTRE ENVIRONMENTAL QUALITY



- The viaduct and St Mary's Church create an enticing entrance to the Core Retail Area
- Street furniture is old and worn in parts but does not overly detract from the environmental quality of the centre
- Customers surveyed showed an appreciation for the landscaping/planting in the centre and the shopping environment in general

## INGLETON OVERVIEW

Ingleton is the north-western most village in the Craven District, some 37km north-west of Skipton and has a population of approximately 2,210<sup>1</sup>. The village centre is small, yet the remainder of the village has a low density layout which borders the A65 at the south and spreads northwards through residential streets interspersed with green spaces towards the village centre.

The retail centre is compact and is focussed around Main Street and The Square. The centre of the village is attractive, as is the surrounding landscape which is characterised by

the viaduct across the River Greta and the surrounding hills which include Ingleborough, one of Yorkshire's 'Three Peaks'. The village is at the heart of a the Yorkshire Dales tourist industry and visitors also use the village as a base to visit other attractions in the area including the Ingleton Waterfalls Trail and walking routes in the national park.

## DIVERSITY OF USES AND PROPORTION OF VACANT STREET LEVEL PROPERTY

### Diversity of Uses

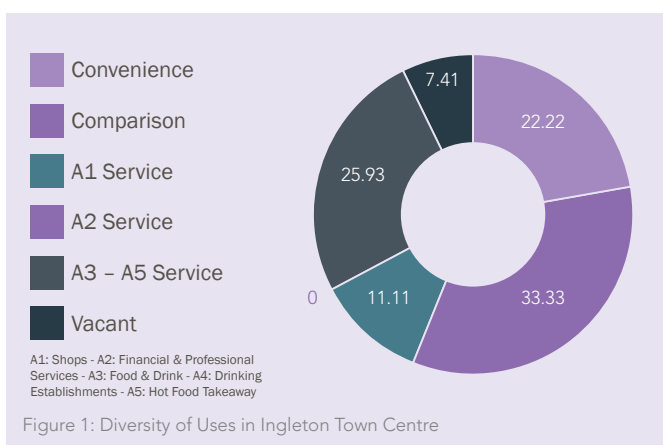
Information gathered during the retail centre health check shows that the diversity of uses within Ingleton differs markedly from the national average. Notwithstanding the size of the centre, which may skew the results, it is clear that convenience and A3 – A5 services dominate the retail area, with a complete

absence of financial and professional services. This is a reflection of the importance of the tourist trade to Ingleton, with many of the units geared specifically towards this market (i.e. Ye Olde Village Sweet Shoppe).

The proportion of A1 service units and comparison goods stores is close to the national average.

Comparing the above diversity of uses with the 2004 study shows a broadly similar set of results, with maximum variations in the proportions of uses in the region of 3%. It should be noted however that the 2004 study was based on a wider survey area and therefore includes a higher overall number of units.

There are a number of residential dwellings within the Core Retail Area which dilute the centre's retail offer, although they do not harm the integrity of its function.



Use Category	Number of units	Percentage of units in Town Centre	National Average*
Convenience	6	22.22	8.40
Comparison	9	33.33	35.77
A1 Service	3	11.11	12.33
A2 Service	0	0	10.75
A3 – A5 Service	7	25.93	19.38
Vacant	2	7.41	11.84

Table 1: Diversity of Uses in Ingleton Town Centre

Source: NLP / Experian GOAD (2015)

\*National Average as provided by GOAD (June 2015).



Figure 2: Mixed use buildings, Thacking Lane



## Proportion of Vacant Street Level Property

The vacancy rate in Ingleton is low. Two vacant units were recorded within the Core Retail Area, representing 7.41% of the total number of units compared to a national average vacancy rate of 11.84%.

Both of the vacant units are located on the western side of Main Street, one of which is the former Barclays Bank (see Figure 3). At the time of the Barclays closure it was reported that customer usage had declined by 40 per cent in preceding years and more than 75 per cent of customers regularly used alternative branches (Craven Herald, 11th December 2014).

Due to the small size of the retail centre, it is difficult to draw clear conclusions regarding the distribution of vacant units. However, it is not considered that the peripheral location of the units within the retail area is a determining factor in voids, given that vacancies are located within the main square.



Figure 3: Former Barclays Bank

# RETAILER REPRESENTATION AND COMMERCIAL RENTS

## Retailer Representation and Intentions to Change Representation

The Core Retail Area of Ingleton does not contain any of the 31 ‘major retailers’ identified by GOAD<sup>2</sup>, although there is a Co-operative Food store within the centre. The remainder of the stores are independents, and include gift shops, outdoor/ climbing supplies and a garden centre.

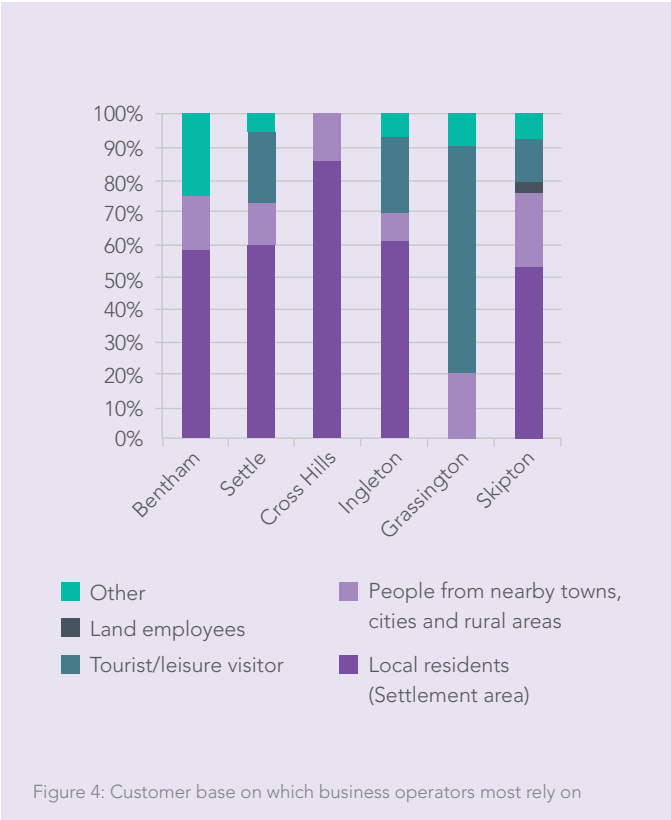


Figure 4: Customer base on which business operators most rely on

60% of business operators rely mostly on local residents, and the general customer base (based on the results of our business survey) is most akin to that of Settle (see Figure 4). The majority of business owners who replied to the business survey have been operating for fewer than five years.



Figure 5: Main Street

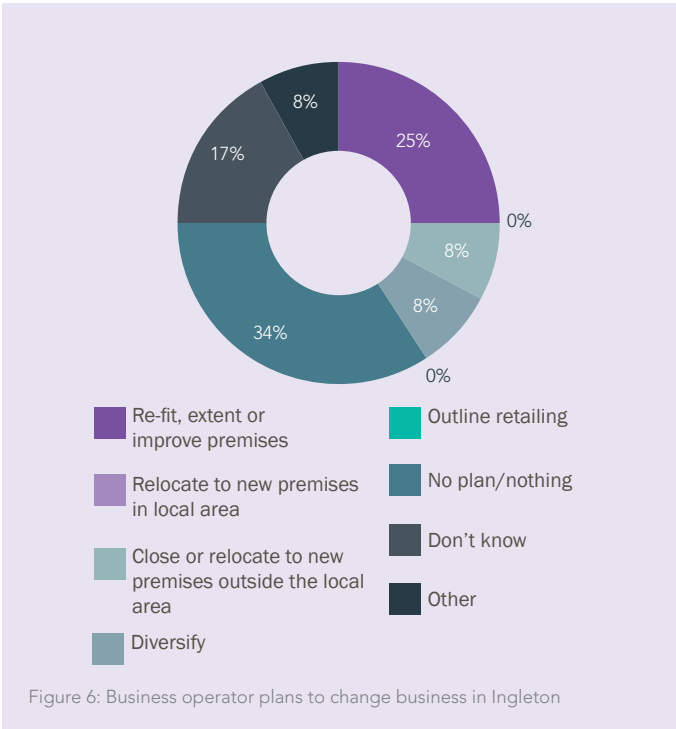


Figure 6: Business operator plans to change business in Ingleton

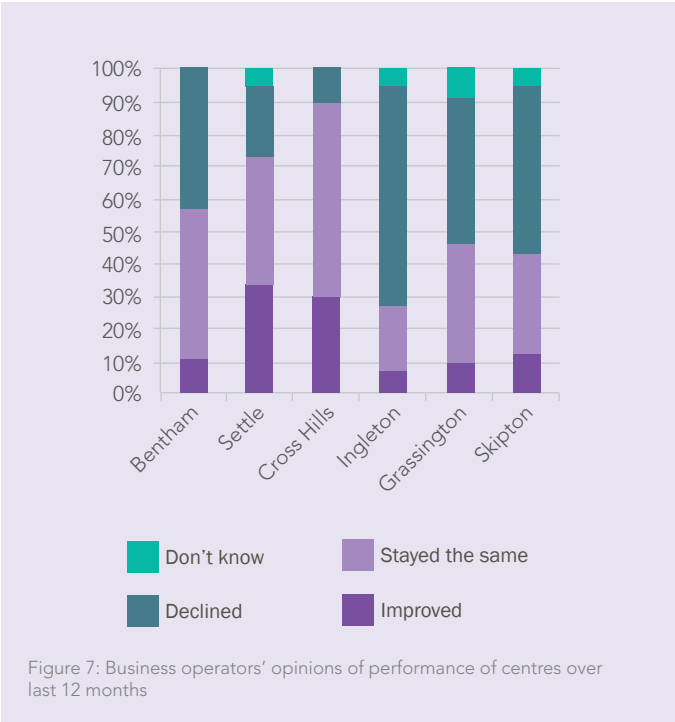
Based on the results of the business survey, Ingleton has the highest proportion of business owners who are looking to relocate to new premises outside the local area (8%), although it should be noted that this is based on a small sample size of respondents. A further 8% of respondents stated that they intend to diversify their business, whilst 25% plan to re-fit, extend or improve their premises.

## Commercial Rents

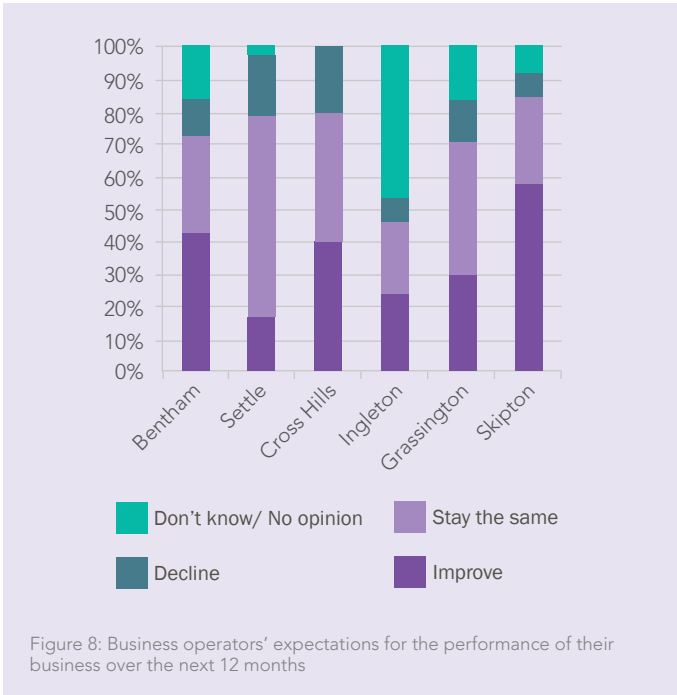
Discussions with local agents have indicated that within Ingleton (and other settlements in the north-western portion of the District), the enquires agents receive are more seasonally dependent than in Skipton to the south-east. For instance, more shops are occupied temporarily as tourist-related uses. There is not any reliable data available in respect of average rental levels.

## Business Operator’s Perceptions of Centre

As part of the town centre business surveys, business operators were asked to provide their opinions on the state of the retail centre in which they operate, as well as the performance of their own business.



Ingleton has the highest proportion of business operators who feel that the centre in which they operate has declined over the last 12 months (64%). Analysis of the suggested measures to improve the centre indicates that one of the reasons for this negative view may be the closure of the bank and post office within the centre. More flexible car parking was also cited as a measure for improvement.



The results of the business survey show an apparent amount of uncertainty regarding the future performance of businesses in Ingleton (see Figure 8). This may be due to the unknown impact that the closure of the bank and post office will have.

The centres which are considered to be the biggest competition to business operators in Ingleton are (the centre which is considered to be the biggest competition is listed first):

1. Settle
2. Kirkby Lonsdale
3. Lancaster

The results of the household survey (see main report and accompanying appendices) show that, in terms of comparison shopping, the majority of comparison expenditure drawn away from Ingleton is spent in Kendal and Lancaster.

## ACCESSIBILITY

There are two main car parks within Ingleton – the Community Centre car park which includes space for coaches, and the Backgate car park which is essentially an overspill from the community centre. Parking charges don't apply between 6pm and 9am. The overnight ticket allows parking between 4pm & 10am.

Free on-street parking is available on Bank Top, Main Street, Seed Hill and High Street which is limited to one hour with no return within two hours.



Figure 9: Parking Restrictions

Bus services connect Ingleton with Kirkby Lonsdale, Skipton and Lancaster, but the frequency is less than one service per hour during the afternoon. There is no railway station serving Ingleton.

The level of traffic was low at the time of the site visit. Parking restrictions are enforced on The Square.

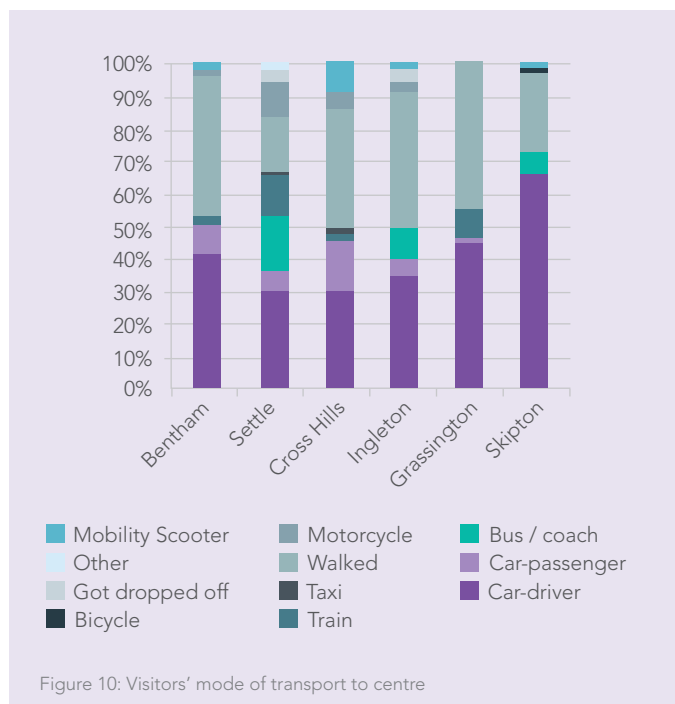


Figure 10: Visitors' mode of transport to centre

The greatest proportion of people who answered the in-street survey in Ingleton had walked into the retail centre (42.5%), whilst 40% had arrived by car, either driving themselves or as a passenger. 10% arrived by bus/coach.

Of those that had driven, half had parked in a free on-street parking space, with the remainder parking at either the Community Centre car park, at the Three Horseshoes, the Waterfalls car park or the Craven Heifer.

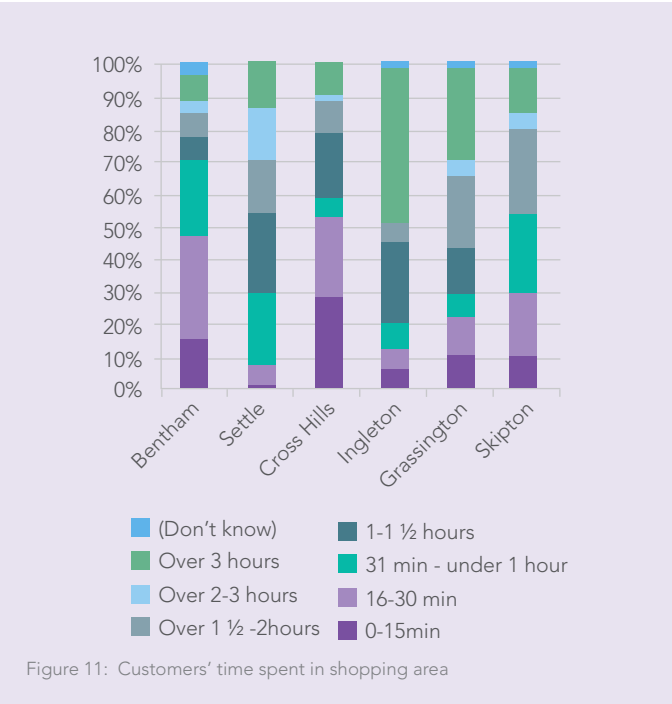
Most respondents to the survey felt that Ingleton compared favourably to other towns they visit in terms of accessibility by car, availability and charging for car parking and traffic congestion. However, 17.5% of respondents felt that Ingleton was less accessible by public transport than other towns they visit (40% didn't know, suggesting a potentially high proportion of one-off tourist visitors).



# CUSTOMERS' VIEWS AND BEHAVIOUR, AND PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

## Customers' Views and Behaviour

The results of the in-street survey show that 50% of participants were in Ingleton for leisure or tourism, although it should be noted that the '40's Weekend' was taking place at the time of the survey. Only 12.5% of participants stated that the main reason for visiting was to shop, however over half of those who were not in Ingleton primarily for shopping intended to do some shopping whilst they were there.

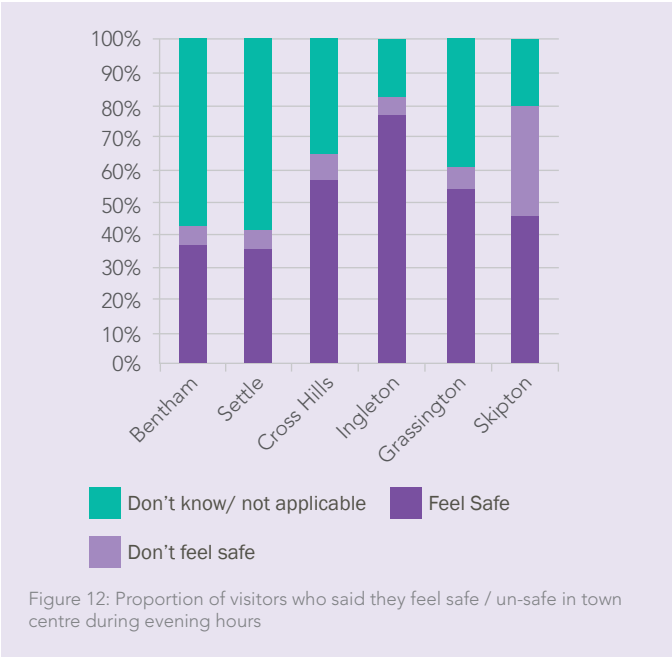


40% of customers surveyed intended to spend over three hours in Ingleton. This is a long period of time compared to other centres in Craven, but again may be a reflection of the 40's Weekend with people spending more time visiting leisure facilities than would be expected on a typical day.

Whilst customers felt the quality of both the food and non-food shops in the centre compared well to other towns and centres they visit, range of shops is considered to be poor. 35% of those surveyed felt that the range of food shops was either quite poor or very poor, and the same proportion of people also felt that the range of non-food shops was either quite poor or very poor (although more answered 'very poor' on the range of non-food shops). 15% of people surveyed suggested they would like to see improvements made to the market and 17.5% suggested that the range of local/speciality retailers should be increased. Daytime and evening leisure facilities were generally deemed to be good.

## Perception of Safety and Occurrence of Crime

During the site visit no signs of graffiti, vandalism or anti-social behaviour were observed. The retail centre has a very welcoming atmosphere and feels very safe.



100% of customers surveyed felt safe walking around Ingleton during the day. 77.5% also felt safe during the evening – the highest proportion out of the six centres considered in this Study (17.5% answered that they did not know/not applicable – these may well be day visitors to the centre/tourists). Most people answered that they felt safer now than they did 12 months ago. There was little appetite for increasing police patrols or the use of CCTV to improve the feeling of safety.

## State of Town Centre Environmental Quality

Ingleton is considered to be a very attractive centre which benefits from an enviable position on the edge of a valley at the foot of the Yorkshire Dales National Park. The viaduct and St Mary's Church create an enticing entrance to the Core Retail Area, which has a traditional compact layout with narrow streets which add to its character.

The majority of the buildings are well maintained and many include flower boxes which enhance the street scene. Street furniture is old and worn in parts but does not overly detract from the environmental quality of the centre.

Due to the historic layout of the centre, footpaths are narrow or non-existent on some sections of Main Street.

The majority of participants in the in-street survey said that they thought the attractiveness of the built environment was either quite good or very good compared to other retail centres they visit. People also showed an appreciation for the landscaping/planting in the centre and the shopping environment in general.



Figure 13: Approach into Core Retail Area along Main Street

# DIGITAL HEALTH

Data from Ofcom suggests that it is very unlikely that people in the town centre would currently be able to access 4G mobile data services. There is one Wi-Fi hotspot in the Ingelton Ex-Servicemens Club (based on a search on thecloud.net), but it is unlikely that customers would use this service at the same time as shopping in the town centre.

There is no post office and no CollectPlus centre in the town, which limits opportunities for convenient online shopping for local residents. The Community Centre, which is located to the south of the core retail area, could act in the future as retail hub and online collection point for local residents, in line with the recommendations of the Grimsey Review<sup>3</sup>.





## FOOTNOTES

**1**

Population estimate for 2013 as at 30th June 2012, Office for National Statistics

**2**

It should be noted that whilst the GOAD list of 31 major retailers is a helpful indicator of the presence of established high street multiples in a centre, the list has not been updated for a number of years. The list still includes Phones 4 U, which ceased operations in September 2014, and HMV which only has a handful of stores in its new guise. The full list can be viewed within the appendices of the 2015 Retail Study.

**3**

The Grimsey Review (2013) recommends that local authorities seek opportunities to transform libraries and leisure centres into community hubs, which function as collection points for online shopping.





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