Nathaniel Lichfield & Partners
Planning. Design. Economics.

RETAIL AND LEISURE STUDY 2016 TO 2032

Craven District Council

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1.0 Introduction

1.1 Craven District Council (the Council) commissioned Nathaniel Lichfield & Partners (NLP) to prepare a district-wide retail and leisure study (the Study). The Study is required to provide a robust evidence base which will inform retail and town centre policy within a new Local Plan for the District.

1.2 The Study comprises a series of separate reports. This report assesses the current convenience and comparison retail and leisure offer across the District and current shopping patterns. It quantifies the need for new floorspace over the Local Plan period and considers the need to plan for new commercial leisure floorspace. It is undertaken having regard to the requirements set out in the National Planning Policy Framework (the NPPF) and the Planning Practice Guidance. This Study replaces the previous Retail Analysis and Town Centre Health Checks completed in 2004 (referred to hereafter as the 2004 study)..

1.3 Six Town Centre Health Checks are completed for Bentham, Cross Hills Grassington, Ingleton, Settle and Skipton, with each written as a standalone report. These Health Checks updates the existing evidence base, replacing those completed in 2004. Each health check includes a health Infographic providing key facts on vitality and viability, customer views and behaviour and views of local businesses, and provides up to date information on diversity of uses in each centre.

1.4 NLP refers to the previous retail evidence base work as the 2004 study. The component reports of this 2015 Study collectively:

1. assess retail patterns and expenditure ‘leakage’ and quantify the performance of centres/destinations;
2. assess the future need and capacity for retail floorspace in the District over the period to 2032;
3. consider whether current retail provision is meeting the demands of residents and visitors and whether there is a need to increase competition and/or influence the mix of retail and other uses;
4. advises on how any identified quantitative and qualitative need for new convenience and comparison retail floorspace might be best met over the period to 2032;
5. advise on potential threats to the future retail health of the defined centres;
6. include a desk-based analysis of existing commercial leisure provision and assess potential future requirements;
7. compare commercial leisure provision in Craven with provision in other administrative areas that have the potential to divert leisure spending away from the District; and
8. provide comparison with the findings of the other studies charting performance of town centres. Little comparison is made to the 2004

study though as methodological differences limit the ability to make a robust comparison.

2.0 Craven District: Retail Trends

Assessment in Context with National Trends

2.1 The centres in Craven District have a strong independent retail offer, but this does not make the District immune to the national retail trends. This is particularly so given a trend towards a reduced number of high-street brands under the control of increasingly dominant multiples. Understanding national retail trends is important to understanding the likely future health of centres in Craven, as is recognising the strength of independents and the more recent resurgence in this sector helped by relaxed controls on change of use and the ability to switch between uses on a temporary basis. The Craven Herald opening a pop-up shop under its High Street office, to sell souvenirs in connection with the Yorkshire leg of the 2014 Tour de France, is illustrative of the way in which temporary town centre uses are breathing new life into the independent sector and the health of centres.

2.2 The economic downturn of the past decade resulted in a number of high-profile high street casualties, with across the board impact on retail centres. The picture is not entirely gloomy though as new retailers have entered the marketplace and some existing retailers have expanded portfolios. Across smaller centres and more rural areas local businesses and independents have experienced resurgence; often filling voids left by departed national multiples. The former Woolworths store on Caroline Square in Skipton is occupied by the Yorkshire Trading Company, Past Times' former unit in Craven Court is occupied by Joules and Sports Direct occupies a former Co-Operative store on Swadford Street. Despite the closure of the Barratts business, it has returned to the high street in its Stylo Barratts guise and continues to trade from High Street in Skipton.

2.3 Foodstore operators are in a period of consolidation and demand from traditional retail warehouse operators is also reduced. Whilst developers and investors have abandoned many town centre schemes, the development of Albion Place in Skipton demonstrates that new floorspace in healthy town centres is coming forward; the attraction of Next and Cotswold points to Albion Place providing the type of retail floorspace required for Skipton to be a strong draw amongst national multiples.

Expenditure Growth

2.4 Assessing future expenditure levels needs the Study to take into account the effects of the economic downturn and the slow rate of recovery, particularly in the short term. Careful consideration is needed to establish the appropriate level of expenditure growth to be adopted over the Local Plan period. This study takes a long term view for the plan period recognising the cyclical nature of expenditure growth. Trends in population growth, home shopping/internet sales and growth in turnover efficiency also need to be carefully considered and a balanced approach taken.

2.5 Historic retail trends indicate that expenditure grows consistently in real terms, generally following a cyclical growth trend. Whilst the rate of change varies by area, Craven District mirrors the underlying trend which shows consistent growth that is expected to continue in the future.

2.6 The recent economic downturn led to negative growth at its deepest point and a recent trend of limited growth is expected to continue in the short term ahead of upturn and recovery as part of that cyclical process. In the past, expenditure growth fuelled growth in retail floorspace, including major development outside of traditional town centres such as the foodstores at the edge of Skipton town centre. The economic downturn slowed growth considerably and a return to previous levels of growth is unlikely to be achieved, at least in the short term. However, the underlying trend over the medium and long term is expected to lead to a need for additional convenience and comparison retail floorspace. A shift to local/independent business having an increasingly important role in driving this is illustrated by Keelham Farm Shop opening at Gargrave Road in Skipton. NLP anticipates that national trends will continue to be mirrored in Craven District, where population and retail expenditure is expected to continue growing year-on-year.

New Forms of Retailing

2.7 New forms of retailing have emerged in recent years as an alternative to more traditional high-street shopping. Home/electronic shopping has expanded considerably with increasing growth in the use of personal computers/tablets/mobile phones and the internet. Smart phone technology, Apps, QR (Quick Response) codes, internet-connected glasses, multi-channelling and other technological advances are set to increase the proportion of shopping transactions undertaken remotely, subject to areas being equipped to support the digital retail economy. The fact that rural areas are typically behind the curve of a growth in the digital retail economy (due to the logistical difficulties of providing fast internet services and demographics) means that there is likely to be a lag in any impact on Craven District. Once the infrastructure is in place and on-line shopping captures a greater share of the local market, it is likely that this will introduce new challenges to retailers (and particularly the independent sector in Craven) and a renewed necessity to monitor and manage town centre health.

2.8 On-line shopping has the potential to be a significant threat to retail centres in Craven as it removes the previous barrier to competition of having to travel to physical stores in higher order centres to reach alternative outlets. That said, there are also potential positive benefits of new forms of retailing in Craven. Many retailers are relocating from higher rental value premises in higher order centres across the regional/sub-regional hierarchy to lower rental value premises (often in lower order centres) as the need to have a high street presence is for some inversely proportional to the proportion of sales completed on-line. Such trends are likely to see retailers occupying units in business/enterprise park locations but also in smaller/lower order centres where there is both a captive local market (tourist areas have the potential to benefit particularly) and the digital infrastructure necessary for a base serving an on-line business. This could open up the potential for the likes of Bentham, Cross Hills, Grassington, Ingleton and Settle to attract businesses that would previously not have considered locating in a centre of that size.

2.9 The latest available data suggests on-line shopping remains a limited proportion of total retail expenditure but is growing; the proportion of convenience retail shopping on line is still limited albeit e-shopping has gained a considerable stronghold in the comparison retail sector. Recent trends suggest continued strong growth in this sector, albeit there is still uncertainty about its longer-term prospects and the potential effects on the high street. Experian Retail Planner Briefing Note 12.1 (October 2014) states:

'There were 52.7 million internet users in the UK (representing 84.1% of the population) in mid-year 2012 according to Internet World Stats. So growth of the internet user base will be less of a driver than in the past decade. But growth momentum will be sustained as new technology such as browsing and purchasing through mobile phones and the development of interactive TV shopping boost internet retailing'.

2.10 This study makes an allowance for future growth in e-tailing based on Experian projections. Given that internet shopping is likely to continue increasing in proportional terms, despite uncertainties over the nature and magnitude of growth, this assessment adopts relatively cautious growth projections for retail expenditure in terms of its generation of need for the provision of new physical retail floorspace.

Retail Operators' Changing Formats

2.11 Operators have responded to changing customer requirements with extended opening hours and Sunday trading adding to the vitality of centres, but perhaps less so in more local needs centres [footnote 1] where more traditional opening hours have typically remained. Government proposals to hand Sunday trading laws to local Councils are side-lined at least for time being, but could provide the opportunity for less restriction on trading practices amongst larger stores. In Skipton, stores at Albion Place would meet the criteria for extended hours if the Council chose to exercise any future powers afforded in this regard.

2.12 Major food operators introduced smaller store formats capable of being accommodated within town centres, and linked to petrol filling stations. The expansion of discount food operators continues and at rapid pace, building upon sustained growth in last decade. This trend is evident in administrative areas surrounding Craven District, with Aldi particularly and Lidl trading from a network of stores. Aldi in Skipton is the only example of these fascias within the District, but there is potential for those in surrounding administrative areas to have an effect on shopping patterns with Craven.

[1] Local needs centres are those meeting day-to-day shopping needs and not bulk food or high-ticket-value comparison retail purchases

2.13 The bulky goods retail warehouse sector has rationalised and operators have scaled down store sizes, amidst a climate of mergers and failures. Other traditional high street retailers, including Boots and TK Maxx, have sought large out-of-centre stores. The charity shop sector has grown steadily over the past 20 years and there is no sign that this trend will halt. The discount comparison retail sector has also grown significantly in recent years with major expansion from the likes of B&M Bargains, Family Bargains, Home Bargains, Poundland, Poundstretcher and Quality Save, first in-centre and now increasingly on retail parks. There are B&M and Poundland stores in Skipton and the desire amongst these retailers for larger format stores is an important consideration in planning for future comparison retail floorspace in the District.

2.14 The economic downturn has had, and is likely to continue to have, an impact on the retail sector; a sector that failed to protect itself properly against shifting economic conditions. Within town centres, many high street multiple comparison retailers have changed their format. High street national multiples have increasingly sought larger modern shop units (over 200 sq. m) with an increasing polarisation of activity into the larger regional and sub-regional centres. Larger modern shop units are limited in Skipton and non-existent in other centres across Craven, which is a deterrent or barrier for interested operators.

2.15 Food operators have returned to town centres and in many centres the growth in the charity and discount sectors has led to a reoccupation of vacant floorspace. Short term, the pop-up shop and permissive temporary change of use has the potential to reduce vacancy rates and increase footfall and can be a particularly effective way of encouraging occupation in more rural, smaller scale centres. Longer term, retail to residential permitted development rights and a single town centre use class are initiatives which could bring about further change in the character of the centres in Craven District.

3.0 Introduction to Centres in Craven District

The District and Sub-Region

3.1 Craven District is within North Yorkshire and a significant proportion of the District is within the Yorkshire Dales National Park. The route of the A65, which links West Yorkshire with Cumbria and Lancashire, is broadly the dividing line between: the area to the south for which Craven District is the planning authority; and the area to the north for which the Yorkshire Dales National Park Authority has responsibility.

3.2 Skipton in the south-east of the District is the principal town and home to a quarter of the Craven population. Over 50% of the District population lives within a small part of south Craven, in the area that comprises Skipton, Cross Hills and parts of the Aire Valley.

3.3 South of Skipton, on the boundary with the Bradford area and midway between Skipton and Keighley, is Cross Hills. Bradford, Halifax and Leeds are south-east of Keighley. Settle is located in mid Craven around 15 miles north of Skipton and is a service centre for residents and visitors to the Yorkshire Dales National Park. Ingleton and Bentham lie in the far north west of the District, close to the boundary of Lancaster and South Lakeland. Beyond the western boundary of Craven lies Pendle in Lancashire (Colne and Nelson), and Burnley further west.

3.4 Grassington is to the north of Skipton and within the National Park but part of the Craven administrative area. North of this is Richmondshire districts and its principal towns of Richmond, whilst Harrogate District and the towns of Harrogate and Ripon are to the east of Craven District.

3.5 The Local Plan (1999) comments that external to the District (and influential to shopping patterns) are the regional and sub-regional centres of Leeds, Bradford, Manchester, Lancaster, Burnley and Keighley. It states that these centres offer a comprehensive range of goods and services, often in direct competition with Skipton. The relative strength of retail centres outside of Craven has increased since 1999.

3.6 As is evidenced and discussed in the accompanying town centre health checks, it is clear that the external influences identified in the Local Plan (1999) are an important factor in planning for the future of centres within Craven.

3.7 The attraction of the large conurbations to the south-east of Skipton, and also the pull of Skipton itself, is likely to have an influence on shopping patterns in neighbouring authority areas. Similarly, the smaller centres in the north and west of Craven are likely to be affected by the towns and cities in the Lancaster and South Lakeland administrative areas, particularly as a result of their provision of larger format convenience stores. The infrequent public transport links between the north and south of the District may also further polarise shopping allegiances.

Skipton: Primary Retailing and Commercial Centre

3.8 Skipton is the largest town in the District. The adopted Craven Local Plan (1999) identifies Skipton as the primary retailing and commercial centre. The market town is the administrative centre of for Craven and has a good retail offer, with a mix of national multiples and local independent stores.

3.9 The 2004 study concludes that Skipton is a healthy and vibrant town which provides essential food and non-food shopping facilities for its residents and those located within a relatively large catchment area. The 2004 study identified it as a centre for leisure activity, both in terms of evening entertainment, and tourism/day trips for a broad area beyond Craven.

3.10 The key weakness identified in the 2004 study is a lack of shop units to accommodate the demands of larger format retailer stores, with the redevelopment of the main High Street car park identified as an opportunity. This was realised in April 2014 when Albion Place opened; the largest town centre development in the area in more than 20 years. The 46,000 sq. ft scheme comprises eight units, with tenants including Next, Pizza Express, Cotswold Outdoor, Cotton Traders and Dawsons Department Store. The number of national multiples attracted to Albion Place suggests that the development has met in part the barrier to attraction identified in the 2004 study.

3.11 Planning permission is granted for the redevelopment of the former Guyson International site on Keighley Road, following the signing of a S106 Agreement in September 2015. The proposed retail development would comprise 4 units with a combined gross floor area of 4,240 sq. m (gross). Retailers that it is intended will occupy the out-of-centre Guyson site suggests that there is still limitations to the attractiveness of the stock in the town centre and further encouragement is needed for reinvigoration of the town centre to meet retailer requirements.

3.12 Diversity and a mix of independent and national multiple retailers are important to the resilience of Skipton and the other town centres in the District.

Cross Hills and Settle: Secondary Retailing and Commercial Centres

3.13 Cross Hills and Settle have in the past been considered to be the secondary retailing and commercial centres in Craven. The 2004 study concludes that Settle benefits from a wide range of services and a retail offer that serves the day to day needs of residents. The town was identified as trading well, capturing expenditure from the wider area and tourists from further afield, but requiring enhancement to ensure its sustainability.

3.14 In contrast with its position on Settle, the 2004 study identifies Cross Hills as a smaller centre that serves its local community well in terms of top-up shopping and caters for basic everyday comparison needs, but that it is unlikely to sustain its current format over time. Cross Hills caters for the everyday comparison needs of local residents of South Craven.

Ingleton and Bentham: Service Settlements

3.15 The 2004 study identifies Ingleton and Bentham as service settlements within the District which have an identifiable core retailing area. It concludes that Ingleton is a healthy centre that benefits considerably from tourism, but without this would have a limited retail and service offer for residents. Conversely, the 2004 study identifies Bentham as a centre that provides a valuable service role for its residents and the surrounding area. Neither Ingleton nor Bentham is identified as likely to expand in terms of retail offer.

3.16 Ingleton is limited to small primarily independent shops offering both services and goods to the north sub area and national park communities as well as niche /tourist shopping. Bentham is described as having a compact local convenience retail and independent comparison retail offer.

Grassington

3.17 Grassington is a small commercial centre located approximately 10 miles to the north of Skipton and a similar distance to the east of Settle. Grassington town centre offers a mix of shops and services that serve a wide and sparsely populated rural hinterland including an extensive area of the Yorkshire Dales National Park. The majority of the retail units are situated on Main Street and The Square. Whilst many of the shops cater for visitors to the area, local services, including a bank and post office, are also present.

Distribution of Retail Centres

3.18 **Appendix 1** illustrates the distribution of centres across the District. There are not any other defined centres, but the adopted Local Plan states that the Council aims to support and encourage the retention and establishment of village and corner shops.

4.0 Summary of Town Centre Health and Customer and Business Surveys

Introduction

4.1 This section of the Study summarises the reporting of town centre health and shopper and trader perceptions across the District in 2015, which is provided in detail by the six standalone health check reports. This is based upon NLP surveys of town centre health and the responses to the in-street customer and town centre business surveys undertaken in June and July 2015.

4.2 Two schedules of responses to the two surveys undertaken are included at **Appendix 2** (in-street surveys) and **Appendix 3** (town centre business surveys).

4.3 The assessment of town centre health is based on the indicators set out in Planning Practice 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.

4.4 In addition to the indicators set out in the NPPG, NLP was asked to consider the ‘digital health’ of centres. This refers to the ability (or potential ability) of centres to accommodate new ‘smart’ methods of shopping, with an increased focus on using technology to improve shopping experience.

4.5 The recommendations contained within the Digital High Street Report 2020 (Digital High Street Advisory Board, 2015) and the Grimsey Review (2013) are used as a basis for assessing centres’ ‘digital health’.

4.6 The Digital High Street Report 2020 comments on the need for high streets to have good public Wi-Fi access, as well as high speed mobile data coverage (4G). Digital/mobile technology is ever-changing and 5G, with its capacity to link personal and public computer enable devices and equipment, is potentially only five years away. The Grimsey Review considers the transformation of libraries and leisure centres into community hubs, which function as collection points for online shopping. The six centres in the Study have therefore been assessed based on their 4G (EE network) and public open Wi-Fi coverage (via The Cloud), and their provision of click and collect points.

4.7 EE and The Cloud have been selected as they are the largest providers of mobile 4G network coverage and high street Wi-Fi respectively in the UK.

New Empirical Research

In-Street Surveys

4.8 In-street surveys were carried out by NEMS market research during June and July 2015. 385 surveys were carried out in total, and the breakdown of surveys by settlement is shown in Table 4.1. The intention that NEMS would complete 50 in-street surveys in Cross Hills and Ingleton was ambitious, and ultimately proved not possible due to low footfall.

Table 4.1 Distribution of In-Street Surveys by Settlement

Settlement	Number of In-Street Surveys
Bentham	50
Cross Hills	45
Grassington	50
Ingleton	40
Settle	100
Skipton	100
TOTAL	**385**

4.9 The surveys were carried out over multiple days in each settlement and at different hours of the day, and included at least one week day and one weekend day per settlement. This allowed for the best chance of achieving a representative sample of the residents and visitors.

4.10 Different interview location points in each centre were selected to avoid bias, i.e. to ensure that not all interviews are conducted at a single location (e.g. bus station, certain shops) which could influence the answers recorded.

4.11 The in-street surveys undertaken (**Appendix 2**) provide a broad understanding of retail and leisure patterns but should be treated with some caution and given appropriate weight in plan making and the determination of planning applications due to their snapshot nature and the fact that a mix of local residents and tourists contributed to the survey. The validity of the survey results is enhanced by extending survey times to include weekends and during the evening, as this gives a better understanding of shopping and leisure activities and trends.

4.12 The six companion reports use the findings from the in-street surveys to assist in assessing the health of centres.

Business Surveys

4.13 Business Surveys were hand delivered by NLP during June 2015 to commercial businesses in each of the six settlements covered by the Study. Surveys were delivered to Class A1 retail outlets, Class A2 financial and professional services, Class A3 to A5 outlets, and any other businesses to which a member of the public can visit without the need for a prior appointment ("walk-in businesses").

4.14 Surveys were distributed within the core retail areas of Ingleton, High Bentham, Cross Hills and Grassington, as shown on the Craven UDP Proposals Map. Experian GOAD plans were used to define the retail centres of Skipton and Settle as the core retail areas in these settlements do not include some important retail areas or new retail developments, such as Albion Place in Skipton. Table 4.2 shows the distribution of surveys by settlement and the number of responses received.

4.15 The surveys asked business owners/occupiers questions on the operation and performance of their business and for their views on the retail, leisure and town centre issues in the settlements in which their business is located. An example survey is included at **Appendix 3**.

Table 4.2 Distribution of Business Surveys by Settlement

Settlement	Number of Surveys Issued	Number of Responses Received	Response Rate
Bentham	31	17	55%
Cross Hills	31	10	32%
Grassington	40	21	53%
Ingleton	24	14	58%
Settle	91	45	49%
Skipton	276	102	37%
TOTAL	**493**	**209**	**42%**

4.16 Respondents were provided with a prepaid envelope addressed to Craven District Council and the questionnaire instructions allowed respondents just over one week to complete and return the survey. 42% of businesses issued with a survey responded, which is a high response rate when compared with surveys in other administrative areas and enables robust analysis due to the number of responses received. The principal findings of this research are also reported in the six companion health check reports.

Pedestrian Counts

4.17 NEMS market research carried out pedestrian counts in Skipton and Settle during June 2015. The surveys were carried out at 14 locations within Skipton and 12 within Settle. The locations for the counts were consistent with those used during the 2004 study but included three additional locations in Skipton and one additional location in Settle. A plan showing the locations in each settlement is included at **Appendix 4**.

4.18 Counts took place on both weekdays and weekends, and both settlements were surveyed on both market and non-market days with the objective of obtaining a non-biased understanding of the footfall within the towns throughout the week. The counts were carried out between 10:00am and 4:00pm (weekdays and Saturday) as well as between 4:00pm and 8:00pm on a Saturday to measure the impact of the evening economy.

4.19 The companion health check reports provide details of pedestrian flow patterns across the six centres.

Analysis by Centre

Skipton

Town Centre Health Check

4.20 Skipton town centre has an above average provision of both convenience and comparison retail units and the number of service uses is close to the national average. Skipton has a strong comparison retail sector. Provision of Class A2 services is below the national average.

4.21 Vacancy rates in Skipton (8.5%) are below the national average (11.84%).

4.22 Parking charges are higher in Skipton than in neighbouring towns, albeit there are a number of initiatives to incentivise use of town centre car parks including the ‘Pop and Shop’ scheme that allows for 30 minutes’ parking for 20p. A key statistic is that 81% of people spend fewer than 90 minutes in the shopping area and it is considered possible that the relatively high car parking costs for stays that exceed 30 minutes could be a factor in this. Given the apparent high usage of the Tesco car park, the 90 minutes limit on parking at this location is likely to be a significant factor curtailing length of stay.

4.23 A Council Car Parking Strategy 2014-2019 provides a comparison between Skipton and neighbouring areas including Harrogate, Burnley and Lancaster and shows that Skipton has higher parking tariffs.

In-Street and Business Survey

4.24 The results of the in-street survey show that 81% of customers visit Skipton to shop for food goods only. This is the highest proportion of the six centres surveyed in the District, and is over 15% higher than the next greatest proportion (Cross Hills 64.4%). Skipton has two large supermarkets on the south-western edge of the town centre, and this is likely to contribute to the high percentage of people visiting for food goods only.

4.25 Another trend identified by the in-street surveys is the high proportion of people who travel to Skipton by car (67%). This is the highest in the District. Of those who arrive by car, the survey indicates that 92.5% park in the Tesco car park on Craven Street. It is not likely that this high a proportion of car-borne visitors choose to use the Tesco car park, given the availability of other locations and, moreover, details of parking tickets sold at Council owned car parks during the time of the survey would mean 20,500 vehicle arrivals a day if the 92.5% is correct; this is clearly significantly above the actual likely number of arrivals

4.26 Parking in the Tesco car park is free but limited to two hours, and despite the likely over-estimation regarding its attraction to visitors, this suggests a likely link between where people are choosing to park and the amount of time they spend in the centre. A greater proportion of visitors to Skipton expressed dissatisfaction with parking charges when compared with elsewhere in the District (41% rated either quite poor or very poor).

4.27 Skipton had the highest proportion of customers who said that they do not feel safe in the town centre during the evening (34%). The majority of these respondents are aged over 55. This conflicts slightly with other responses in the in street survey as no respondents suggested the centre could be made safer (through improvement) and no one suggested personal safety in the centre was poor or very poor. The responses strongly suggest that the only concern with safety comes in the evening.

4.28 The main message from traders is that rents/overheads are considered to be the greatest constraint to the operation of their businesses. This aligns with the intelligence which has been gathered from discussions held between NLP and local agents, who have advised that town centre rents can vary from £45 - £70 per sq. ft; the highest in the District by some margin.

Settle

Town Centre Health Check

4.29 Tourists account for a high proportion of activity in the town. The diversity of uses in Settle closely matches the national average in some sectors but not in the Class A3-A5 uses and comparison retail goods sectors. The relative lack of Class A3-A5 uses is surprising given the town’s role as a tourist destination and as many visitors cite leisure facilities (including restaurants/cafes) as something they intend to visit during their time in Settle.

4.30 There is a high turnover of businesses which may be a sign of a lack of confidence amongst businesses in the local economy with 7% of respondents stating that they intend to close or relocate to new premises outside of Settle.

4.31 NLP considers that parked cars within the centre of Market Place (allowed on non-market days) potentially detract from the visual quality of the space. Generally the built environment is considered attractive with historic features retained, and is kept to a high standard. 68% of respondents considered the general shopping environment to be good.

In-Street and Business Survey

4.32 Settle has the highest proportion of visitors in the District who state that tourism is their main reason for visiting the centre (45% of respondents to in-street survey). 67% of visitors stated that they intended to visit some form of leisure/entertainment facility or eat/drink whilst they were in the centre; only Grassington had a higher proportion (68%).

4.33 Despite its draw as a tourist destination, Settle fails to retain visitors into the evening. 73% of customers surveyed stated that they never visit the centre during the evening, suggesting that the majority of those who do visit for tourism/leisure do so only for day trips or daytime activities.

4.34 Looking at the results of the business survey, business owners in Settle appear to be the most concerned at the level of attention paid to their businesses by public authorities. Greater promotion/marketing of the town is seen as important to improving its prospects alongside more flexible car parking. 18% of business owners expect their business performance to decline over the next 12 months, which indicates a lack of confidence in the centre and is also likely to be related to continued uncertainty in the economy

Bentham

Town Centre Health Check

4.35 Bentham has a greater than average proportion of convenience retail businesses with almost three times the national average. This is considered reflective of the traditional nature of Bentham centre with a number of butchers, bakers and specialist food retailers present. The importance of the convenience retail offer is apparent as few people identify Bentham as a comparison retail shopping destination.

4.36 Business owners consider that a lack of business and customer parking constrains their operation and performance. There is a high vacancy rate with 16.7% of the units in the town recorded as vacant. Free on-street parking is available on Main Street but this limited to 30 minutes between 8am and 6pm Monday – Saturday. This may be the reason that most visits to the centre are found to be brief (70% stated that they would spend less than one hour in the shopping area).

In-Street and Business Survey

4.37 Bentham has a high proportion of convenience retail outlets (including independent butchers, bakers and green grocers) with the nearest large format supermarket the Booths at Kirkby Lonsdale which is located some 10 miles to the west of Bentham. This more traditional separation of provisions stores (i.e. requiring regular visits to specialist shops) is reflected in the in-street survey findings, with 32% of customers stating that they visit the centre every day for food shopping; the highest proportion in the District.

4.38 One of the key strengths of Bentham highlighted by customers is the quality of its food shops. 98% of people surveyed state that the quality of food shops is good. The second highest performing centre in this regard is Settle, where 84% stated the quality of the food shops is good when compared with other centres they visit.

4.39 A high proportion of customers stated that they didn't know how Bentham compared to other centres in terms of evening leisure facilities (38%), illustrating a limited evening economy offer.

4.40 The most commonly cited issue identified by traders as constraining the operation and performance of their business is a lack of footfall/customers. (58% of respondents to the business survey).

Cross Hills

Town Centre Health Check

4.41 In Cross Hills the proportion of convenience retail stores is double the national average whilst the proportion of comparison retail businesses is below the national average by a significant 15%.

4.42 Vacancy levels are below the national average (11.36% of units), but the scale of vacant units (in particular Dixon Target) creates long inactive frontages in the retail centre. Interestingly, of those occupying space in the centre, the majority of the businesses surveyed stated that they currently have no plans to change or diversify their businesses, or relocate to new premises elsewhere.

4.43 Cross Hills has a more run-down feel compared to other centres within Craven and much of the street furniture is in need of repair or replacement.

4.44 The findings of the health check and in-street and business surveys (discussed below) suggests that past concerns over the decline of the centre are borne out, and the centre is performing less of a town centre role than it was a decade ago.

In-Street and Business Survey

4.45 Compared to the other centres surveyed in this study, Cross Hills is deemed to be a centre which serves local needs rather than acting as a tourist destination. This assumption is borne out in the results of the in-street survey, with just under 70% of customers stating that the main influence for them visiting the centre is that it is close to home. Only Skipton recorded a higher proportion on this measure (81%). Nearly 80% of customers visit the centre at least 2-3 times per week, which is the highest proportion of multiple visits per week to a centre in the District. It can be taken from these results that Cross Hills is used as a centre for local convenience top-up shopping.

4.46 The proportion of A3 – A5 uses in Cross Hills is approximately 5% below the national average, and this is partly reflected in the results of the in-street survey, as the centre has the highest proportion of customers who stated that they never visit for leisure activities (64.4%).

4.47 In terms of accessibility, customers in Cross Hills feel that the centre compares favourably to other centres they visit in terms of its public transport provision. 53.3% answered that the accessibility by public transport is good or very good. This positive view of public transport provision is somewhat unique in the District and may be due to Cross Hills' proximity to Keighley, which means that it benefits from bus services running from Skipton to Keighley.

4.48 Of the potential issues which may be constraining the operation of their businesses, the highest proportion of respondents to the business survey in Cross Hills stated that a lack of trade/customers was most pressing (38%). It is worth noting that the market research company was only able to complete 45 in-street surveys as opposed to 50 due to a lack of footfall.

4.49 Despite the lack of footfall, 30% of business owners stated that they expect the performance of their business to improve over the next 12 months. This positive outlook was only bettered in Skipton (42%).

4.50 There is a strong indication that businesses would like greater intervention from the Council in Cross Hills, with greater promotion/marketing seen as important to improving the town. Cross Hills also had the highest proportion of businesses who stated that they would like to see more organised events taking place.

Grassington

Town Centre Health Check

4.51 There are high proportions of comparison and convenience retail stores, and Class A3-A5 service uses within Grassington compared to national averages. In the centre there are no vacant town centre premises, compared to the national average of 11.8%.

4.52 Narrow and uneven pavements may make accessibility difficult for some users. Access by public transport is poor and this was demonstrated by the preferred modes of travel to the centre; car (48%) and walking (44%).

4.53 The centre itself is considered to have a high quality built environment; buildings and shop fronts are attractive and there is a good amount of soft landscaping. However, street furniture is dated.

In-Street and Business Survey

4.54 Customers' primary reasons for visiting Grassington were varied. 12% stated that they were in the centre as tourists. 16% were in the centre to 'have a walk/stroll around' and a further 10% cited leisure/culture as the main purpose of their visit. Grassington has an important role as a tourist/leisure destination. 68% of customers also stated that they intended to visit some form of leisure/entertainment or food and drink establishment whilst they were in the centre, the highest proportion in the District.

4.55 The results of the in-street survey show that 44% of customers walked into the centre, and 46% of all journeys last less than 5 minutes. This suggests that a large proportion of customers are local residents rather than day trippers. Over half of those surveyed visited the centre for food shopping at least once a fortnight. There is a high concentration of hotels and B&Bs in and around Grassington town centre, and it is therefore likely that shoppers in Grassington comprise a mixture of local residents who happen to enjoy the leisure facilities on offer, and tourists who may spend longer than one day in the local area.

4.56 Potential interventions cited amongst business owners, which would improve Grassington, are more flexible car parking and improved public transport. This accords with customer opinion on the accessibility of Grassington by public transport, which was classed as poor by 44% of those surveyed, the lowest ranking of the six centres in the District.

Ingleton

Town Centre Health Check

4.57 Ingleton has a very high proportion of Class A3-A5 services and a complete absence of financial and professional services. This correlates with the high proportion of people who visit the centre for leisure and tourism.

4.58 Co-operative Food is the only national multiple retailer in the centre and the remainder of the stores are independents.

4.59 No signs or graffiti, vandalism or antisocial behaviour were observed in the centre. All visitors surveyed as part of the in-street survey considered that they felt safe walking around Ingleton during the day.

4.60 Street furniture is old and worn in parts but does not overly detract from the environmental quality of the centre. The viaduct and St Mary's Church create an attractive entrance to the Core Retail Area.

In-Street and Business Survey

4.61 Ingleton is the smallest centre to be surveyed as part of this study, and this is reflected in the fact that the market research company was only able to complete 40 in-street surveys due to a lack of footfall (as opposed to a target of 50). One of the most noticeable trends identified from those customers who did take part in the survey is that only 12.5% stated that their main reason for visiting the centre was to shop. This could be reflective of a high proportion of tourists in the centre, but it is also noteworthy that some of the surveys were undertaken during a ‘1940s weekend’.

4.62 Despite being popular amongst customers for its daytime and evening leisure facilities, Ingleton is the lowest ranking centre in the District in terms of customer perception of the range of both food and non-food shops. 34% of respondents consider the range of food and non-food shops to be poor.

4.63 Ingleton has the highest proportion of businesses which have been trading for fewer than five years (57%), according to the results of NLP’s business survey. 64% of business owners consider that Ingleton has declined over the past 12 months. This is the highest proportion in the District who considers that the centre in which their business is located is in decline. One possible cause for this could be the recent closure of the Barclays bank, which has left Ingleton without any financial or professional (A2) services.

5.0 Assessment of Retail Capacity

New Research: Household Telephone Surveys

5.1 In June 2015 NEMS market research carried out a telephone housing survey, conducting 900 telephone interviews across the nine ward based sub-zones established by the 2004 study. The plan at **Appendix 5** illustrates the study area and the nine sub-zones and details the electoral and census ward codes for each sub-zone.

Table 5.1 Study Area Survey Zones

Zone	Ward	Electoral Ward Code	Census Ward Code
1 - Cross Hills	Cowling	E05006192	36UBGE
	Glusburn	E05006195	36UBGH
	Sutton-in-Craven	E05006205	36UBGT
2 – South Craven and Aire Valley	Aire Valley with Lothersdale	E05006189	36UBGB
	West Craven	E05006207	36UBGW
3 –Skipton South	Skipton South	E05006203	36UBGR
	Skipton West	E05006204	36UBGS
4 – Skipton North	Embsay-with-Eastby	E05006193	36UBGF
	Skipton East	E05006201	36UBGP
	Skipton North	E05006202	36UBGQ
5 – Grassington and Dales Area	Barden Fell	E05006190	36UBGC
	Grassington	E05006196	36UBGJ
	Upper Wharfedale	E05006206	36UBGU
6 – Central Craven	Gargrave and Malhamdale	E05006194	36UBGG
	Hellifield and Long Preston	E05006197	36UBGK
7 – Settle and the Ribblesdale	Penyghent	E05006199	36UBGM
	Settle and Ribblebanks	E05006200	36UBGN
8 – Ingleton and Clapham	Ingleton and Clapham	E05006198	36UBGL
9 – Low and High Bentham	Bentham	E05006191	36UBGD

5.2 The study area and sub-zones used in this 2015 Study are consistent with those used in the 2004 study.

5.3 The questionnaire for the household survey reflects current practice in household telephone research, and is somewhat different to the surveys of the 2004 study so comparing the results of the two surveys is not attempted. **Appendix 2** includes the questionnaire and raw results of the household surveys. Commentary on shopping patterns is provided in Section 4.0 and the results inform the capacity assessments at Section 6.0.

Household Shopping Patterns

5.4 The NLP method for assessing household shopping patterns is set out in this section below.

5.5 A plan of the study area adopted is included at **Appendix 1**. The study area is ward based and as such follows the administrative boundary of Craven. The study area is split into nine sub-zones comprising:

- Zone 1 – Cross Hills
- Zone 2 – South Craven and Aire Valley
- Zone 3 – Skipton South
- Zone 4 –Skipton North
- Zone 5 – Grassington and Dales Area
- Zone 6 – Central Craven
- Zone 7 – Settle and the Ribblesdale
- Zone 8 – Ingleton and Clapham
- Zone 9 – Low and High Bentham

5.6 It is typical for convenience retail habits to result in shoppers utilising a number of destinations for such purposes. The household survey reflects this by asking residents their primary main food and primary top-up convenience retail shopping destinations.

5.7 The NLP analysis of the household survey assumes that 70% of available consumer expenditure is directed to main food shopping and 30% is directed towards top up shopping. This split is informed by Experian demographic information and local retail characteristics.

5.8 There is not a set formula for splitting convenience retail expenditure by main and top-up food shopping but the NLP approach is robust and reflective of standard practice in the completion of retail and town centre studies.

5.9 The analysis of the household telephone surveys excludes 'internet'/'mail-order' responses and 'don't know'/'don't buy' answers. NLP adjusts the Experian MMG3-derived per-capita convenience goods expenditure to exclude that proportion of convenience retail expenditure that is attributable to non-store sources, but include an allowance for internet spending on food goods that is attributable to trading stores; this is done on a pro-rata basis.

5.10 The comparison retail spending power of the study area is split amongst six categories of goods. The division of comparison retail goods spending power is:

- Clothing and Footwear – 25%
- Electrical Appliances – 16%
- Furniture – 12%
- DIY – 11%

- Health and Beauty – 11%; and
- Recreation (Books, CDs and Toys) – 25%

5.11 The respective weighting afforded to primary/secondary destinations cited is 70% and 30% respectively. The household survey includes secondary destination questions ('Where else might you go?') for all comparison retail goods sectors.

5.12 In common with the convenience retail goods assessment, there is not a set formula for splitting expenditure amongst different categories of comparison retail goods. NLP considers that its approach is robust and consistent with standard practice, as the proportion of expenditure directed to different categories of goods is informed by Experian demographic information.

5.13 The analysis below is based upon interviewees' responses to detailed questioning about: main food and top up food shopping; and comparison shopping across the six categories of comparison retail goods.

5.14 The economic tables at **Appendix 6** combine the main-food and top-up shopping patterns, to arrive at overall convenience shopping patterns in the study area. The same approach is adopted for the comparison retail sector, where shopping patterns across the six categories of goods are combined to provide an overall picture of comparison shopping patterns.

District Shopping Patterns

5.15 The study area is adopted for the purposes of assessing retail shopping patterns across Craven District.

Tourist Spend

5.16 In Craven due to the influence of tourist spend the methodology is adjusted to account for this expenditure.

5.17 Craven has a significant tourist population throughout the year, drawing visitors form a broad rural hinterland and surrounding towns. Skipton is tourist destination in its own right, with visitors attracted by the offer of the market town, opportunities for outdoor pursuits and the potential to access the Yorkshire Dales National Park. The tourist draw of Skipton and the other centres within the District brings additional retail (and leisure) spending power.

5.18 It is considered that a significant proportion of spending on convenience and comparison goods within the District will be derived from tourists. Tourist expenditure will not be picked up through the household survey analysis and therefore an adjustment is required to ensure this expenditure is incorporated into the capacity assessment. The proportion of tourist expenditure is calculated based on an assessment of tourist spending on shopping in the District (STEAM data) distributed proportionally across centres. This robust approach uses data from STEAM data (obtained from Global Tourism Solutions Ltd) for 2014. The STEAM data is included at **Appendix 7**.

Expenditure Outside of the District

5.19 NLP has given consideration to the potential for local generated expenditure from outside of the District (as opposed to tourism expenditure) to be directed to Skipton, given its convenience and comparison retail offer. In this context, particular regard is had to the Bradford District Retail Study of May 2013 and the Pendle Retail Study of July 2012. The Pendle Retail Study is authored by NLP and to a consistent methodology; the Bradford Retail Study is broadly similar. Both are based upon empirical research (a household survey of shopping patterns) but both are post-code sector based meaning that they the respective study areas do not follow exactly administrative boundaries. Both study areas include sub-zones that extend into Craven District.

5.20 It is possible so far as the Pendle study is concerned to determine that there is a limited flow of retail expenditure to Skipton. The Pendle Retail Study Update 2012 states that outflow of convenience expenditure to Skipton is zero (0%) in 12 out of the 17 zones surveyed and comparison outflow was 4% or less in 14 of the 17 zones. It is more difficult to determine this in respect of the Bradford study as the sub-zone that extends into Craven straddles the administrative boundary. This means that it is impossible to determine whether this expenditure is from within/outside of the District.

5.21 The level of in-flow is unsubstantial and there is a risk (particularly so far as the Bradford study is concerned) for double counting of expenditure which is actually from Craven District residents and already accounted for. It is also likely that a proportion of the STEAM data relating to tourist spend is from residents of local areas. For these reasons, no allowance is made by NLP for in-flow of expenditure beyond accounting for tourist spend and NLP considers that this approach does not have any material implications on the assessment of capacity for additional convenience and comparison retail floorspace.

Convenience Retail Shopping Patterns

5.22 This section sets out the findings of the NLP assessment of convenience retail patterns in Craven.

5.23 NLP has identified those stores in Table 5.2 as the main stores in the centres of Skipton and Settle. Table 5.2 also sets out the floorspace of large-format stores in Keighley and Kendal, which are food shopping destinations for residents of Craven District.

Table 5.2 Main Town Centre Stores and Floorspace

Store	Location	Floorspace (sq. m net)
Craven District		
Marks & Spencer, Thanets Yard	Skipton	569
Aldi, Keighley Road	Skipton	665
Morrisons, Broughton Road	Skipton	2,517
Tesco, Craven Street	Skipton	2,060
Co-op, Church Street, Settle	Settle	323
Co-op, Market Place, Settle	Settle	538
Booths, Kirkgate, Settle	Settle	1,031
Outside of Craven District		
Asda, Burton Road	Kendal	4,614
Asda, Bingley Street	Keighley	4,293
Sainsbury's, Cavendish Street	Keighley	4,010

Source: ORC

5.24 Table 5.3 sets out market shares in the convenience retail sector at June 2015[footnote 2]. Full results are given in the economic tables at **Appendix 6**. Table 4 details main-food shopping patterns recorded, Table 5 top-up shopping patterns and Table 6 the combined results.

Table 5.3 Convenience Retail Market Share in Craven District (2015)

	Market Share (%)
Skipton Core Retail Area	5.3%
Elsewhere Skipton	53.1%
Settle Core Retail Area	2.1%
Elsewhere Settle	7.3%
Bentham	3.5%
Cross Hills	4.0%
Ingleton	2.1%
Grassington	1.9%
Other Destinations [footnote 3]	2.1%
Craven Sub Total	**81.5%**
Leakage	
Kendal	2.3%
Keighley	5.0%
Lancaster	1.1%
Morecambe	0.8%
Other	9.3%

5.25 The 81.5% retention rate in the convenience retail sector is strong and typical of a rural District where a significant proportion of the local population would consider shopping outside of the local area a significant dis-benefit.

5.26 It is common for travel to work patterns and geographical proximity to stores in neighbouring administrative areas to account for some of the leaked

[2] Excludes tourist spend
[3] Includes Co-op, High Street, Gargrave

expenditure. For example Aldi in Silsden and Booths in Kirkby Lonsdale both attract a 1.9% market share and are destinations outside of Craven District used by a significant proportion of Craven residents. Shoppers are likely to use these destinations due to the proximity to home or as a joint trip combined with their commute. Rural districts will typically see up to 25% of convenience retail expenditure (and more in urban conurbations) directed to destinations beyond the administrative area.

5.27 The 81.5% retention rate is of a similar level to the high retention rate of 82.7% recorded in the 2012 South Lakeland Study.

5.28 Whilst the high retention rate of convenience retail expenditure is reflective of the rural nature of Craven, proximity to Keighley and Skipton to Leeds travel-to-work patterns might be expected to generate a higher proportion of expenditure out-flow. It is possible that some Craven residents carry out top-up shopping in Leeds and other centres to which they travel to as a place of work

5.29 The lack of out-flow to destinations beyond the Craven District administrative area indicates that there is a tendency for convenience retail shopping to be undertaken at destinations local to home and that shopping in the National Park area is, in the main, directed to destinations in Skipton and Settle.

5.30 The household survey results demonstrate that Skipton, Settle and Bentham are meeting main food shopping needs. Bentham is meeting needs in the Low and High Bentham area, Settle in the Settle and Ribblesdale area. Skipton meets the needs of South Craven and Aire Valley, Skipton South, Skipton North, the Grassington and Dales Area as well as Central Craven. Cross Hills, Ingleton and Grassington (in addition to Skipton, Settle and Bentham) perform a top-up shopping role, and so all of the centres in the local retail hierarchy perform an important convenience retail shopping role. This is borne-out in by the results detailed in Table 6 (**Appendix 6**), which show that the predominant destination(s) varies across different parts of the District with limited flow of expenditure between areas:

- The greatest proportion of residents in Zones 2, 3, 4, 5 and 6 – South Craven and Aire Valley, Skipton South, Skipton North, the Grassington and Dales Area as well as Central Craven– direct convenience retail shopping expenditure to the Skipton area (between 64.6% and 97.4% by sub-zone, and over 82% overall);
- Residents of Zones 1 – the Cross Hills area – shop in greatest numbers at Coop in Cross Hills (over 18.7% from the Cross Hills area) and Aldi, Morrisons and Tesco in Skipton (41.6% in total with the greatest share of 15.8% to Aldi);
- Residents of the Settle and Ribblesdale area (Zones 7) direct nearly 60% of convenience retail spend to the local area with over 42% of expenditure directed to Booths at Kirkgate;
- Patterns of convenience retail shopping in Zone 8 (Ingleton) show the greatest dispersal with nearly 30% directed to Ingleton and approximately 20% each to the Settle and Kendal areas; and

- In Low and High Bentham (Zone 9) nearly 50% of expenditure is directed to local destinations including a third to the Co-op on Main Street in High Bentham. Over 12% of convenience retail expenditure generated in Zone 9 is directed to Kirkby Lonsdale.

5.31 The proportion of convenience retail expenditure retained across the study area is high across the majority of the District, indicating its residents are well provided for in the food retail sector, albeit there is significant outflow from the Cross Hills area to Keighley and from the far north-west to Kendal and Kirkby Lonsdale.

Comparison Retail Shopping Patterns

5.32 Table 5.4 details market shares in the comparison retail sector at June 2015.

Table 5.4 Comparison Retail Market Share in Craven District (2015)

	Market Share (%)
Skipton Core Retail Area	34.6%
Elsewhere Skipton	0.1%
Settle Core Retail Area	5.5%
Bentham	1.4%
Cross Hills	0.6%
Ingleton	1.8%
Grassington	0.4%
Other Destinations	0.9%
Craven Sub Total	**45.1%**
Leakage	
Colne	1.7%
Colne (Boundary Mill)	2.0%
Harrogate	4.9%
Kendal (including retail parks)	3.3%
Keighley (including retail parks)	19.5%
Lancaster	3.2%
Leeds	7.1%
Other	13.2%

5.33 Less than half (45.1%) of the comparison retail expenditure generated by residents of Craven District is retained within it, and Skipton attracts over three-quarters of this (34.6% of 45.1%). Skipton town centre attracts the greatest market share of any destination, with the next greatest market share representing the combined attraction of Keighley town centre and its retail parks (19.5%).

5.34 The identified leakage (Table 5.4) is likely to relate to Craven's linear geography with residents of settlements in the north such as Ingleton and Bentham less likely to shop in Skipton as they have greater links to Lancaster and Kendal. Conversely residents of settlements in the south are more likely to shop in Skipton and have greater links to West Yorkshire and East Lancashire. The findings of the NEMS household survey support this trend.

5.35 The retention rate of the District in the comparison retail sector is significantly less than that recorded in the 2012 South Lakeland Retail Study, which recorded a 68.2% retention rate.

5.36 Table 5.5 compares the retention rate of the District with other administrative areas in the sub-region and others considered by Management Horizons (MHE Shopping Index 2008) to include a principal centre of 'Major District' status, in common with Skipton. Beverley, Newcastle-under-Lyme, Redhill and Worksop are included specifically due to displaying similar characteristics to Skipton in terms of being important retail destinations in their own right but are proximate to higher order centres which compete for market share. Drawing comparison with these centres allows for a consideration of how Skipton performs in terms of market share achieved by centres that face competition from higher order destinations in the sub-region.

Table 5.5 Comparison Retail Market Shares and Retention Rates for Other Similar Sized Boroughs/Districts and Centres

Local Authority	Centre	Centre Market Share (%)	District Retention Rate (%)
Craven District	**Skipton**	**34.6**	**45.1**
Reigate and Banstead Borough	Redhill	9.6	24.3
Newcastle under Lyme Borough	Newcastle	32.2	44.5
Bassetlaw District	Worksop	18.4	50.1
East Riding of Yorkshire	Beverley	12.4	38.7
Ribble Valley Borough	Clitheroe	23.5	79.9
South Lakeland District	Kendal	34.4	62.4
Eden District	Penrith	Not Available	48.2

Source: Reigate and Banstead Retail and Leisure Needs Assessment (2007)
Newcastle under Lyme Retail and Leisure Study (2011)
Bassetlaw Retail Study (2009)
East Riding Town Centres and Retail Study (2009)
Ribble Valley Retail Study Update (2013)
South Lakeland Retail Study (2012)
Eden District Retail Study Update (2014)

5.37 The District is performing better than the Reigate and Banstead and East Riding administrative areas, which retain a lower proportion of comparison expenditure, but less well than Newcastle-under-Lyme and Ribble Valley Boroughs and Bassetlaw, Eden and South Lakeland Districts. Skipton out-performs the other principal centres, and only Newcastle-under-Lyme and Kendal record a market share that is anywhere similar to that of Skipton. The market share of Kendal within the South Lakeland administrative area is 34.4% and slightly below that recorded in for Skipton (34.6%). This comparison exercise illustrates that the retention rate of Skipton is strong and the central part of the District is well served by its comparison retail offer, but the overall retention rate in the District is less healthy. The rural nature of Craven District could be seen as reason for retention rates being higher, but in common with more urban areas the comparison retail offer in Craven faces significant competition from higher order centres in neighbouring administrative areas.

5.38 Recorded in 2015 is that Skipton attracts over 30% of comparison retail expenditure generated in each of the sub-zones of the study area that make up the central area of the District (zones 2 to 6). Keighley attracts over 10% from the South Craven and Aire Valley and Skipton South areas (zones 2 and 3) and over 30% from the Cross Hills area. The total outflow of expenditure to Keighley is significant, but this is minimal from the north of the District. Other notable statistics in the comparison retail sector are outflows of expenditure to Kendal (over 20% from Ingleton and Clapham) and to Lancaster (a quarter of the comparison retail expenditure generated in the High and Low Bentham area).

5.39 Settle is recorded as having the next greatest market share after Skipton amongst the defined centres in the District, but this is limited to 5.3% and its influence approximately 30% market share in the immediate area and between 11% and 12% in the sub-zone areas that shoulder it to its north-west and south-east.

5.40 Ingleton attracts a 1.8% market share and Bentham 1.3%.

5.41 Cross Hills and Grassington both have a less than 1% market share of District comparison retail goods spending.

5.42 Keighley is the principal destination for Craven residents' comparison retail spending outside of the District (19.0%). Leeds attracts a more modest share (6.9%) and Harrogate (4.7%) less still, but a materially significant proportion of comparison retail expenditure generated in the District and nearly 13% from the area of the District that is within the Yorkshire Dales National Park (sub-zone 5).

5.43 The proximity of regional city centre Leeds, and other principal Yorkshire towns to the south of Craven District, does not have as great an impact as might be expected on comparison retail shopping patterns in the District; particularly given travel-to-work patterns. It is the smaller centre of Keighley that provides the greatest competition to Skipton town centre. The offer carried by the town centre and outlying retail parks in Keighley is the principal reason why a significant proportion of comparison retail expenditure is leaked from the District. This said, Skipton has an attractive offer that includes a House of Fraser store which is unusual for a town of its size.

5.44 In the interests of sustainable patterns of shopping, Skipton should meet day-to-day shopping needs as well as its more specialist/tourist role. Keighley is orientated towards day-to-day shopping needs, but this should not be in lieu of provision in Skipton.

5.45 It is important to note that whilst there is a significant leakage of expenditure to destinations outside of the District and this has the potential to impact on the vitality and viability of centres within Craven, the outflows of expenditure are not necessarily demonstrative of unsustainable patterns of shopping.

5.46 The greatest retention of comparison retail expenditure is in the central areas of the District, from where Skipton is the principal centre of choice. The lowest proportion of comparison retail expenditure retained by the District is from the Cross Hills (under 25%) and Bentham (under 30%) areas.

Summary of Convenience and Comparison Retail Patterns

5.47 The main trends in convenience and comparison retail spending can be summarised as follows:

- An 81.5% retention rate in the convenience retail sector was recorded which is strong albeit typical of a rural district such as Craven;
- Travel to work patterns and geographical proximity to stores in other centres account for some of the leaked expenditure which is common;
- The lack of out-flow to destinations beyond the Craven District administrative area indicates that there is a tendency for convenience retail shopping to be undertaken at destinations local to home and that shopping in the National Park area is, in the main, directed to destinations in Skipton and Settle;
- Skipton, Settle and Bentham are meeting main food shopping needs whilst Cross Hills, Ingleton and Grassington (in supporting Skipton, Settle and Bentham) perform a top-up shopping role, and so all of the centres in the local retail hierarchy perform an important convenience retail shopping role;
- Less than half (45.1%) of the comparison retail expenditure generated by residents of Craven District is retained within it, and Skipton attracts over three-quarters of this (34.6%);
- The identified leakage is likely to relate to Craven’s linear geography with residents of settlements in the north such as Ingleton and Bentham less likely to shop in Skipton as they have greater links to Lancaster and Kendal. Conversely residents of settlements in the south are more likely to shop in Skipton and have greater links to West Yorkshire and East Lancashire; and,
- Keighley is the principal destination for Craven residents’ comparison retail spending outside of the District (19.0% market share).

Assessment of Retail Needs

Methodology

5.48 The Craven Retail and Leisure Study 2015 is informed by a household survey (undertaken by North East Market Surveys – NEMS) of convenience and comparison retail shopping patterns amongst the resident population as of June 2015. There is a significant quantum of retail spending in Craven that derives from tourists/visitors to the area and this is factored-in, using as its base STEAM-model data for 2014 supplied by Global Tourism Solutions.

5.49 Whilst the capacity assessments are undertaken on a constant-market share approach, consideration is also given of the potential for uplift in retention within Craven of locally generated retail expenditure and the implications this could have for retail capacity. Capacity pro-rata to the market share of retail floorspace outside of defined town centres is associated where appropriate with higher-order centres or identified as being available to support growth in local needs retail provision.

Population and Expenditure Data

5.50 The market shares recorded by the NEMS household survey are applied to up-to-date population and expenditure data to assess current trading patterns and retail capacity at 2015 and project forward capacity for additional retail floorspace to 2020, 2025, 2030 and 2032.

5.51 The 2011 Census is used to derive base population data and is consistent with typical approaches adopted in the writing of retail studies. Population is projected forward having regard to the 2012-based Sub-National Population projections [SNPP] for Craven District.

Commitments

5.52 The assessment of retail need in this section of the Study does not take account existing commitments. Commitments that come forward will reduce the overall capacity for new floorspace.

5.53 In Craven, Keelham Farm started trading in June 2015. It opened after the NEMS household survey was undertaken. The 670 sq. m farm shop specialises in selling local produce and includes butchers, flower shop, bakery and a barn providing selection of other seasonal products. There is also a café/restaurant on site. Keelham Farm is located to the west of Skipton Town Centre on Gargrave Road in an out of centre location. It is likely that the opening of Keelham Farm Shop will have some impact on local shopping patterns but that the true impact will not be felt for some 12-24 months. Accordingly, Table 5.6 sets out the quantitative capacity for additional convenience and comparison retail floorspace but does not include floorspace at Keelham Farm. It would be reasonable to adjust capacity figures to take account of this floorspace coming on-stream.

5.54 Planning permission is granted for retail redevelopment of the Guyson International site at Keighley Road, following the signing in September 2015 of a S106 Agreement, to provide 4,240 sq. m (gross) of additional comparison retail floorspace.

Constant Market Share Approach

5.55 A constant market share approach is adopted. From 2015 onwards, future capacity is calculated on the basis of the market shares recorded by the 2015 household survey and presented in this study. Again, no modelling is undertaken to take account of the Keelham Farm development as it will take some time for this to reach an established pattern of trading: really its performance will need to be recorded by further empirical research.

5.56 On occasion it is appropriate and possible in retail and town centre uses studies to take account of retail floorspace that is yet to achieve a settled pattern of trading (either within a study area or in respect of destinations outside of a study area that do or are likely to have an influence on shopping patterns within a study area); i.e. the market share of a destinations and/or centre might be expected to change once a settled pattern of trading is achieved and the likely changes can be effectively predicted. It is too early to reach this conclusion in respect of Keelham Farm. Beyond this, incremental and piecemeal changes in retailer representation will happen continually and most will not have a material impact on shopping patterns.

5.57 Consideration is given below to the potential for uplift in the retention of locally generated convenience and comparison retail expenditure within Craven, to address expenditure leakage. If the Guyson development comes forward it has the potential to have some impact on shopping patterns locally, but will take some time to establish a settled pattern of trading. No allowance for the proposed development is given in this assessment of retail capacity, but it is important to consider firstly that this development coming forward will absorb capacity in Skipton but secondly that it might result in a claw-back of trade diverting expenditure that is currently directed to Keighley and other centres outside of the District to back to Craven; any uplift in the market share of Craven District as a result of this will potentially increase capacity for new retail comparison retail floorspace in the District.

Capacity Attributable to Out-of-Centre Floorspace

5.58 Adopting a constant market share approach means that a proportion of capacity is calculated as attributable to out-of-centre floorspace. The NPPF and Planning Practice Guidance advocate a town centre first approach to accommodating new retail floorspace and, to be consistent with this, this study adopts two approaches of either:

- transferring where appropriate to the nearest appropriately sized town centre capacity generated that is attributable to out-of-centre retail floorspace; or
- identifying capacity available to support growth in local needs provision.

Expenditure Leakage

5.59 Leakage of expenditure from a locality, and the potential for new floorspace to enact a claw-back of this, can be indicative of additional capacity. This has potential relevance to Craven District and particularly in the comparison retail sector; retention of local-generated convenience retail goods expenditure (i.e. not associated with tourists/visitors) is 81.5% and the prospects of elevating this significantly are limited. Whilst it is not for a District-wide retail study to give consideration to claw-back and the implications of this on capacity, it is relevant to note that retention of locally-generated comparison retail expenditure is 45.1% of there may be potential to increase this retention rate through an extended retail offer that increases the attractiveness of centres in Craven relative to the attractiveness of destinations outside of the District.

5.60 A retail assessment submitted with any planning application proposing new retail floorspace outside of the town centres in the District would be expected to consider the potential for a claw back of expenditure and the implications this might have on trade diversion and the likely impact of a proposed development.

Floorspace Efficiencies

5.61 An allowance is made for the turnover of existing comparison retail floorspace increasing its performance by 2.5% per annum, as a result of the more efficient use of floorspace. 2.5% is a more modest rate of floorspace efficiency than was adopted commonly prior to the beginning of the economic downturn in 2008 and the reserved approach is a reflection of continued economic uncertainty in the retail sector. This continued uncertainty over future improvements in trading performance is also the reasoning behind the adoption in the convenience retail capacity assessment of zero growth in floorspace efficiencies over the period to 2032.

Quantifying Capacity

5.62 Set out below is a summary of the convenience and comparison retail capacity assessments included at **Appendix 6**. The capacity assessments are by town, for the principal town centre Skipton, the other centres of Bentham, Cross Hills, Grassington (within the Yorkshire Dales National Park area), Ingleton and Settle. Capacity for local retail provision (pro-rata to the market share of rural retail destination in the District outside of the main centres) is given as a single quantum, on the expectation that planning for growth in existing (or for new) local centres is best achieved through a qualitative analysis of current provision and its geographical spread. The capacity assessment assesses the overall District-wide potential for new local needs provision.

5.63 Capacity for each centre (and the local centres collectively) is calculated by dividing the growth in expenditure attributable to that centre, assuming a constant market share, by a typical sales density. The full schedule of capacity calculations is at Table 13 (convenience) and Table 21 (comparison) of **Appendix 6**.

5.64 The sales densities adopted reflect the varying scales and format of retailing that is likely to be attracted to each centre. In the convenience retail sector:

- £11,500/sq. m (footnote4) is adopted for Skipton and Settle town centres – which approximates to the average convenience retail sales density of the nine principal food retailers (Aldi, Asda, Co-op, Lidl, M&S, Morrisons, Sainsbury's, Tesco and Waitrose);

[4] The actual average using an NLP methodology that includes VAT at 3% to account for convenience retail items that are VAT applicable is £11,369/sq. m in 2013 prices

- £6,000/sq. m (footnote5) is adopted for the smaller centres of Bentham, Cross Hills, Grassington and Ingleton which is the average of Co-op and Spar company average sales densities and applicable to independent convenience retailers including those trading under group branded formats; and
- £6,000/sq. m (footnote 6) is adopted for local retail provision (again the average of Co-op and Spar company average sales densities and applicable to independent convenience retailers including those trading under group branded formats).

5.65 In the comparison retail sector, £5,000/sq. m is adopted for Skipton, with £4,000/sq. m adopted for Settle, £3,000 for the smaller centres and other destinations in the District. In common with the convenience retail assessment, capacity for additional comparison retail floorspace across local retail destinations (outside of the centres assessed specifically) is given as an overarching figure. In common with the convenience retail sector the findings of the Study identify a broad geographical spread of scope for additional local centre comparison retail provision.

5.66 Capacity is presented as a net sales area, as it is this figure that is relevant to retail impact assessments required by the NPPF. The gross floorspace of retail developments will always be greater than the net trading area, but the ratio between net and gross floorspace varies greatly. The net sales area in a corner shop might be up to 90% of the gross, whereas the equivalent figure for a large format foodstore might be as little as 60%. For these reasons, it is robust for a retail assessment to present floorspace capacity as a net figure.

5.67 There are references in the following section to convenience retail floorspace trading at above or below expected levels. The convenience retail assessment which follows compares the survey derived turnover of convenience retail destinations with expected (benchmark) turnover levels. The expected turnover of a convenience retail destination is the turnover that it would achieve were it to trade at company average (for named foodstores) or typical (for other floorspace) sales densities. Comparing survey derived turnover with benchmark turnover for convenience retail floorspace gives an indication as to whether destinations are trading above or below what might be expected. Floorspace data to inform this benchmark assessment is derived from a number of sources including Oxford Retail Consultants (ORC) Store Point, Experian GOAD and planning application data.

5.68 In the comparison retail sector, it is assumed that the 2015 survey-derived performance of floorspace in the District is its benchmark position. The comparison retail capacity assessment at Table 21 of **Appendix 6** adopts an approach whereby existing floorspace within the District will increases its benchmark turnover in real terms from 2015 to 2032 at a growth rate of 2.5%

[5] The actual average using an NLP methodology that includes VAT at 3% to account for convenience retail items that are VAT applicable is £6,203/sq. m in 2013 prices
[6] The actual average using an NLP methodology that includes VAT at 3% to account for convenience retail items that are VAT applicable is £6,203/sq. m in 2013 prices

per annum. Trends indicate that comparison retailers historically will achieve some growth in trading efficiency. This is a function of spending growing at faster rates than new floorspace provision and the ability of retailers to absorb real increases in their costs by increasing their turnover to floorspace ratio.

District Quantitative Capacity

Convenience Retail Goods

5.69 Growth in the convenience retail goods spending power of the adopted study area (which largely equates to the District) is £3.1m to 2020, £7.9m to 2025, £12.8m to 2030 and £14.4m to 2032 (Table 5.6 and Table 3a at **Appendix 6**).

Table 5.6 Growth in Convenience Retail Goods Spending [footnote 7]

Zone	Change (£m)			
	15-'20	15-'25	15-'30	15-'32
1 – Cross Hills	0.5	1.3	2.2	2.5
2 – South Craven and Aire Valley	0.3	0.9	1.4	1.6
3 – Skipton South	0.3	0.9	1.4	1.6
4 – Skipton North	0.5	1.3	2.1	2.4
5 – Grassington and Dales Area	0.3	0.8	1.3	1.5
6 – Central Craven	0.3	0.8	1.3	1.5
7 – Settle and the Ribblesdale	0.3	0.8	1.2	1.4
8 – Ingleton and Clapham	0.2	0.6	0.9	1.0
9 – Low and High Bentham	0.2	0.5	0.9	1.0
Total	**3.1**	**7.9**	**12.8**	**14.4**

Source: NEMS Household Survey 2015/NLP Analysis

5.70 The NLP capacity assessment follows an accepted methodology of applying available retail expenditure pro-rata to the market shares of destinations. It is also appropriate to take into account the performance of existing retail floorspace, compared with expected levels of performance.

5.71 In circumstances where existing floorspace is assessed to be underperforming, it is appropriate for organic growth in spending to be first absorbed by this underperforming floorspace. Conversely, where existing floorspace is assessed to be performing above expected levels, this can add to the identified capacity for new retail floorspace.

5.72 Capacity pro-rata to the market share of out-of-centre floorspace is associated with appropriate defined centres (or identified as appropriate to enhancing local retail provision), in accordance with the NPPF principles of town-centre-first retail development.

Comparison Retail Goods

5.73 Growth in comparison retail goods spending power of the adopted study area is £26.3 to 2020, £67.0m to 2025, £116.3m to 2030 and £137.8m to 2032 (Table 5.7 and Table 3b at **Appendix 6**).

Table 5.7 NEMS Household Survey/NLP Analysis footnote 7

Zone	Change (£m)			
	15-'20	15-'25	15-'30	15-'32
1 – Cross Hills	4.5	11.5	20.0	23.7
2 – South Craven and Aire Valley	3.1	8.0	13.8	16.4
3 – Skipton South	2.5	6.5	11.2	13.3
4 – Skipton North	4.4	11.3	19.6	23.3
5 – Grassington and Dales Area	2.8	7.0	12.2	14.4
6 – Central Craven	2.8	7.2	12.5	14.8
7 – Settle and the Ribblesdale	2.4	6.1	10.6	12.6
8 – Ingleton and Clapham	1.9	4.8	8.3	9.9
9 – Low and High Bentham	1.8	4.6	7.9	9.4
Total	**26.3**	**67.0**	**116.3**	**137.8**

Source: Growth in Comparison Retail Goods Spending

5.74 The approach that NLP adopts in the calculation of comparison retail capacity is consistent with the approach adopted in the convenience retail sector, with the exception of the assumption that comparison retail floorspace at 2015 is trading at a level that is consistent with what might be expected. It is not feasible to 'benchmark' the expected turnover of comparison retail floorspace in town centres given the number of trading fascias and particularly when there is a high proportion of independent retailers.

5.75 Again, capacity pro-rata to the market share of out-of-centre retail parks is associated with appropriate defined centres (or identified as appropriate to enhancing local retail provision), in accordance with the NPPF principles of town-centre-first retail development.

Capacity by Centre

5.76 Set out below is an assessment of capacity by centre, with each town reviewed in turn and consideration given to the scope for additional comparison and convenience retail floorspace over the period to 2032.

Skipton

5.77 Table 5.8 sets out the current convenience retail capacity in Skipton and the capacity for additional convenience and comparison retail floorspace over the periods to 2022, 2025, 2030 and 2032[7].

[7] Table 5.6 does not include reference to Keelham Farm and Table 5.7 the former Guyson site. Details of these commitments are given in the text.

Table 5.8 Quantitative capacity for additional convenience and comparison retail floorspace - Skipton

Year	Convenience*		Comparison**	
	£(m)	sq. m (net)	£(m)^	sq.m (net)^
At 2015*	17.1	1,489	-	-
By 2020	19.5	1,696	1.3	228
By 2025	23.1	2,008	9.3	1,448
By 2030	26.9	2,336	20.2	2,791
By 2032	28.1	2,441	25.0	3,291

*Convenience sales density of £11,500 sq. m (based upon Aldi, Asda, Co-op, Lidl, M&S, Morrisons, Sainsbury's, Tesco and Waitrose. No growth in floorspace efficiency over the period to 2030.

**Comparison sales density of £5,000 per sq. m at 2015 for town centre floorspace and £3,000 per sq. m for out-of-centre floorspace increased by floorspace efficiencies to 2032 of 2.5% per annum.

^2020, 2025, 2030 and 2032 comparison retail capacity assumes Craven District retains a constant market share.

Convenience Retail Goods

5.78 Table 5.9 indicates that convenience retail trading performance of the Marks and Spencer (Thanets Yard) in the core retail area is marginally above what would be expected when compared with company average levels.

5.79 Elsewhere in Skipton, Aldi at Keighley Road is trading at considerably above expected levels as is Morrisons (Broughton Road).

5.80 Tesco (Craven Street) is trading at just above expected levels, with the Co-op (High Street) trading below expected levels.

Table 5.9 Survey derived turnover of main foodstores compared with expected trading levels

Store	Benchmark Turnover (£m)	Survey Derived Turnover (£m)	Difference (£m)
Skipton Core Retail Area			
Marks & Spencer, Thanets Yard	5.7	5.9	0.2
Elsewhere Skipton			
Aldi, Keighley Road	6.9	16.8	9.9
Morrisons, Broughton Road	32.7	39.8	7.1
Tesco, Craven Street	23.0	23.7	0.8
Co-op, High Street*	2.0	1.2	-0.8

Source: NEMS Household Survey June 2015/Various sources for benchmark turnover

*This store is located in Gargrave but within the Skipton assessment as it is considered to function as part of the same convenience retail catchment area.

5.81 The recorded convenience retail surplus generates immediate capacity for meaningful additional convenience retail floorspace. Net convenience retail floorspace of 1,489 sq. m translates into capacity for a store with a gross sales area of some 1,750 to 2,250 sq. m (dependent upon the split between convenience and comparison retail goods). By way of comparison, Aldi at Keighley Road has net convenience retail floorspace of approximately 821 sq. m.

5.82 Capacity over the period to 2032 increases to 2,441 sq. m net.

5.83 The level of capacity identified is sufficient to support immediately a medium sized store capable of performing a bulk food shopping role. The capacity identified in the longer term would be sufficient to support a further small foodstore/convenience store with a net convenience retail sales area of some 1,000 sq. m. Again, to provide context, the size of such a foodstore would likely come from a spectrum encompassing the Aldi/Lidl or M&S Foodhall format.

Comparison Retail Goods

5.84 Table 14 at **Appendix 6** summarises the current comparison retail performance of destinations. As it is assumed that comparison retail destinations are trading at expected levels at 2015, it is year-on-year growth in comparison retail spending that accounts for capacity in Skipton over the period to 2032.

5.85 Capacity for 228 sq. m (net) of additional comparison retail goods floorspace in Skipton is identified by 2020, increasing to 1,448 sq. m by 2025, 2,791 sq. m by 2030 and 3,291 sq. m by 2032. The additional capacity identified in the long term to 2032 is significant and would enable a sizeable extension to the comparison retail offer of Skipton and/or uplift in floorspace as part of any redevelopment of existing floorspace. The capacity to 2032 provides for a development of similar scale to that completed in 2014, at Albion Place.

5.86 High street retailers are seeking increasingly larger units and NLP advises that the Council considers encouraging the development of a small number of larger units to accommodate these requirements established by key national multiples; this will ensure that the town centre continues to be competitive in the sub-region. Redevelopment and reconfiguration of existing floorspace provides an opportunity to deliver larger units to meet retailer demands. This said, it is often the case that there is qualitative justification for allowing retail floorspace beyond quantitative capacity calculations, as this is the only way to achieve the type/size of retail units required and in the context of increase market share of a centre through clawing-back expenditure directed to other destinations (i.e. Keighley and elsewhere).

5.87 This redevelopment should be a medium to longer-term plan given that it is only in the latter part of the five years from 2020 that the capacity for additional comparison retail floorspace reaches a level that would support significant uplift in town centre floorspace.

Settle

5.88 Table 5.10 sets out the current convenience retail capacity in Settle and the capacity for additional convenience and comparison retail floorspace over the periods to 2020, 2025, 2030 and 2032.

Table 5.10 Quantitative capacity for additional convenience and comparison retail floorspace - Settle

Year	Convenience*		Comparison**	
	£(m)	sq. m (net)	£(m)^	sq.m (net)^
At 2015*	-8.5	-739	-	-
By 2020	-8.1	-706	0.2	45
By 2025	-7.5	-656	1.5	286
By 2030	-6.9	-604	3.2	551
By 2032	-6.8	-588	4.0	650

Convenience Retail Goods

5.89 Table 5.11 indicates that existing convenience retail floorspace in Settle is trading at significantly below expected levels. This provides clear evidence there is not any capacity in the town for the provision of additional convenience retail floorspace. Booths, which is the main foodstore in Settle is recorded as trading at 21% below benchmark level.

Table 5.11 Survey derived turnover of main foodstores compared with expected trading levels

Store	Benchmark Turnover (£m)	Survey Derived Turnover (£m)	Difference (£m)
Settle Core Retail Area			
Co-op, Church Street	3.19	0.6	-2.59
Co-op, Market Place	5.32	2.4	-2.92
Elsewhere Settle			
Booths, Kirkgate	13.93	11.0	-2.93

Source: NEMS Household Survey June 2015/Various sources for benchmark turnover

5.90 The fact that existing convenience retail floorspace in the town is trading at significantly below expected levels means that there is no immediate or future capacity for additional food retail floorspace.

Comparison Retail Goods

5.91 Capacity for additional comparison retail floorspace in Settle in the short term to 2020 is a nominal 45 sq. m, reflective of its limited market share in the comparison retail sector. Over the long term this capacity increases to 650 sq. m (by 2032) which indicates that there is scope for a small amount of additional comparison retail floorspace in the town.

5.92 Settle is a market town characterised by smaller-scale comparison retail premises and, whilst NLP recommends generally that the Council seeks to encourage the development of modern large-format retail units, the character of Settle and the magnitude of the comparison retail capacity identified suggests that qualitative improvement/intervention within the central area of the town is the most likely route to satisfying the capacity identified.

5.93 The objective should be to strengthen the offer of the town centre allowing it to continue serving local needs.

Bentham

5.94 Table 5.12 sets out the current convenience retail capacity in Bentham and the capacity for additional convenience and comparison retail floorspace over the periods to 2020, 2025, 2030 and 2032.

Table 5.12 Quantitative capacity for additional convenience and comparison retail floorspace - Bentham

Year	Convenience*		Comparison**	
	£(m)	sq. m (net)	£(m)^	sq.m (net)^
At 2015*	2.2	367	-	-
By 2020	2.3	390	0.1	15
By 2025	2.6	425	0.4	95
By 2030	2.8	462	0.8	184
By 2032	2.8	474	1.0	217

Convenience Retail Goods

Table 5.13 Survey derived turnover of the main foodstore compared with expected trading levels

Store	Benchmark Turnover (£m)	Survey Derived Turnover (£m)	Difference (£m)
Co-op, Main Street	1.65	3.8	2.15

Source: NEMS Household Survey June 2015 /Various sources for benchmark turnover

5.95 Table 5.13 indicates that the Co-op on Main Street is trading at well above above benchmark level. There is an immediate net convenience retail capacity of 367 sq. m (at 2015), and this is set to rise moderately (to 474 sq. m) over the period to 2032.

5.96 This translates into capacity in the medium to long term for a small 'top-up' shop operated by a national multiple retailer, trading a convenience store format outlet as most of the principal grocery businesses now operate, or an independent store.

Comparison Retail Goods

5.97 Capacity for additional comparison retail floorspace in Bentham in the short term to 2020 is only some 15 sq. m. Over the long term (to 2032) this capacity increases only marginally to 217 sq. m.

5.98 The capacity identified over the period to 2032 is not of a scale sufficient to support the development of significant additional comparison retail floorspace, but does provide the scope for small-scale intervention and addition to the retail stock. Bentham is characterised by smaller-scale comparison retail premises and, whilst NLP recommends generally that the Council seeks to encourage the development of modern large-format retail units, the character of Bentham and the magnitude of the comparison retail capacity identified suggests that smaller scale intervention within the central area of the town (to provide new floorspace alongside bring vacant units back into use) is the most likely route to providing for the capacity identified.

5.99 The objective should be to strengthen the offer of Bentham allowing it to continue serving local needs.

Cross Hills

5.100 Table 5.14 sets out the current convenience retail capacity in Cross Hills and the capacity for additional convenience and comparison retail floorspace over the periods to 2020, 2025, 2030 and 2032.

Table 5.14 Quantitative capacity for additional convenience and comparison retail floorspace - Cross Hills

Year	Convenience*		Comparison**	
	£(m)	sq. m (net)	£(m)^	sq.m (net)^
At 2015*	1.4	230	-	-
By 2020	1.5	257	0.0	6
By 2025	1.8	297	0.1	37
By 2030	2.0	340	0.3	71
By 2032	2.1	353	0.4	83

Convenience Retail Goods

5.101 Table 5.15 indicates that existing convenience retail floorspace in Cross Hills is trading at marginally above expected levels. This suggests that there is very limited capacity in the town for the provision of additional convenience retail floorspace. The Co-op is trading at 31% above benchmark level.

Table 5.15 Survey derived turnover of the main foodstore compared with expected trading levels

Store	Benchmark Turnover (£m)	Survey Derived Turnover (£m)	Difference (£m)
Co-op, Main Street	4.35	5.7	1.35

Source: NEMS Household Survey June 2015/Various sources for benchmark turnover

5.102 There is net convenience retail floorspace capacity of 230 sq. m for 2015; this rises moderately to 353 sq. m by 2032.

5.103 This translates into potential capacity for a small ‘top-up’ shop operated by a national multiple retailer, trading a convenience store format outlet as most of the principal grocery businesses now operate, or an independent store.

Comparison Retail Goods

5.104 Capacity for additional comparison retail floorspace in Cross Hills in the short term to 2020 is only some 6 sq. m. Over the long term this capacity increases, but is still just over 80 sq. m (83 sq.m identified) by 2032.

5.105 In common with other centres in the District, the capacity identified over the period to 2032 is not of a scale sufficient to support the development of additional comparison retail floorspace in the town. Cross Hills is characterised by smaller-scale comparison retail premises and the focus should be on the centre meeting local needs, and using the scope for additional retail floorspace to identify opportunities to improve (and extend) the existing stock to bring vacant floorspace back into use. Smaller scale intervention within the central area of the town is the most likely route to utilising the capacity identified to improve the offer and attractiveness of the town.

5.106 The objective should be to strengthen the offer of Cross Hills allowing it to continue serving local needs.

Grassington

5.107 Table 5.16 sets out the current convenience retail capacity in Grassington and the capacity for additional convenience and comparison retail floorspace over the periods to 2020, 2025, 2030 and 2032.

Table 5.16 Quantitative capacity for additional convenience and comparison retail floorspace - Grassington

Year	Convenience*		Comparison**	
	£(m)	sq. m (net)	£(m)^	sq.m (net)^
At 2015*	0.0	0	-	-
By 2020	0.1	13	0.0	4
By 2025	0.2	33	0.1	26
By 2030	0.3	53	0.2	49
By 2032	0.4	60	0.3	58

Convenience Retail Goods

5.108 There is no national fascia convenience retail store in Grassington and therefore it has been assumed that all local convenience floorspace is trading at ‘benchmark turnover’. As expenditure increases over time as a result of population change and year-on-year growth in disposable income spent on food goods, there is longer term potential for additional convenience retail floorspace it is considered that there is potential by 2032 for up to 60 sq. m of additional convenience floorspace. This is a nominal increase, and does not provide scope in Grassington for any meaningful increase in convenience retail provision.

Comparison Retail Goods

5.109 Capacity for additional comparison retail floorspace in Grassington in the short term to 2020 is only a nominal 4 sq. m, reflective of its very limited market share in this sector. Over the long term this capacity increases but only to 58 sq.m over the period to 2032.

5.110 The capacity identified over the period covered to 2032 is not of a scale sufficient to support significant intervention in the comparison retail offer of the town. Grassington is characterised by its tourist-orientated offer and existing premises are well utilised by retailers – and perhaps of all the centres it is Grassington that is least in need of modern large-format retail units if it is to retain its market share. The character of Grassington and the magnitude of the comparison retail capacity identified suggest that ensuring that the central area of the town continues to meet the needs of both locals and visitors is the most appropriate strategy to making limited interventions in its offer and satisfying the limited capacity identified.

5.111 The objective should be to strengthen the offer of Grassington allowing it to continue serving local needs.

Ingleton

5.112 Table 5.17 sets out the current convenience retail capacity in Ingleton and the capacity for additional convenience and comparison retail floorspace over the periods to 2020, 2025, 2030 and 2032.

Table 5.17 Quantitative capacity for additional convenience and comparison retail floorspace – Ingleton

Year	Convenience*		Comparison**	
	£(m)	sq. m (net)	£(m)^	sq.m (net)^
At 2015*	1.9	322	-	-
By 2020	2.0	337	0.1	20
By 2025	2.2	359	0.5	126
By 2030	2.3	381	1.1	242
By 2032	2.3	389	1.3	285

Convenience Retail Goods

5.113 Table 5.18 indicates that existing convenience retail floorspace in Ingleton is trading at well above expected levels. The Co-op is trading at 75% above benchmark level.

Table 5.18 Survey derived turnover of the main foodstore compared with expected trading levels

Store	Benchmark Turnover (£m)	Survey Derived Turnover (£m)	Difference (£m)
Co-op, Main Street	1.09	3.0	1.91

Source: NEMS Household Survey June 2015/Various sources for benchmark turnover

5.114 There is net additional convenience retail capacity of 322 sq. m at 2015; this is assessed as rising moderately to 389 sq. m by 2032.

5.115 This translates into capacity in the medium to long term for a small 'top-up' shop operated by a national multiple retailer, trading a convenience store format outlet as most of the principal grocery businesses now operate, or an independent store. The capacity for new retail floorspace is immediate and increases little in the medium to long-term.

5.116 The fact that Ingleton attracts only 28% of the convenience retail expenditure generated in the Ingleton and Clapham area (sub-zone 8 of the 2015 Retail and Leisure Study survey sub-zones) suggests that there is scope for additional convenience retail floorspace to exceed the capacity identified, if a case can be made for uplift in the market share of the town. This would be on the basis of expenditure (that is currently directed to) being clawed back from Kendal, Kirkby Lonsdale and/or Settle. Of course, any modelling of trade diversion from Settle would have the commensurate effect of reducing capacity for additional convenience retail floorspace there; the capacity for Settle is already shown as a minus due to the under-performance of stores there when compared with national average performance.

Comparison Retail Goods

5.117 Capacity for additional comparison retail floorspace in Ingleton in the short term to 2020 is only some 20 sq. m. Over the long term this capacity increases to 285 sq.m by 2032.

5.118 The capacity identified over the period covered to 2032 will support some additional comparison retail floorspace in Ingleton and might provide the scope for floorspace to meet the requirements of modern retailers. Whilst Ingleton is characterised by smaller-scale comparison retail premises it has a greater market share in the comparison retail sector than other centres and NLP advocates that the Council seeks to encourage the development of retail floorspace pursuant to meeting modern needs, whilst protecting the character of Ingleton. This type of intervention within the central area of the town is the most likely route to satisfying the capacity identified.

5.119 The objective should be to strengthen the offer of Ingleton whilst allowing it to continue serving local needs and preserve its character.

Conclusion to Assessment of Retail Needs

5.120 The retail capacity assessment assumes a constant market share, projecting forward shopping patterns recorded by the 2015 NEMS household survey. The quantitative assessment of the potential capacity for new retail floorspace suggests that there is scope for new convenience retail floorspace in most parts of Craven District with the exception of Settle where stores are currently trading below benchmark levels.

5.121 In Skipton significant comparison capacity has been identified for new retail floorspace to enable a sizeable extension of uplift to existing floorspace. In Settle, Ingleton and Bentham there is capacity to support small scale intervention which is most likely to be extensions or uplift to the existing stock. There is no meaningful capacity for new comparison retail floorspace identified in other centres.

6.0 Craven Retail Hierarchies

Shopping Centre Indices

6.1 Management Horizon Europe's (MHE) UK Shopping Index 2008 ranks retail centres across the country. The MHE index rank for town centres in Craven District and competing centres in other administrative areas is shown in Table 6.1 below.

6.2 Whilst the MHE index is now seven years old, it is still a useful reference point in its placing of centres within a sub-regional hierarchy and in showing historic trends (change over the period 2003/2004 to 2008 is shown) – the dramatic decline in importance of Colne and Nelson for example – as this provides a basis against which to consider whether or not these trends have continued during the economic downturn and post-economic downturn periods.

6.3 The MHE score does not necessarily reflect the overall size of the town centre or the number of shops, but the presence of national multiples and the relative draw and importance that stores have. Each centre is given a weighted score which takes account of its provision of multiple retailers and anchor store strengths. For example, anchor department stores such as John Lewis or Debenhams receive a higher score (10) than other multiple operators such as H&M (3) in order to reflect their major influence on non-food shopping patterns.

Table 6.1 MHE Retail Ranking

Centre	Rank (2008)	Rank (2003/04)	Change	Classification
Leeds	8	4	-4	Major City
Bradford	113	89	-24	Regional
Burnley	145	143	-2	Sub-Regional
Lancaster	158	140	-18	Sub-Regional
Leeds, White Rose	196	183	-13	Sub-Regional
Halifax	204	174	-30	Sub-Regional
Keighley	253	217	-36	Major District
Skipton	**300**	**301**	**+1**	**Major District**
Nelson	858	538	-320	Minor District
Colne	1325	1194	-129	Local
Settle	**2779**	**-**	**-**	**Minor Local**
Cross Hills	**3870**	**-**	**-**	**Minor Local**
Bentham	**4226**	**-**	**-**	**Minor Local**
Ingleton	**4666**	**-**	**-**	**Minor Local**
Grassington	**5257**	**-**	**-**	**Minor Local**

Source: Management Horizons Europe Shopping Index (2008)

6.4 A location which has stronger retailers who attract more visitors to the centre and have a greater influence on shopping patterns will receive a higher score than those that do not. Towns with a greater number of independent shops, as is the case in Craven District and particularly in respect of Skipton, may have a low MHE score in relation to their overall size because of the weight that is given to national multiple retailers and their influence on shopping patterns.

6.5 MHE ranks Skipton as the main centre in Craven District and 300th of all centres in the UK. Skipton is below Burnley and Keighley, but above Colne and Nelson. Skipton increased in the rankings by one place over the period from 2003/04 to 2008 and the opening in April 2014 of the Albion Place development will have increased the standing of Skipton in the national rankings and potentially increased the tendency for shoppers to look towards the town centre for comparison retail purchases. That said the increased quality and range of offer at higher order shopping centres (Leeds following development of the Trinity Shopping Centre and Bradford following the opening of The Broadway in November 2015) and expansion at out-of-centre retail destinations is likely to have had a converse effect.

6.6 Settle is identified as a Minor Local centre and is ranked in the top 3,000 nationally; the 2003/2004 ranking did not include centres defined in the later schedule as Minor Local. Cross Hills, Bentham, Ingleton and Grassington are also identified as Minor Local centres.

6.7 The lack of differentiation in the ranking of the smaller centres means that it does not mirror directly the hierarchy of the centres in the District and the relative importance of Settle particularly. It does confirm Skipton as the principal town centre in the District. Whilst MHE shows Cross Hills as having a higher rank than Bentham, MHE represents only one approach to establishing a hierarchy of centres. Whilst MHE is a worthy reference source, it has limitations given the manner in which centres are ranked and being seven years old will mean the occasional oddity in classification.

6.8 A more up to date national shopping venue ranking is provided by Venuescore, albeit Venuescore covers fewer centres than the MHE index. Skipton is the only centre in Craven included in the Venuescore rankings. The Venuescore ranking for Skipton and other principal centres in the sub-region is shown in Table 6.2.

Table 6.2 Venuescore Retail Centre Ranking

Centre	2010 Rank	2013 Rank	Change	Location Grade
Leeds	5	4	+1	Major City
Bradford	112	122	-10	Regional
Lancaster	143	163	-20	Regional
Halifax	190	201	-11	Sub-Regional
Keighley	205	203	+2	Sub-Regional
Burnley	219	246	-27	Sub-Regional
Skipton	**300**	**309**	**-9**	**Sub-Regional**
Nelson	680	781	-101	Minor District

Source: Venuescore 2014

6.9 As can be seen from Table 6.2, Skipton has fallen by nine places in the Venuescore rankings from 2010 to 2013. This decline is similar to the decline which has been recorded in other principal centres in the sub-region, except for Keighley, the closest retail centre to Skipton geographically, which has climbed two places.

6.10 More recent town centre surveys (as undertaken by NLP in June 2015) represent a more comprehensive approach to assessing the relative status and importance of centres within the District.

Recommendations on Retail Hierarchy

6.11 Based on the evidence gathered during the town centre health checks, and the data collected during the business and customer surveys, NLP considers that there is scope to revisit the retail hierarchy.

6.12 During the undertaking of the town centre health checks it was observed that Bentham Centre is quiet, with lower pedestrian footfall than might be expected. A trader discussed anecdotally with NLP during the site visit the lack of trade and this was raised by 58% of respondents to the business survey as being the main constraint on the operation of their business.

6.13 The size of the retail centre in Bentham is less than half the size of the retail centre in Settle (based on the number of units – 48 in Bentham compared to 105 in Settle). The diversity of uses in Bentham is also markedly different to the national average, suggesting that local customers may have to travel to other centres to meet their retail needs.

6.14 NLP advises that consideration is given to a new retail hierarchy and that this is based upon the definition of centres as set out in Annex 2 to the NPPF. The definitions are: city centres; town centres; district centres; and local centres (local centres are the lowest tier of retail centre and exclude small parades of shops of purely neighbourhood significance). The hierarchy in Craven might be:

- Skipton town centre
- Settle town centre
- Bentham district centre and Cross Hills district centre
- Ingleton local centre and Grassington local centre

6.15 It is considered that the retail offer in Bentham, in terms of its size, function and capacity is more akin to the offer in Cross Hills. The above hierarchy reflects this and also reflects the position of Settle as the second principal shopping centre.

6.16 Ingleton and Grassington perform the role of local centres, as defined by national planning policy.

Town Centre Boundaries

6.17 NLP has considered an appropriate main shopping area and primary shopping frontage for Skipton and our recommendations are set out at **Appendix 8**. This includes a suggested Town Centre Boundary (TCB) and Primary Shopping Area (PSA).

6.18 The TCB should include the PSA and areas predominantly occupied by main town centre uses within or adjacent to the PSA. The PSA is a defined area where retail development is concentrated and generally comprises the primary frontages and those secondary frontages which are adjoining and closely related to the primary shopping frontage. The addition of a PSA in town centres of an appropriate size is important as it is used in determining whether proposals are within edge-of-centre or out-of-centre locations.

6.19 Primary frontages include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses.

6.20 The proposals map for Skipton is set out in the Craven District Local Plan (1999). The Core Retail Area is defined in the proposals map and is based around High Street, Craven Court Shopping Centre, Swadford Street and Victoria Street. This Core Retail Area is loosely what NLP consider the PSA should be. However, our proposed PSA is more tightly drawn around the area where retail development, (including the primary frontages), is concentrated and is clearly separated from the TCB. In particular, we have excluded the town centre uses around Coach Street and Albert Terrace, as this area includes some dwellings and secondary frontages which aren't closely related to the primary frontages.

6.21 We have also included a proposed TCB which extends across the wider town centre area and includes the PSA and other main town centres uses adjacent to the PSA. In particular, the TCB includes the area to the north along Mill Bridge, the area to the east along Newmarket Street, the area to the south along Keighley Road and the Coach Street / Albert Terrace area to the west.

6.22 NLP proposes a revised town centre boundary for Settle and this is set out at **Appendix 8**. Again, the proposals map for Settle is set out in the Craven District Local Plan (1999). The Core Retail Area is defined in the proposals map and is tightly drawn around the town centre uses surrounding Market Place, Cheapside and High Street. However, based on the definitions mentioned above, we have proposed to replace the Core Retail Area with a TCB and have proposed to extend this boundary to include the town centre uses along Church Street to the north and Duke Street / Station Road to the south, which is considered appropriate for a centre of this size. NLP does not consider it appropriate to define a PSA for Settle as the town centre is relatively small and there would be no clear definition between a TCB and a PSA.

Retail Impact Thresholds

6.23 Craven District Council has requested that NLP provides advice on proposed proportionate, locally set floorspace impact thresholds.

6.24 NLP has reviewed a number of Core Strategy/Local Plan Inspector's Reports in order to understand the approach adopted by other local authorities and found that in the main, locally set impact thresholds are found to be justified where based on local circumstances and up-to-date evidence.

National Policy and Related Guidance

6.25 Paragraph 26 of the NPPF affords local planning authorities the opportunity to set a proportionate, locally set threshold for edge-of-centre and out-of-centre retail, office and leisure development above which it is deemed that an assessment of impact will be required. The 'town centre' referred to in this advice is the defined Primary Shopping Area, which means that the recommendations apply to edge-of-centre and out-of-centre sites beyond the PSA (or town centre boundary where no PSA exists).

6.26 The NPPG: Ensuring the Vitality of Town Centres (Paragraphs 013 Reference ID: 2b-013-20140306 to 018 Reference ID: 2b-018-20140306) specifies that in setting a locally appropriate threshold, it is important to consider:

- the scale of proposals relative to town centres;
- the existing vitality and viability of town centres;
- cumulative effects of recent developments;
- whether local town centres are vulnerable;
- likely effects of development on any town centre strategy; and
- impact on any other planned investment.

6.27 Of the considerations listed above, NLP considers that there can be practical difficulties with basing a local floorspace threshold on the scale of known proposals. This is because the Local Plan is intended to guide development over the next period to 2032, and the great majority of schemes that might come forward during this period will not yet be conceived and/or known about by the Council.

6.28 Also of relevance to the consideration of locally set impact thresholds is the application of the sequential approach test. The implication of the Dundee Judgment (Supreme Court Judgment: Tesco v Dundee City Council (21 March 2012) is that applicants are required to consider whether a potential alternative site can accommodate the development proposed and not some alternative scheme that is materially different in purpose. It is likely that only larger centres could accommodate developments of, say, over 2,500 sq. m gross (i.e. applicants employing a reasonable degree of flexibility in respect of a scheme located outside one of the smaller centres would most likely be able to demonstrate that the sequential approach test is passed by virtue of a lack of suitable sites/buildings) and it is therefore important that the impact of such development in edge-of-centre and out-of-centre locations is assessed.

6.29 Development of 2,500 sq. m gross will account for a significant proportion of the projected need for retail floorspace in smaller centres, particularly in a rural district. This suggests that retail developments of less than 2,500 sq. m gross could have an impact on town centres and the Framework threshold is not appropriate to all local circumstances in Craven, particularly the smaller centres, which would be vulnerable to larger development proposals.

Approach to Setting Floorspace Thresholds in Craven

6.30 NLP advises that the wording in future development plan policy reflects Paragraphs 24 to 27 of the NPPF. The purpose of setting such limits is to adopt a floorspace threshold on a centre-by-centre basis, beyond which limits there is the potential for a significant adverse impact on town centre vitality and viability.

6.31 Local Plan policy needs to reflect the NPPF in requiring that the sequential approach to site selection is followed, where proposed developments for main town centre uses are being considered for sites that are not in an existing centre or not in accordance with an allocation within the plan.

6.32 In terms of retail impact, locally set floorspace thresholds for retail development are rightly set on a centre-by-centre basis. The suggested floorspace thresholds set out below are based on the work undertaken in this Study alongside an understanding of the retail hierarchy within the District. A key consideration is the quantitative assessment of retail needs and the need for new convenience and comparison floorspace within each of the defined centres.

6.33 The floorspace thresholds adopted should be applied to proposals for new convenience and comparison retail floorspace, extensions to existing Class A1 stores and applications to vary the range of goods permitted to be sold from existing floorspace in edge-of-centre and out-of-centre locations. It is recommended that the floorspace thresholds should be used as a guide for other main town centre uses (including office and leisure proposals) outside of town centres; albeit the diverse nature of such uses means that the Council is justified in considering the justification for an impact assessment on a case by case basis.

Skipton Town Centre

6.34 Our health check assessment of Skipton Town Centre indicates that the centre is performing well. In the convenience goods sector, the town is dominated by a Morrisons store (3,825 sq. m net sales) and a Tesco store (3,334 sq. m net sales), which are both located to the south-west of the centre and are afforded no policy protection as they are outside of the town centre boundary. Within the existing town centre boundary, there is a Marks & Spencer Simply Food convenience store. In the comparison goods sector, there is one national multiple department store present, Rackhams, which anchors the town centre.

6.35 As the town centre is already impacted by two large foodstores with no policy protection, but located in close proximity to the town centre boundary, it is advised that any further large convenience goods facilities outside of the town centre are likely to impact Skipton further.

6.36 In Skipton, NLP has assessed that there is capacity for 2,441 sq. m net sales of additional convenience retail floorspace by 2032. In addition, NLP has assessed that there is capacity for 3,291 sq. m additional net sales of comparison floorspace by 2032 (albeit any projections in the long-term need to be taken with a degree of caution).

6.37 NLP advises that a locally set threshold of 1,500 sq. m gross for all retail development would be appropriate.

Settle Town Centre

6.38 Settle Town Centre is characterised by a range of unit sizes and is served by the medium-sized foodstores of Booths on Kirkgate (no policy protection and 1,109 sq. m net sales) and the Co-op on Market Place (in-centre and 675 sq. m net sales).

6.39 In terms of vitality and viability, Settle is in good health although the centre is lacking somewhat in Class A3-A5 uses and comparison retail destinations. In Settle, tourists account for a high proportion of activity in the town. A lack of Class A3-A5 uses in the town is surprising and competition from less central commercial provision could further undermine its role in the hierarchy of centres. NLP advises a locally set threshold of 750 sq. m gross for all retail development.

Bentham

6.40 NLP considers that Bentham performs a District Centre role in the Craven hierarchy.

6.41 The health check assessment for Bentham concludes that it is primarily a convenience goods destination. The centre is traditional in nature with a number of butchers, bakers and specialist food retailers present.

6.42 NLP suggests a locally set threshold of 500 sq. m gross for Bentham, for all retail development. This is because Bentham would be vulnerable to the impacts of new retail development in edge and out-of-centre locations.

Cross Hills

6.43 Cross Hills performs a District Centre role, and is part of the outer-fringe of the Leeds city region. It is also subject to influence from neighbouring Bradford. The prospect of 2,500 additional residential units in Bradford District with proximity to Cross Hills could have implications on the role and performance of the centre. It is also an important junction on a principal trans-Pennine route, which offers the potential for a healthy proportion of expenditure deriving from passing trade.

6.44 The health check assessment for Cross Hills states that the centre has a high proportion of convenience retail units when compared to the national average. Whilst the proportion of units vacant is below the national average, the size of units vacant and the length of time some have remained empty gives the centre a somewhat run-down feel, and suggest that the centre is performing less of a town centre role than a decade ago.

6.45 NLP suggests a locally set threshold of 500 sq. m gross for Cross Hills, for all retail development. This is because Cross Hills would be vulnerable to the impacts of new retail development in edge and out-of-centre locations.

Ingleton

6.46 Ingleton generally meets the day to day shopping needs of local residents. Ingleton contains just one national multiple retailer; a Co-op store on Main Street. This is a small convenience store of approximately 220 sq. m net sales.

6.47 The size of Ingleton and its existing offer means that it is more susceptible than any other centre in the District to potential impact from new retail floorspace outside of the site. On this basis, It is recommended that the floorspace threshold for Ingleton is set at 250 sq. m gross for all retail development.

Out of Centre proposals with a Catchment Area spanning more than one Centre

6.48 If the catchment area of a proposed development extends across a number of centres that are categorised differently in the local retail hierarchy (and have different thresholds for impact assessments) then it is recommended that the lower of any impact thresholds is taken as the trigger for an impact assessment being required.

Out of Centre proposals with a Catchment Area not extending to any Centre

6.49 In circumstances where the catchment area of a proposal is claimed not to extend to any defined centre, the requirement for an impact assessment should be considered on a case-by-case basis. In most circumstances such proposals will be of floorspace not sufficient enough to justify an impact assessment.

7.0 Assessment of Commercial Leisure Provision

Scope and Purpose

7.1 Paragraph 23 of the NPPF states that it is important that needs for retail, leisure, office and other main town centre uses are met in full. Consideration of leisure needs requires a greater consideration of qualitative issues rather than reliance on quantitative analysis. This is particularly so in a district such as Craven, where its rural nature, relatively small population and proximity to higher order centres with sub-regional leisure destinations means that the it is unlikely that there will be identified capacity for main-stream commercial leisure provision but there is much greater scope for encouraging other leisure uses.

National Leisure Trends

7.1 The demand for commercial leisure facilities has increased significantly during the last 25 years. The growth in the commercial leisure sector was particularly strong during the late 1980s and again in the mid-1990s. Average household expenditure on leisure services increased in real terms by 93% between 1984 and 1995 (source: Family Expenditure Survey), and by a further 48% between 1995 and 2005. The sector has experienced more limited growth since 2005. Whilst new destinations leisure attractions have entered the market place with success (Eden Project ranks 15th in the most visited attractions in England [footnote 8]) and country parks, heritage destinations and cultural attractions have out-performed the leisure marker in the last decade, commercial leisure attractions have fared less well generally.

7.2 Many analysts consider that the commercial leisure market has reached saturation in some sub-sectors, such as bingo, large format multiplex cinemas and tenpin bowling. The economic downturn since 2008 has curbed further growth in leisure spending and this sector is an early casualty of reduced disposable income, albeit the concept of the ‘staycation’ has delivered positive repercussions for the domestic commercial leisure industry. This is a trend likely to benefit rural districts such as Craven as the commercial leisure sector can benefit from tourist spend. Visit England notes that attendance at leisure/theme parks stagnated over the period 2005-2013, with the sector considered to be in decline [footnote 9].

7.3 The mid-1990s saw the expansion of major leisure parks which are generally anchored by a large multiplex cinema and offer other facilities such as ten-pin bowling, bingo, nightclubs, health and fitness clubs, themed destination restaurants, pub/restaurants, children’s nurseries and budget hotels. Commercial leisure facilities have typically been located on the edge of town

[8] Visit England – Most visited paid attractions 2013
[9] Visit England – Visitor Attraction Trends in England 2013 (does not include data for Merlin Entertainments)

centres or in out-of-centre locations, with good road access. Many leisure uses have also emerged as part of or adjacent to retail warehouse parks. The Superbowl and Reel Cinema in Morecambe is an example of this, with retail uses and a foodstore adjacent. The leisure boxes at Morecambe accommodate a modern standard Reel cinema and a greater proportion of ancillary restaurant floorspace.

7.4 The cinema market remains an important sector as this is often an anchor leisure use and provides footfall for linked-trips with other uses including food and drink outlets. Operators such as City Screen, Mainline Pictures, Reel Cinemas and The Light have opened new cinemas or taken over small cinemas in recent years. Premises operated by The Light cinemas are moving away from the standard cinema formats followed by Odeon and Vue to try and create more of a 'cultural' centre for cinemagoers including a bar/restaurant space and more intimate environment. Although these operators are not present in Craven, in Keswick which is a town with similar characteristics in terms of size and tourism to Skipton has a successful 'art house' cinema/theatre that screens films and stages plays and musical acts. It has 2 auditoria seating up to 516 people.

7.5 Digital projection has driven a trend towards development of cinemas with fewer screens, and town centre locations are back in vogue. Town centre cinemas tend to occupy a smaller footprint and are typically developed alongside other commercial businesses, including cafés, bars and restaurants. This format suits smaller centres of Craven, where space is more limited than in higher order centres and population is less.

7.6 In November 2012 Cineworld acquired the arthouse cinema chain Picturehouse, which at the time operated from 21 locations. The acquisition of Picturehouse extended the Cineworld Group portfolio to over 120 venues. Cineworld has confirmed that it is on track to open a further 25 locations by the end of 2017 with a new picture house opening in Glasgow Silverburn in June 2015 and scheduled openings in Fareham (summer 2015) and Ely, Loughborough and Newport (early 2016). The population of Ely (Cambridgeshire) is c. 18,000, which is only slightly greater than Skipton and suggests Cineworld Group is looking at similar sized towns for their expansion plans. In January 2014 Cineworld secured expansion internationally, in Eastern Europe and Israel, when it purchased 100 multiplex cinemas from the Cinema City International (CCI) portfolio. 2015 press coverage charts its successes in the Czech Republic and Romania.

7.7 Odeon is also continuing investment to improve and expand its estate, which has recently included a new food and drink partnership, with Costa Coffee opening outlets in cinema foyers. Cineworld has introduced Starbucks outlets at a number of sites. Vue has also identified further opportunities for multiplex cinemas in the UK, with the intention to explore new acquisition opportunities.

7.8 Although the private health and fitness market has remained strong, it is the no-contract, budget operators such as easyGym and Pure Gym (which merged with The Gym Group in 2014 and acquired the LA Fitness business in May

2015) that are currently seeking premises across the UK and continue to grow rapidly, although none of these fascias are operating in Craven District. Fitness First, DW Fitness, Sports Direct (which acquired 30 LA Fitness branded gyms in June 2014) and Total Fitness are further national businesses in this sector not represented in Craven District. The economic downturn and squeeze on disposable income has had an impact on established multiple operators, most notably Fitness First, which was recently forced to close a number of outlets as a result of falling membership revenues. Craven is less likely to be impacted as across the District it is the smaller operators that provide gym provision.

7.9 Since the late 1990s the high street has seen a significant increase in the number of cafés, coffee shops and sandwich emporia. This includes the Caffé Nero, Costa Coffee and Starbucks coffee shop chains and sandwich providers Eat, Pret a Manger and Subway, alongside a growth in high-end independent retailers. A 2012 report predicts that increased competition from brands such as Harris and Hoole and Greggs Moment would lead to a 25% growth in coffee shops over the next five years. Tesco entering the takeaway market with its Tesco Express Food to Go chain will provide greater competition in this sector. Craven's offer is supplemented by independent coffee houses and cafes but this trend is reflected in Skipton, specifically.

7.10 A trend for 'posh' fast food, started by the likes of Gourmet Burger Kitchen, has extended into the independent sector and themed venues (such as 'street food' outlets) and is delivering new vibrancy to some high streets, but may be short-lived. In fact, there is a trend for such premises to be described as 'pop-up' restaurants, and many may well be so as operators take advantage of a more flexible Government policy towards town centre uses as temporary changes of uses (for up to two years) are sanctioned through permitted development rights.

Commercial Leisure – Craven District

7.11 NLP has completed a desk-based study of the commercial leisure uses in Craven District, setting this in context with provision in locations outside of the District that have the potential to divert expenditure away from facilities in Skipton and the other settlements in the local retail hierarchy.

Catchment Potential

7.12 Commercial leisure facilities outside of 'destination' attractions – theme parks and such attractions, which will typically have a broad sub-regional catchment area – attract the majority of their trade from residents living within 20 minutes' travel time. Large leisure facilities which typically include an offer such as multiplex cinema, ten-pin bowling, ice rink and family entertainment centre tend to be developed in the form of mixed-use out-of-centre leisure (or retail/leisure) parks as they require a large catchment population. That said, there is a marked trend away from out-of-centre locations as cinema-led mixed use developments are returning to town centres on the back of advances in digital screening technology meaning that a greater number of smaller cinemas can be operated efficiently.

7.13 The 2012 population of Craven District is estimated at 55,500. The catchment area for facilities in the District (excepting spin-off trade generated from tourists) is unlikely to extend much beyond its boundary. Conversely leisure facilities in neighbouring authority areas will also draw residents of Craven out of the District for leisure activity. Due to its predominantly rural character and smaller sized settlements, it is likely that people will travel some distance out of the District to reach modern leisure destinations and satisfy their leisure needs.

7.14 Leeds city centre and the Leisure Exchange in Bradford are approximately 45 minutes by car or train from Skipton and features restaurants, a cinema, casinos, bowling and hotels. The regional centres of Leeds and Manchester offer extensive leisure opportunities and will draw people out of Craven District to maximise use of their offer.

Cinemas and Theatres

Cinema

7.15 The only cinema within the Craven District administrative area is the Plaza Cinema in Skipton. The traditional 'picture house' style cinema complete with organ and balcony has one screen and 250 seats. In addition, there are 'mobile' cinemas that operate across the District which separate in village halls and similar venues. One such organisation is The Ribblesdale Area Moving Picture Show 'TRAMPS' that shows films at Settle, Victoria Hall within Craven District.

7.16 The nearest multiplex cinemas in adjoining authority areas are:

- Picture House in Keighley which has 2 screens with a total of 401 seats, which is 15 minutes by car from Cross Hills and the south of District;
- Vue Cinema in Lancaster (a 30 – 40 minute drive from Bentham and Ingleton); and
- Odeon in Harrogate, Reel Cinema in Burnley or the Cineworld in Bradford (each approximately 40 minutes' drive from Skipton).

7.17 NLP has developed the 'CINeSCOPE' [footnote 10] intelligence tool which provides a dataset containing the location and scale of existing, committed and proposed cinema outlets. Using population density data and patronage rates the model identifies potential 'hotspots' for future provision.

7.18 Across the UK, 77% of the population consider themselves as cinema goers, visiting the cinema on average 6 times per year [footnote 11]. On this basis the

[10] NLP CINeSCOPE is a cinema capacity model for UK locations informed by NLP Venu and demographic data and trends

[11] Digital Cinema Media Insight Note : http://www.dcm.co.uk/uploads/documents/DCM_One_pagers-Cinemagoers.pdf

number of cinema goers in Craven can be calculated as 42,735. The national average annual visits/screen is 47,001 and the average annual visits/annum is 2.8. Cinema-goers in Craven might be expected to make some 120,000 visits per year, which would support three screens 40,000 visits each. This optimal number of visits per annum per screen is 75,000, suggesting scope for two screen at optimal operating levels. The rural nature of Craven District suggests that optimal operating levels are less likely to be achieved (when compared with more urban areas) and there is a quantitative indication of scope for increased cinema provision locally.

7.19 When considering the number of cinema seats in Craven District, the total is 250 (the one screen in the Plaza Cinema in Skipton). This works out as 170 people per seat.

7.20 Recent analyses by NLP of cinema provision in North East and North West England (based upon the NLP CINeSCOPE model and VENu database of cinema outlets), indicate that in the north-east there is some 102 people per existing seat and in the north-west some 80 people per seat. This illustrates that there are potential significant regional variances in provision and this may well be a result of the quality of provision.

7.21 Whilst the proximity of Lancaster to Bentham and Ingleton and the proximity of Keighley to the south of the District mean that residents of Craven have access to cinema screens other than the Plaza in Skipton, there is evidence that the level of provision in Craven District represents a qualitative deficiency when compared with the level of provision elsewhere. Whilst this is not necessarily indicative of Craven residents being disenfranchised (given the provision outside of the District), improvement in the provision within the District could result in a more sustainable pattern of cinema-going. An increase in cinema provision in the District may well me more suitable as an extension or upgrade to an existing venue to accommodate more people or screen a greater variety of films or have screenings more frequently or indeed an increase in the ‘mobile’ cinema offer.

Theatre

7.22 The Mart Theatre, located adjacent to Craven Cattle Mart on the north-west of Skipton, stages traditional and contemporary productions. The theatre shows theatre productions, comedy, music, family shows, student productions and a variety of other events such as Art and Crafts shows.

7.23 Skipton Town Hall is currently undergoing refurbishment and as part of the third Phase will see improvements to the performance areas. The Town Hall has events space for both day time and evenings which are benefitting from the renovations. The space is not exclusively theatre space but music acts and instrumental ensembles are scheduled to perform later in 2015.

7.24 Victoria Hall in Settle stages theatre productions and a number of events such as Ceilidhs and music performances. The Glusburn Institute Arts and Community Centre offers venue space for hire and organises events such as

Arts and Crafts fairs, live music and theatre performances. There is also the Richard Whiteley Theatre in Giggleswick, 1.5km from Settle which hosts a number of school theatre productions, films, music and lectures. The Lempen Puppet Theatre Company directs the Skipton International Puppet Festival which is a biennial event in the town. Rural Arts on Tour is a theatre group which performs in a number of village halls across Craven District.

7.25 Craven District appears well provided for in terms of local theatre groups/theatre productions and an objective of the Council should be to recognising the importance theatres to cultural activities and leisure provision in the District. Proposals for new theatre provision should be considered positively, provided that they are in accordance with the provisions of the development plan.

Health & Fitness Clubs

7.26 There are a number of health and fitness clubs located within the south-east of the District, particularly around Skipton, however, provision in the north and west of the District is sparse.

7.27 Larger-format national-multiple health and fitness centres such as Total Fitness, Virgin Active and Fitness First are not represented in Craven. Health and fitness clubs in the District tend to be smaller scale and comprise independent and regional operators. Facilities in Skipton include Intershape, Lifestyle Studio, Cobra Fit, Craven Pool and Fitness Centre, the gym at the Rendezvous Hotel and Escape Health Limited.

7.28 Settle Pool is a charity run 20m x 7m indoor swimming pool located to the north of Settle town centre. An outdoor swimming pool is located in Ingleton (open during summer months only), whilst the largest swimming pool in the District is at the Council run Craven Swimming Pool and Fitness Centre in Skipton (25m x 12.95m).

7.29 Whilst residents of Skipton and the south of the District have access to commercial health and fitness clubs, access to other residents of the District is less readily available. Whilst this might be illustrative of a qualitative deficiency in provision in remoter parts of the District, this has to be considered in context with the Yorkshire Dales National Park and Forest of Bowland AONB which provide comprehensive opportunities for outdoor health and fitness activities.

Ten-pin Bowling

7.30 NLP research has identified that there is only one ten-pin bowling alley within Craven District – the Matrix Superbowl on the Carleton New Road Business Park in Skipton which has 8 bowling lanes. Matrix Superbowl also has a ‘playzone’, which is one way in which many bowling alley and ten-pin bowling venues have begun to diversify.

7.31 It is generally accepted that ten-pin bowling patronage in the main is reducing, and the existence of the Matrix Superbowl facility in Skipton is indicative of their being sufficient provision in the south of the District to meet demands. Of course, the residents in the north of the District may be more inclined to look to Lancashire, and there is a 20-lane Superbowl in Morecambe.

7.32 Nationally, commentators have coined the term ‘Boutique bowling’ for another trend which is the re-invention of ten-pin bowling delivered alongside ‘posh’ fast food. ‘Roxy Lanes’ in Leeds and ‘All Star Lanes’ in Manchester are examples of ‘Boutique bowling’ facilities. The pairing of these facilities with an upmarket food and drink offer has given ten-pin bowling a makeover and a much needed twist to begin to re-establishing its image in the leisure market.

7.33 The impact of the economic downturn on levels of disposable income suggests that any capacity for growth in the ten-pin bowling sector will be in the longer term.

Bingo

7.34 There are no large-format registered bingo halls in Craven District, with the nearest accessible venues located within towns to the south and east of the District including Bradford, Burnley, Harrogate, Keighley and Leeds.

7.35 In Craven there are a number of venues that operate bingo nights. These include Venue Bar in Skipton and a number of schools and sports clubs offering one-off bingo nights.

7.36 NLP research has found a trend that LPAs in recent years have not typically received many applications for new bingo facilities, or extensions or improvements to existing facilities and this indicates a potential stagnation in this sector. This stagnation may be due to market saturation by existing provision which is already meeting demand, and is also likely to be reflective of rapid growth in national and international bingo (and wider gambling) sites, through domains such as foxybingo, bgo and crownbingo. Statistics released by The Independent newspaper and informed by The Bingo Association state that visits to bingo halls have declined from 80 million in 2005 to 43 million in 2014 [footnote 12].

7.37 There is not any quantitative or qualitative need to plan for additional bingo provision within Craven District.

Indoor Play Centres

7.38 In the last decade there has been a marked rise in the number of indoor play centres across the country, which is seen as a key growth area in the commercial leisure sector.

7.39 Originally indoor play centres were primarily provided as enticement to visits to the operations of national chain family pub-restaurants, but in recent years independent operators have started to dominate the industry. In Skipton the

[12] Bingo Halls struggle to get a full house: http://www.independent.co.uk/news/uk/home-news/bingo-halls-struggle-to-get-a-full-house-industry-leaders-blame-unfair-tax-for-games-decline-9053738.html

Matrix Superbowl centre offers an indoor play facility, and a dedicated indoor play centre can also be found at The Sidings Industrial Estate in Settle (Settle Play Barn). Beyond the District boundary, facilities can be found in Keighley (Dragon's Den), Nelson (Giddy Kippers Ltd), Lancaster (Giggles Play and Adventure), Bradford and Leeds (numerous facilities).

7.40 Whilst NLP considers that there is no specific requirement to plan for additional indoor play centres within the District, the Council should look to respond pro-actively to new proposals that come forward where these have the potential to improve accessibility to such facilities and accord with provisions of the development plan.

Museums, Art Galleries & Historic Buildings

7.41 Parts of Craven District are well provided for in terms of museum space, art galleries and historic buildings, albeit there is very little exhibition space in the north of the District. Skipton Castle is a well-visited attraction and a cultural reference point for residents of and visitors to Craven District.

7.42 Craven Museum and Gallery located in Skipton provides a mixed offer of art, archaeology, natural world and social history collections as well as an annual calendar of exhibitions as well as a permanent Shakespearean exhibition. The museum received in 2015 a grant from the Arts Council with the goal of enabling the Museum to provide a better service for the people of Craven.

7.43 The Museum of North Craven Life at The Folly, Settle also offers an annual programme of exhibitions as well as a variety of workshops and talks which take place throughout the year. The Grassington folk museum which is open twice weekly.

7.44 There are a number of small commercial galleries across Craven including what is claimed to be the smallest gallery in world. '*The Gallery on the Green'* is housed in a phone box in Upper Settle.

7.45 Other key attractions locally include Bolton Abbey.

Nightclubs, Pubs and Bars

7.46 There are a number of late night bars and pubs footnote [13] located in Skipton as well as one nightclub. Other centres and surrounding areas are well provided for in terms of public houses particularly, but the focus of the Craven District late night leisure economy is Skipton.

7.47 The main nightclub in Skipton is Kooky which opened in the previous Strata nightclub venue which is supplemented by a number of late night bars and public houses including the Red Lion, Bojangles, Fleece, Venue and the Cock and Bottle.

[13] Bars with licensing hours beyond 11pm

7.48 The further introduction of facilities to serve the evening/late night leisure economy should not be at the expense of the attractiveness of centres to other users, having regard to the findings of the in-street survey in terms of how safe people feel in centres during the evening. Whilst it is often a perception of crime (rather than actual crime) that deters people from using centres in the evening/at night, it is important that any changes to the evening economy offer across the District do not exacerbate actual or perceived levels of crime. The harmonious integration of night time uses is an important consideration for policies of the Council, either through the development plan (as appropriate) or other means.

Town Centre Events

7.49 In Craven District, a number of events take place annually (and others occur on a less frequent basis) that have become a key part of the commercial leisure offer in the District. These events also attract tourists and visitors from outside of the District.

7.50 Events include Sheep Day, Grassington Festival, Christmas Markets, Skipton International Puppet Festival and Skipton Gala. Other temporary attractions are the Waterways Festival, Settle Stories, 'Overground Underground' and Austwick Cuckoo Festival.

7.51 Whilst these events do not provide a permanent offer in the leisure sector, they have become a consistent part of the event calendar in the District and should be supported through policy. Residents and visitors become familiar with the events that take place and events become a repeated leisure activity.

'Wet Weather' Activities

7.52 'Wet Weather' activities in centres have the potential to increase the attractiveness of centres, particular in Craven where the main draw to the District is outdoor leisure activities.

7.53 Already Craven has a number of commercial leisure venues that would meet these criteria in the form of museums, art galleries, historic buildings, theatres, indoor play centres, the cinema and the array of food and drink establishments. This offer could be supplemented by other activities that are not detrimentally influence by poor weather conditions.

7.54 In Craven this could be the increase in undercover areas at town centre events which could make these more attractive despite the weather conditions. In addition, markets, art displays and craft fairs could utilise existing spaces within the towns to provide all weather attractions.

7.55 The District may benefit from encouraging 'outdoors-indoors' leisure activities such as a climbing centre that may appeal to individuals who would be otherwise interested in outdoor activities in the District.

Craven In-Street Survey – Commercial Leisure

7.56 The Craven in street survey results indicate that 3.1% of all visits to the centres (Bentham, Ingleton, Settle, Skipton, Cross Hills and Grassington) have a main purpose of leisure or culture. The highest proportion of leisure and culture related visits was recorded in Settle (5.0%).

7.57 The in street survey also provides an indication of the opinion with regard to leisure facilities across the District and the extent to which these facilities are considered to be of importance. For example, when asked what factor influenced their visit to a centre, only 2.6% of respondents said leisure facilities.

7.58 Respondents were also asked how they rated the respective centre compared to others in the District for entertainment and leisure facilities. The most positive response was in Skipton where 90% considered its facilities to be neutral (as good) or good in the day and 82% commented similarly with regard to evening provision. It is noticeable that 30.1% (daytime) and 37.9% (evening) of people didn't have a view on how a particular centre compared when considering its provision in context with other centres in Craven. This could be representative of the number of tourists who may be unfamiliar with the provision in a centre and it may also be an indication that the leisure facilities are currently underutilised by Craven residents.

7.59 When asked about cinema and theatre provision nearly half (49.9%) of respondents didn't know how they centre they were visiting compared with others in Craven. This may be for the same reason as above.

7.60 In Settle, theatre provision is thought of relatively positively with 29% considering it to be quite good compared to other centres. This contrasts slightly with Skipton where opinion was more negative; 25% considered provision to be very poor. The opinion in Skipton may be due to respondents not considering The Mart theatre to be in Skipton, given that it is located outside of the town centre. 12% of respondents in Skipton said that the cinema provision was relatively poor, which is reflective of the level of provision relative to nearby towns.

7.61 Interestingly when asked about town centre events no-one considered the events to be poor. Events are received positively. In the in street survey 18% of visitors to Grassington cite the arts and heritage festival as a reason to visit the town. Similarly, 27.8% were visiting Ingleton for a '40s weekend'. The most commonly cited events drawing positive comments are 'Sheep Day', the '40s weekend' and the Christmas Market.

Summary

7.62 A review of commercial leisure facilities in Craven district has identified a number of key trends.

7.63 Most notable and unsurprisingly is the concentration and proportion of facilities located in and around Skipton which is where the majority of the District population lives. An indoor play centre, museums and galleries as well as one ten pin bowling alley are all located in or close to Skipton.

7.64 Whilst large commercial leisure operators are not represented in the health and fitness and cinema sectors, the NLP research has found there is strong representation from independent operators. These meet some of the demand, whilst other demands are met outside of the District. There is quantitative and qualitative justification for additional cinema provision in Craven District.

7.65 Leisure provision across Craven District is to a good standard, albeit provision is limited in the bingo sector. However, due to evidence of stagnation in the market and the provision of facilities in nearby towns it is not considered there is a qualitative need to enhance bingo hall provision in Skipton. A degree of provision is catered for by bars, schools and pubs.

7.66 The broad variety of commercial leisure provision is considered by NLP to be strong considering the rural character of the District. The theatres in Skipton and Settle offer a range of productions and the cinema has a relatively large auditorium despite the assessed deficiency; cinema provision is currently supplemented by a larger nearby cinema in Keighley.

7.67 Overall, there is no immediately obvious shortfall in leisure provision other than the potential in the cinema sector. There is scope to build on the Craven offer to encourage increased leisure orientated expenditure within the District.

7.68 Analysis of retail spending patterns across Craven has identified a significant amount of leakage, primarily in the comparison goods retail sector, to locations outside of Craven. It is apparent that there is scope in Craven to build upon the commercial leisure provision and that this could be a catalyst to encourage linked shopping and leisure trips. This is likely to be beneficial, specifically in Skipton where people could be encouraged to use existing enhanced/new facilities but with the potential to increase comparison goods spending in the town and reduce leakage.

8.0 Conclusions: Town Centres Strategy

8.1 Craven District Council commissioned Nathaniel Lichfield & Partners (NLP) to prepare a district-wide retail and leisure study. The Study provides a robust evidence base which will inform the preparation of a new Local Plan for the area of the District outside of the Yorkshire Dales National Park. It assesses the current convenience and comparison retail and leisure offer across the District, and quantify the need for new floorspace over the period covered by the forthcoming Local Plan. NLP completed this study having regard to the requirements set out in the National Planning Policy Framework (NPPF) and the Planning Practice Guidance. The Study updates the existing evidence base, replacing the Retail Analysis and Town Centre Health Checks completed in 2004.

8.2 In completing this study, NLP has made full use of a household telephone survey, in-street surveys and postal business surveys. In total 900 households were surveyed, 385 in-street surveys were completed and 208 businesses responded to the postal business surveys across the study area. The study area is ward based and as such follows the administrative boundary of Craven District.

8.3 The Study considers the quantitative need for additional retail floorspace, informed by the results of the household telephone survey. Whilst this study draws some qualitative conclusions in context with the findings of the previous 2004 research, no direct comparison of retail capacity is attempted given the length of time between the two sets of empirical research and different methodologies adopted.

Shopping Patterns 2015

8.4 The retention rate in the convenience retail sector is strong at 81.5% and typical of a rural District at where a significant proportion of the local population would consider shopping outside of the local area a significant dis-benefit. Within Craven the most commonly visited destination destinations are within the Skipton Core Retail Area and elsewhere in Skipton (58.4%) followed by Settle Core Retail Area and elsewhere in Settle (9.4%).

8.5 It is common for travel to work patterns and geographical proximity to stores in neighbouring administrative areas to account for some of the leaked expenditure. For example Aldi in Silsden and Booths in Kirkby Lonsdale both attract a 1.9% market share and are destinations outside of Craven District visited by a significant proportion of shoppers. Shoppers are likely to use these destinations due to proximity to home and potentially as a linked trip combined with a commute to work.

8.6 The proportion of convenience retail expenditure retained across Craven is high, indicating its residents are well provided for in the food retail sector, albeit there is significant outflow from the Cross Hills area to Keighley and from the far north-west to Kendal and Kirkby Lonsdale.

8.7 Less than half (45.1%) of the comparison retail expenditure generated by residents of Craven District is retained within it, and Skipton attracts over three-quarters of this (34.6%). Skipton town centre attracts the greatest market share of any destination, with the next greatest market share the combined attraction of Keighley town centre and its retail parks (19.0%).

8.8 The identified leakage is related to the elongated geography of Craven with residents of settlements in the north such as Ingleton and Bentham less likely to shop in Skipton as they have more convenient links to Lancaster and Kendal. Conversely residents of settlements in the south are more likely to shop in Skipton and have easy access to the towns in West Yorkshire and East Lancashire. The findings of the household survey support this trend.

8.9 The proximity of regional city centre Leeds, and other principal Yorkshire towns to the south of Craven District, does not have as great an impact as might be expected on comparison retail shopping patterns in the District; particularly given travel-to-work patterns. It is the smaller centre of Keighley that provides the greatest competition to Skipton town centre. The offer carried by the town centre and outlying retail parks is the principal reason why a significant proportion of comparison retail expenditure is leaked from the District.

8.10 It is important to note that whilst there is a significant leakage of expenditure to destinations outside of the District and this is likely to be causing significant impact to the vitality and viability of centres within Craven, the outflows of expenditure are not necessarily demonstrative of unsustainable patterns of shopping.

Retail Capacity Assessment

8.11 The retail capacity assessment assumes a constant market share, projecting forward shopping patterns recorded by the 2015 NEMS household survey. The quantitative assessment of the potential capacity for new retail floorspace suggests that there is scope for new convenience retail floorspace in most parts of Craven District with the exception of Settle where stores are currently trading below benchmark levels.

8.12 In Skipton, significant comparison retail capacity is identified for new retail floorspace and this would enable a sizeable extension to existing provision. In Settle, Ingleton and Bentham there is capacity to support small scale intervention which is most likely to be through extensions or improvements to the existing stock. There is no meaningful capacity for new comparison retail floorspace identified in other centres.

8.13 Table 8.1 and Table 8.2 summarise the capacity for additional convenience and comparison retail floorspace for the defined town centres in Craven District. Capacity beyond 2020 should be viewed with caution as there is little certainty over long term economic performance and prosperity.

Table 8.1 Convenience Retail Capacity by Centre

Centre	Convenience Retail Capacity (sq. m net)				
	At 2015	By 2020	By 2025	By 2030	By 2032
Skipton	1,489	1,696	2,008	2,336	2,441
Settle	-739	-706	-656	-604	-588
Cross Hills	230	257	297	340	353
Ingleton	322	337	359	381	389
Bentham	367	390	425	462	474
Grassington	0	13	33	53	60

Table 8.2 Comparison Retail Capacity by Centre

Centre	Comparison Retail Capacity (sq. m net)				
	At 2015	By 2020	By 2025	By 2030	By 2032
Skipton	-	228	1,448	2,791	3,291
Settle	-	45	286	551	650
Cross Hills	-	6	37	71	83
Ingleton	-	20	126	242	285
Bentham	-	15	95	184	217
Grassington	-	4	26	49	58

Meeting Shopping and Leisure Needs

8.14 The NPPF states that local planning authorities should assess the quantitative and qualitative needs for land or floorspace for retail development over their development plan period. When planning for growth in their town centres, LPAs should allocate a range of suitable sites to meet the scale and type of retail development needed. It is important that the needs for retail and other main town centre uses are met in full and not compromised by limited site availability.

8.15 As set out above, the retail capacity assessment assumes that the market share and role of Skipton, Settle, Bentham and the smaller town centres will remain unchanged in the future. Whilst this Study is primarily a quantitative capacity update the consideration of town centre highlights the importance of seeking to secure vitality and viability from qualitative improvements in retail and leisure provision. If a proposal for retail or leisure development in a centre comes forward and that proposal exceeds the capacity projections set out in Table 8.1 and Table 8.2, this does not mean that the proposal is at odds with the advice in this study.

8.16 All positive interventions in the offer of a town centre should be met with support. Of course, any development proposed in less central locations will be subject to the NPPF tests of the sequential approach and impact.

8.17 Retail capacity is an important consideration in the context of retail trade diversion and retail impact, but it is also import to place this in context with whether a proposed development is consistent with the role, character and catchment area of the town or area it is intended to serve. It is important that such a qualitative consideration sits alongside a consideration of whether a proposal is justified in terms of the NPPF sequential approach and impact tests.

8.18 It is unlikely that the proportion of convenience retail expenditure generated and retained in the District will increase, but additional retail floorspace in centres across Craven District could claw-back comparison retail expenditure that is currently directed to locations outside of the District.

8.19 The implications of major retail development in centres surrounding the District should also be monitored, with consideration given to the effect that such proposals may have on the demand for additional retail floorspace in Craven.

Shopping Hierarchy

8.20 Based on the evidence gathered during the town centre health checks, and the data collected during the business and customer surveys, NLP believes that there is scope to revisit the retail hierarchy.

8.21 NLP recommends that the following retail hierarchy be adopted in the forthcoming Local Plan:

- Skipton town centre
- Settle town centre
- Bentham Cross Hills district centres
- Ingleton local centre

8.22 It is considered that the retail offer in Bentham and Cross Hills is common to the NPPF district centre. The above hierarchy reflects this and also reflects Settle's position as the second principal shopping centre.

Town Centre Boundaries

8.23 NLP considers that there is an arguable case for extending the town centre boundaries of Skipton and Settle, to reflect the presence and distribution of main town centre uses. NLP has also included a suggested Primary Shopping Area for Skipton only. Settle is considered too small to include a Primary Shopping Area.

Impact Thresholds and Local Impact Tests

8.24 NLP recommended the following locally set floorspace impact thresholds:

- Skipton: 1,500 sq. m gross;
- Settle: 750 sq. m gross;
- Bentham: 500 sq. m gross;
- Cross Hills: 500 sq. m gross; and
- Ingleton: 250 sq. m gross.

Retail Assessment Summary

Skipton

8.25 Skipton is the largest settlement in Craven District and is the principal town centre as well as the main retail destination. Skipton meets day-to-day shopping needs but also has a more specialist/tourist role. The town has a good mix of convenience and comparison goods retailers including national operators. Whilst the comparison goods offer has been strengthened by the recent Albion Place development, the comparison retail goods offer is impacted upon by proximity to the higher order centre of Leeds and the offer of nearby Keighley and Harrogate. The retail offer in Keighley, located to the south east of the town centre is a big draw to residents of the District and the Skipton area specifically.

8.26 There is capacity identified for both convenience and comparison retail floorspace in Skipton; significant comparison capacity is identified for new retail floorspace to enable a sizeable extension or uplift to existing floorspace. The Council should consider encouraging additional comparison retail floorspace which would meet contemporary requirements of high street retail operators, whilst remaining appropriate to the scale of the town. Large format stores or stores that would readily facilitate click and collect services with space for necessary storage is an advisable strategy.

Settle

8.27 Settle is the second largest town in the District and is a town centre which meets day to day shopping needs and more so than Skipton has a specialist/tourist role. Settle is predominantly a service centre although it has a good mix of convenience and comparison offer for a centre of its size.

8.28 The household survey results demonstrate that Settle meets main food shopping needs, in the middle of the Craven Local Plan area and wider upper Ribblesdale area. Settle also has a top-up shopping role, and like all of the centres in the local retail hierarchy performs an important convenience retail shopping role.

8.29 Settle has sufficient existing convenience retail floorspace to absorb growth in convenience retail expenditure as it increases over the Local Plan period. Convenience retail offer in Settle is currently underperforming and no capacity is identified up to 2032. There is no meaningful capacity for additional comparison retail floorspace in Settle, and the Council should focus efforts towards retaining and enhancing the existing offer.

Smaller Centres

8.30 The smaller centres in Craven are Bentham, Cross Hills, Grassington and Ingleton. These smaller centres offer every-day goods and services and are part of a well-established network of convenience retail provision for residents of the District providing for staple goods.

8.31 Based upon the constant market share approach, there is capacity for a small amount of additional convenience retail floorspace within these centres, which may be most effectively introduced by an extension to existing premises/businesses. There is limited scope for comparison floorspace uplift which reflects the lower order nature of these centres and the dominance of Skipton for attracting comparison retail expenditure within the District.

8.32 A retail study can only present the facts and suggest where a centre would benefit from quantitative (increased floorspace) or qualitative intervention. Delivery is down to the commercial market and/or the public sector and it would be a predetermination of commercial appetite and viability regarding private sector investment/funding available (public sector) for the Study to suggest actual interventions. This study is an evidence base document only and one component of what is required to determine the deliverability of quantitative/qualitative improvements.

Leisure Assessment Summary

8.33 This retail study focusses upon quantitative retail capacity, but the leisure component includes a qualitative assessment of commercial provision. The population of the study area (c. 55,000) combined with a strong tourist draw provides a reasonably large catchment population for commercial and leisure provision.

8.34 A review of commercial leisure facilities in Craven district has identified a number of key trends. Most notable and unsurprisingly is the concentration and proportion of facilities located in and around Skipton which is where the majority of the District population lives. An indoor play centre, museums and galleries as well as one ten pin bowling alley are all located in or close to Skipton.

8.35 Whilst large commercial leisure operators are not represented in the health and fitness and cinema sectors, NLP research has found there is strong representation from independent operators. These meet some of the demand, whilst other demands are met outside of the District. There is quantitative and qualitative justification for additional cinema provision in Craven District.

8.36 Leisure provision across Craven District is to a good standard, with the exception of the bingo sector where provision is limited. However, due to evidence of stagnation in the market and the provision of facilities in nearby towns it is not considered there is a qualitative need to enhance bingo hall provision in Skipton. A degree of provision is catered for by bars, schools and pubs.

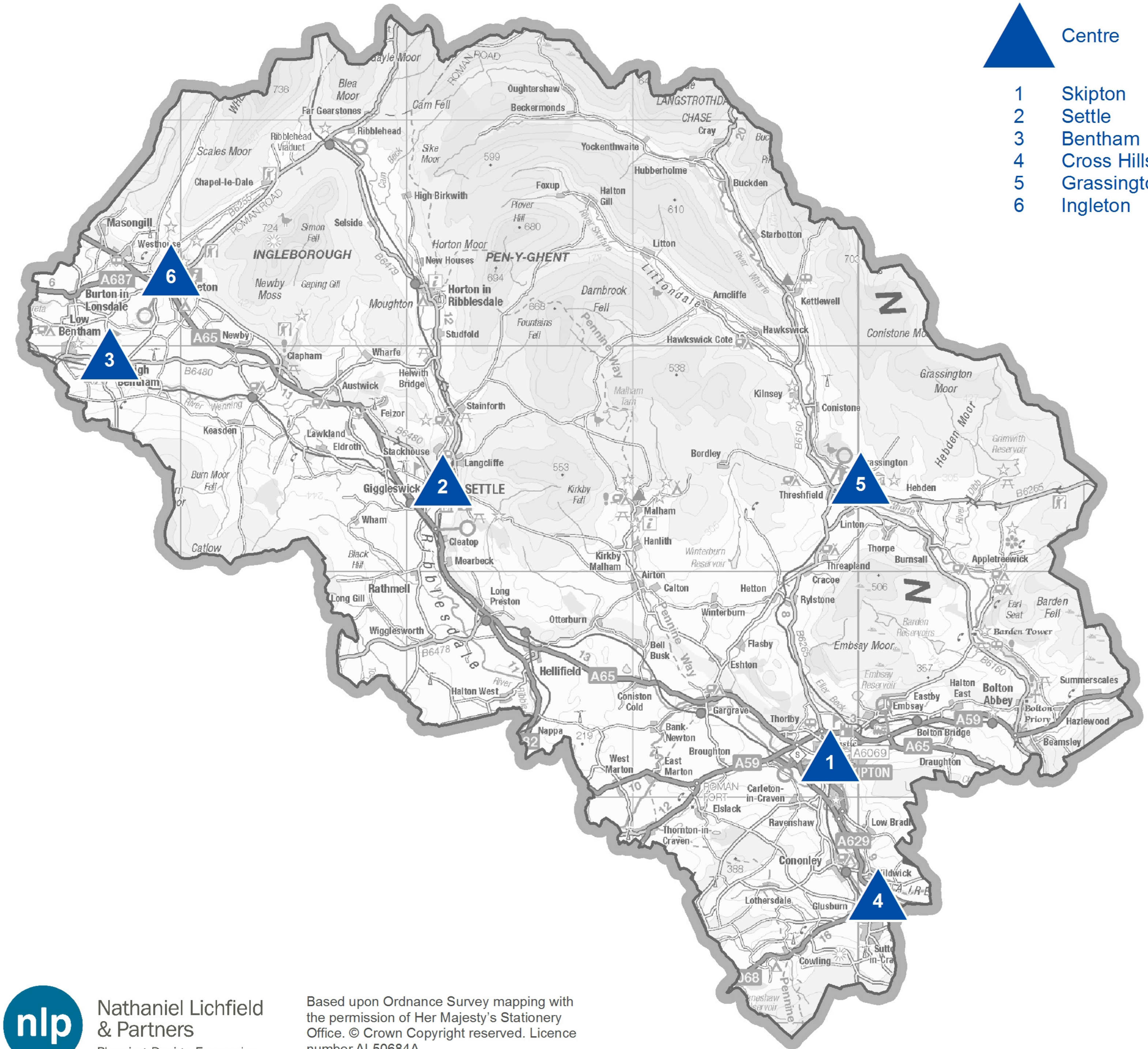
8.37 The broad variety of commercial leisure provision is considered by NLP to be strong considering the rural character of the District. The theatres in Skipton and Settle offer a range of productions and the cinema has a relatively large auditorium despite the assessed deficiency; cinema provision is currently supplemented by a larger nearby cinema in Keighley.

8.38 Overall, there is no immediately obvious shortfall in leisure provision other than the potential in the cinema sector. There is scope to build on the Craven offer to encourage increased leisure orientated expenditure within the District.

8.39 Analysis of retail spending patterns across Craven has identified a significant amount of leakage, primarily in the comparison goods retail sector, to locations outside of Craven. It is apparent that there is scope in Craven to build upon the commercial leisure provision and that this could be a catalyst to encourage linked shopping and leisure trips. This is likely to be beneficial, specifically in Skipton where people could be encouraged to use existing enhanced/new facilities but with the potential to increase comparison goods spending in the town and reduce leakage.

NLP, December 2015

Appendix 1 Distribution of Centres across the District



Centre

1	Skipton
2	Settle
3	Bentham
4	Cross Hills
5	Grassington
6	Ingleton

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Appendix 2 In-Street Surveys

Craven In Centre Survey
for Nathaniel Lichfield & Partners

Q01 What is the main purpose of your visit to ……(STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Shopping for food only	40.0%	154	27.4%	37	46.8%	117	36.0%	18	36.6%	34	42.1%	102	36.1%	78	45.0%	76	36.0%	18	7.5%	3	11.0%	11	81.0%	81	64.4%	29	24.0%	12
Shopping for non-food goods only	4.4%	17	6.7%	9	3.2%	8	0.0%	0	4.3%	4	5.4%	13	3.7%	8	5.3%	9	4.0%	2	5.0%	2	3.0%	3	5.0%	5	6.7%	3	4.0%	2
Shopping for both food & non-food items	6.0%	23	9.6%	13	4.0%	10	0.0%	0	4.3%	4	7.9%	19	4.6%	10	7.7%	13	10.0%	5	0.0%	0	15.0%	15	1.0%	1	4.4%	2	0.0%	0
Window shopping	1.0%	4	1.5%	2	0.8%	2	0.0%	0	0.0%	0	1.7%	4	1.4%	3	0.6%	1	4.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1
To visit the market	0.5%	2	0.7%	1	0.4%	1	2.0%	1	0.0%	0	0.4%	1	0.5%	1	0.6%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
To visit a restaurant / café / public house	1.8%	7	3.0%	4	1.2%	3	10.0%	5	0.0%	0	0.8%	2	1.4%	3	2.4%	4	2.0%	1	5.0%	2	2.0%	2	0.0%	0	4.4%	2	0.0%	0
To have a walk / stroll around	4.9%	19	4.4%	6	5.2%	13	2.0%	1	8.6%	8	4.1%	10	7.9%	17	1.2%	2	0.0%	0	15.0%	6	3.0%	3	1.0%	1	2.2%	1	16.0%	8
To use or purchase a financial service (eg: banking)	1.6%	6	0.0%	0	2.4%	6	2.0%	1	0.0%	0	2.1%	5	1.9%	4	1.2%	2	4.0%	2	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	1
To use or purchase a property service (eg: visit estate agent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To use or purchase a health and beauty service (eg: hairdresser, nail bar)	1.0%	4	0.0%	0	1.6%	4	0.0%	0	1.1%	1	1.2%	3	1.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	4.0%	2
To use or purchase another service (eg: holiday, event or travel ticket)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work / business purposes	7.0%	27	5.2%	7	8.0%	20	16.0%	8	10.8%	10	3.7%	9	8.8%	19	4.7%	8	12.0%	6	10.0%	4	7.0%	7	1.0%	1	8.9%	4	10.0%	5
Healthcare (e.g. doctor, dentist, optician)	3.4%	13	3.0%	4	3.6%	9	2.0%	1	4.3%	4	3.3%	8	3.7%	8	3.0%	5	4.0%	2	7.5%	3	1.0%	1	5.0%	5	4.4%	2	0.0%	0
Social reason (e.g. meeting friends)	3.6%	14	5.2%	7	2.8%	7	10.0%	5	3.2%	3	2.5%	6	4.6%	10	2.4%	4	12.0%	6	0.0%	0	3.0%	3	0.0%	0	4.4%	2	6.0%	3
Leisure or culture (e.g. cinema or gym)	3.1%	12	5.9%	8	1.6%	4	0.0%	0	4.3%	4	3.3%	8	2.8%	6	3.6%	6	2.0%	1	0.0%	0	5.0%	5	1.0%	1	0.0%	0	10.0%	5
Tourism (e.g. holiday, day trip)	17.7%	68	23.0%	31	14.8%	37	12.0%	6	17.2%	16	19.0%	46	15.3%	33	20.7%	35	10.0%	5	25.0%	10	45.0%	45	2.0%	2	0.0%	0	12.0%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
40's weekend event	2.6%	10	4.4%	6	1.6%	4	2.0%	1	3.2%	3	2.5%	6	3.7%	8	1.2%	2	0.0%	0	25.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mother & toddler group	1.3%	5	0.0%	0	2.0%	5	6.0%	3	2.2%	2	0.0%	0	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Q02 Do you intend to do any shopping in ……(STUDY CENTRE) today ?

Those who did not mention food or non food shopping at Q01

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Yes	55.0%	105	51.3%	39	57.4%	66	37.5%	12	54.9%	28	60.2%	65	56.7%	68	52.1%	37	80.0%	20	51.4%	18	62.0%	44	84.6%	11	36.4%	4	22.2%	8
No	39.8%	76	46.1%	35	35.7%	41	59.4%	19	35.3%	18	36.1%	39	36.7%	44	45.1%	32	20.0%	5	40.0%	14	36.6%	26	7.7%	1	63.6%	7	63.9%	23
(Don't know)	5.2%	10	2.6%	2	7.0%	8	3.1%	1	9.8%	5	3.7%	4	6.7%	8	2.8%	2	0.0%	0	8.6%	3	1.4%	1	7.7%	1	0.0%	0	13.9%	5
Base:		191		76		115		32		51		108		120		71		25		35		71		13		11		36

Q03 What do you intend to buy in ……(STUDY CENTRE) today ? [MR]

Those who intend to shop at Q01 or Q02

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Bentham	Ingleton	Settle	Skipton	Cross Hills	Grassington
Food and groceries	81.9% 245	76.5% 75	84.6% 170	100.0% 30	85.7% 60	77.9% 155	80.5% 132	83.7% 113	91.1% 41	56.5% 13	75.3% 55	87.8% 86	92.1% 35	68.2% 15
Newspapers / Magazines	9.0% 27	13.3% 13	7.0% 14	6.7% 2	14.3% 10	7.5% 15	6.1% 10	12.6% 17	6.7% 3	30.4% 7	9.6% 7	1.0% 1	15.8% 6	13.6% 3
Confectionery / Tobacco	3.0% 9	6.1% 6	1.5% 3	6.7% 2	4.3% 3	2.0% 4	1.8% 3	4.4% 6	0.0% 0	8.7% 2	4.1% 3	2.0% 2	5.3% 2	0.0% 0
Clothing / Footwear	9.7% 29	9.2% 9	10.0% 20	0.0% 0	7.1% 5	12.1% 24	11.0% 18	8.1% 11	0.0% 0	21.7% 5	19.2% 14	10.2% 10	0.0% 0	0.0% 0
Furniture / Carpets / Soft furnishings	1.0% 3	1.0% 1	1.0% 2	0.0% 0	0.0% 0	1.5% 3	0.6% 1	1.5% 2	0.0% 0	0.0% 0	1.4% 1	2.0% 2	0.0% 0	0.0% 0
Domestic electrical goods	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other electrical goods (TV, Hi-fi etc)	0.3% 1	1.0% 1	0.0% 0	0.0% 0	0.0% 0	0.5% 1	0.0% 0	0.7% 1	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0	0.0% 0
DIY / Hardware / Gardening	4.3% 13	6.1% 6	3.5% 7	0.0% 0	5.7% 4	4.5% 9	5.5% 9	3.0% 4	0.0% 0	0.0% 0	13.7% 10	1.0% 1	5.3% 2	0.0% 0
Other household goods	3.7% 11	5.1% 5	3.0% 6	0.0% 0	1.4% 1	5.0% 10	4.3% 7	3.0% 4	15.6% 7	0.0% 0	4.1% 3	1.0% 1	0.0% 0	0.0% 0
Gifts / Jewellery / China and Glass	2.3% 7	2.0% 2	2.5% 5	6.7% 2	2.9% 2	1.5% 3	3.0% 5	1.5% 2	0.0% 0	8.7% 2	0.0% 0	0.0% 0	2.6% 1	18.2% 4
Books / CD’s / Videos / Toys / Hobbies	0.7% 2	0.0% 0	1.0% 2	0.0% 0	0.0% 0	1.0% 2	0.0% 0	1.5% 2	0.0% 0	0.0% 0	2.7% 2	0.0% 0	0.0% 0	0.0% 0
Health / Beauty / Chemist items	6.4% 19	6.1% 6	6.5% 13	3.3% 1	4.3% 3	7.5% 15	5.5% 9	7.4% 10	11.1% 5	4.3% 1	5.5% 4	6.1% 6	7.9% 3	0.0% 0
Financial service (e.g. banking).	0.7% 2	0.0% 0	1.0% 2	0.0% 0	0.0% 0	1.0% 2	1.2% 2	0.0% 0	0.0% 0	0.0% 0	1.4% 1	1.0% 1	0.0% 0	0.0% 0
Property service (e.g. visit estate agent)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Health and beauty service (e.g. hairdresser, nail bar)	0.3% 1	0.0% 0	0.5% 1	0.0% 0	0.0% 0	0.5% 1	0.6% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0	0.0% 0
Another service (e.g. holiday, event or travel ticket)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Cards	2.3% 7	5.1% 5	1.0% 2	13.3% 4	2.9% 2	0.5% 1	1.8% 3	3.0% 4	0.0% 0	8.7% 2	1.4% 1	0.0% 0	7.9% 3	4.5% 1
Visit a restaurant / café / public house	2.7% 8	6.1% 6	1.0% 2	0.0% 0	4.3% 3	2.5% 5	3.0% 5	2.2% 3	0.0% 0	0.0% 0	5.5% 4	2.0% 2	0.0% 0	9.1% 2
(Don’t know)	1.7% 5	0.0% 0	2.5% 5	0.0% 0	1.4% 1	2.0% 4	1.8% 3	1.5% 2	0.0% 0	0.0% 0	4.1% 3	1.0% 1	0.0% 0	4.5% 1
Base:	299	98	201	30	70	199	164	135	45	23	73	98	38	22

Mean score: [£]

Q04 Approximately how much will you spend in total on each of the following during your visit to ……(STUDY CENTRE)?

Food & Grocery

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Nothing	12.0%	36	17.3%	17	9.5%	19	0.0%	0	12.9%	9	13.6%	27	12.2%	20	11.9%	16	6.7%	3	30.4%	7	16.4%	12	5.1%	5	7.9%	3	27.3%	6
Less than £5.00	15.4%	46	20.4%	20	12.9%	26	30.0%	9	4.3%	3	17.1%	34	18.3%	30	11.9%	16	24.4%	11	8.7%	2	16.4%	12	12.2%	12	15.8%	6	13.6%	3
£5.01-£10.00	28.4%	85	28.6%	28	28.4%	57	40.0%	12	31.4%	22	25.6%	51	29.3%	48	27.4%	37	40.0%	18	30.4%	7	34.2%	25	15.3%	15	34.2%	13	31.8%	7
£10.01-£20.00	20.7%	62	21.4%	21	20.4%	41	20.0%	6	22.9%	16	20.1%	40	17.7%	29	24.4%	33	20.0%	9	21.7%	5	21.9%	16	19.4%	19	23.7%	9	18.2%	4
£20.01-£30.00	7.4%	22	4.1%	4	9.0%	18	6.7%	2	10.0%	7	6.5%	13	6.7%	11	8.1%	11	2.2%	1	0.0%	0	4.1%	3	14.3%	14	10.5%	4	0.0%	0
£30.01-£40.00	7.0%	21	4.1%	4	8.5%	17	0.0%	0	5.7%	4	8.5%	17	6.7%	11	7.4%	10	4.4%	2	8.7%	2	2.7%	2	14.3%	14	0.0%	0	4.5%	1
£40.01-£50.00	3.0%	9	0.0%	0	4.5%	9	0.0%	0	0.0%	0	4.5%	9	1.2%	2	5.2%	7	0.0%	0	0.0%	0	2.7%	2	5.1%	5	5.3%	2	0.0%	0
£50.01-£75.00	1.0%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	1.5%	3	0.6%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
£75.01-£100.00	3.3%	10	1.0%	1	4.5%	9	3.3%	1	10.0%	7	1.0%	2	4.9%	8	1.5%	2	0.0%	0	0.0%	0	0.0%	0	10.2%	10	0.0%	0	0.0%	0
£100.01-£150.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than £150.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.7%	5	3.1%	3	1.0%	2	0.0%	0	2.9%	2	1.5%	3	2.4%	4	0.7%	1	2.2%	1	0.0%	0	1.4%	1	1.0%	1	2.6%	1	4.5%	1
Mean:		*14.89*		*9.44*		*17.49*		*11.15*		*19.14*		*13.99*		*14.61*		*15.23*		*8.92*		*8.80*		*9.62*		*25.76*		*11.82*		*7.38*
Base:		299		98		201		30		70		199		164		135		45		23		73		98		38		22

Non-food

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Nothing	48.8%	146	44.9%	44	50.7%	102	73.3%	22	44.3%	31	46.7%	93	50.6%	83	46.7%	63	64.4%	29	21.7%	5	34.2%	25	57.1%	56	57.9%	22	40.9%	9
Less than £5.00	17.7%	53	20.4%	20	16.4%	33	6.7%	2	15.7%	11	20.1%	40	20.1%	33	14.8%	20	17.8%	8	30.4%	7	23.3%	17	10.2%	10	10.5%	4	31.8%	7
£5.01-£10.00	13.7%	41	13.3%	13	13.9%	28	13.3%	4	14.3%	10	13.6%	27	12.2%	20	15.6%	21	6.7%	3	17.4%	4	23.3%	17	8.2%	8	15.8%	6	13.6%	3
£10.01-£20.00	7.7%	23	5.1%	5	9.0%	18	6.7%	2	10.0%	7	7.0%	14	6.1%	10	9.6%	13	8.9%	4	8.7%	2	12.3%	9	7.1%	7	2.6%	1	0.0%	0
£20.01-£30.00	1.3%	4	3.1%	3	0.5%	1	0.0%	0	0.0%	0	2.0%	4	1.2%	2	1.5%	2	0.0%	0	0.0%	0	1.4%	1	1.0%	1	5.3%	2	0.0%	0
£30.01-£40.00	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£40.01-£50.00	1.0%	3	3.1%	3	0.0%	0	0.0%	0	1.4%	1	1.0%	2	0.6%	1	1.5%	2	0.0%	0	4.3%	1	0.0%	0	1.0%	1	0.0%	0	4.5%	1
£50.01-£75.00	1.0%	3	1.0%	1	1.0%	2	0.0%	0	2.9%	2	0.5%	1	1.8%	3	0.0%	0	0.0%	0	8.7%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
£75.01-£100.00	1.0%	3	0.0%	0	1.5%	3	0.0%	0	2.9%	2	0.5%	1	0.6%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.3%	2	0.0%	0
£100.01-£150.00	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
More than £150.00	0.7%	2	1.0%	1	0.5%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
(Don't know)	6.4%	19	8.2%	8	5.5%	11	0.0%	0	8.6%	6	6.5%	13	6.1%	10	6.7%	9	2.2%	1	8.7%	2	4.1%	3	11.2%	11	2.6%	1	4.5%	1
Mean:		*7.01*		*7.44*		*6.80*		*2.17*		*8.45*		*7.29*		*5.07*		*9.38*		*2.33*		*11.74*		*5.60*		*8.36*		*7.68*		*10.00*
Base:		299		98		201		30		70		199		164		135		45		23		73		98		38		22

Craven In Centre Survey
for Nathaniel Lichfield & Partners

Eating / drinking out

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Nothing	65.2%	195	60.2%	59	67.7%	136	70.0%	21	60.0%	42	66.3%	132	62.8%	103	68.1%	92	71.1%	32	47.8%	11	39.7%	29	81.6%	80	81.6%	31	54.5%	12
Less than £5.00	8.7%	26	6.1%	6	10.0%	20	10.0%	3	2.9%	2	10.6%	21	9.8%	16	7.4%	10	8.9%	4	0.0%	0	21.9%	16	3.1%	3	5.3%	2	4.5%	1
£5.01-£10.00	11.7%	35	12.2%	12	11.4%	23	3.3%	1	12.9%	9	12.6%	25	13.4%	22	9.6%	13	4.4%	2	0.0%	0	21.9%	16	9.2%	9	5.3%	2	27.3%	6
£10.01-£20.00	8.0%	24	12.2%	12	6.0%	12	13.3%	4	12.9%	9	5.5%	11	7.9%	13	8.1%	11	11.1%	5	21.7%	5	13.7%	10	1.0%	1	5.3%	2	4.5%	1
£20.01-£30.00	0.7%	2	1.0%	1	0.5%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	4.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£30.01-£40.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01-£50.00	0.7%	2	1.0%	1	0.5%	1	3.3%	1	0.0%	0	0.5%	1	0.0%	0	1.5%	2	2.2%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01-£75.00	1.0%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3	1.2%	2	0.7%	1	0.0%	0	13.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01-£100.00	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
£100.01-£150.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than £150.00	0.7%	2	0.0%	0	1.0%	2	0.0%	0	2.9%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.0%	9	3.1%	3	3.0%	6	0.0%	0	5.7%	4	2.5%	5	3.0%	5	3.0%	4	2.2%	1	0.0%	0	2.7%	2	4.1%	4	2.6%	1	4.5%	1
Mean:		*4.98*		*6.56*		*4.22*		*4.00*		*9.20*		*3.70*		*6.01*		*3.74*		*3.30*		*29.61*		*4.37*		*1.22*		*1.35*		*6.88*
Base:		299		98		201		30		70		199		164		135		45		23		73		98		38		22

Mean score: [Visits per week]

Q05 How often do you visit ……(STUDY CENTRE) for food shopping?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Everyday	14.5%	56	15.6%	21	14.0%	35	14.0%	7	9.7%	9	16.5%	40	13.9%	30	15.4%	26	32.0%	16	5.0%	2	6.0%	6	16.0%	16	24.4%	11	10.0%	5
2-3 times a week	35.1%	135	28.9%	39	38.4%	96	40.0%	20	34.4%	32	34.3%	83	34.3%	74	36.1%	61	36.0%	18	27.5%	11	25.0%	25	43.0%	43	53.3%	24	28.0%	14
Once a week	15.8%	61	12.6%	17	17.6%	44	16.0%	8	16.1%	15	15.7%	38	16.7%	36	14.8%	25	10.0%	5	10.0%	4	13.0%	13	24.0%	24	20.0%	9	12.0%	6
Once a fortnight	2.3%	9	1.5%	2	2.8%	7	6.0%	3	3.2%	3	1.2%	3	3.2%	7	1.2%	2	0.0%	0	0.0%	0	3.0%	3	4.0%	4	0.0%	0	4.0%	2
Once a month	2.3%	9	2.2%	3	2.4%	6	0.0%	0	3.2%	3	2.5%	6	2.8%	6	1.8%	3	2.0%	1	5.0%	2	5.0%	5	1.0%	1	0.0%	0	0.0%	0
Less than once a month	9.4%	36	9.6%	13	9.2%	23	2.0%	1	11.8%	11	9.9%	24	7.9%	17	11.2%	19	12.0%	6	0.0%	0	18.0%	18	7.0%	7	0.0%	0	10.0%	5
Never	13.5%	52	20.0%	27	10.0%	25	18.0%	9	16.1%	15	11.6%	28	14.4%	31	12.4%	21	0.0%	0	47.5%	19	21.0%	21	1.0%	1	2.2%	1	20.0%	10
First time today	6.5%	25	8.9%	12	5.2%	13	4.0%	2	5.4%	5	7.4%	18	6.5%	14	6.5%	11	8.0%	4	5.0%	2	9.0%	9	3.0%	3	0.0%	0	14.0%	7
(Don't know)	0.5%	2	0.7%	1	0.4%	1	0.0%	0	0.0%	0	0.8%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1
Mean:		*2.24*		*2.17*		*2.28*		*2.27*		*1.84*		*2.39*		*2.18*		*2.32*		*3.54*		*1.21*		*1.35*		*2.57*		*3.24*		*1.85*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Mean score: [Visits per week]

Q06 How often do you visit ……(STUDY CENTRE) for non-food shopping?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Everyday	5.7%	22	5.9%	8	5.6%	14	10.0%	5	3.2%	3	5.8%	14	5.1%	11	6.5%	11	2.0%	1	2.5%	1	1.0%	1	11.0%	11	8.9%	4	8.0%	4
2-3 times a week	13.5%	52	14.8%	20	12.8%	32	12.0%	6	15.1%	14	13.2%	32	10.2%	22	17.8%	30	10.0%	5	12.5%	5	19.0%	19	13.0%	13	8.9%	4	12.0%	6
Once a week	21.8%	84	17.8%	24	24.0%	60	18.0%	9	21.5%	20	22.7%	55	24.5%	53	18.3%	31	28.0%	14	15.0%	6	17.0%	17	29.0%	29	24.4%	11	14.0%	7
Once a fortnight	8.3%	32	7.4%	10	8.8%	22	16.0%	8	8.6%	8	6.6%	16	10.2%	22	5.9%	10	8.0%	4	2.5%	1	7.0%	7	10.0%	10	17.8%	8	4.0%	2
Once a month	5.7%	22	3.0%	4	7.2%	18	4.0%	2	9.7%	9	4.5%	11	7.9%	17	3.0%	5	2.0%	1	7.5%	3	7.0%	7	8.0%	8	2.2%	1	4.0%	2
Less than once a month	22.6%	87	22.2%	30	22.8%	57	10.0%	5	21.5%	20	25.6%	62	19.4%	42	26.6%	45	22.0%	11	12.5%	5	21.0%	21	22.0%	22	28.9%	13	30.0%	15
Never	16.4%	63	21.5%	29	13.6%	34	30.0%	15	14.0%	13	14.5%	35	15.3%	33	17.8%	30	28.0%	14	42.5%	17	18.0%	18	5.0%	5	8.9%	4	10.0%	5
First time today	5.5%	21	6.7%	9	4.8%	12	0.0%	0	5.4%	5	6.6%	16	6.5%	14	4.1%	7	0.0%	0	5.0%	2	9.0%	9	2.0%	2	0.0%	0	16.0%	8
(Don’t know)	0.5%	2	0.7%	1	0.4%	1	0.0%	0	1.1%	1	0.4%	1	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1
Mean:		*1.11*		*1.12*		*1.11*		*1.30*		*0.98*		*1.12*		*1.04*		*1.20*		*0.75*		*0.72*		*0.89*		*1.52*		*1.23*		*1.30*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Mean score: [Visits per week]

Q07 How often do you visit ……(STUDY CENTRE) for leisure activities?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Everyday	3.6%	14	4.4%	6	3.2%	8	6.0%	3	1.1%	1	4.1%	10	3.7%	8	3.6%	6	2.0%	1	5.0%	2	3.0%	3	5.0%	5	4.4%	2	2.0%	1
2-3 times a week	10.4%	40	14.1%	19	8.4%	21	20.0%	10	9.7%	9	8.7%	21	11.1%	24	9.5%	16	8.0%	4	5.0%	2	13.0%	13	12.0%	12	2.2%	1	16.0%	8
Once a week	13.5%	52	11.9%	16	14.4%	36	18.0%	9	14.0%	13	12.4%	30	15.7%	34	10.7%	18	10.0%	5	15.0%	6	13.0%	13	12.0%	12	13.3%	6	20.0%	10
Once a fortnight	5.5%	21	6.7%	9	4.8%	12	12.0%	6	3.2%	3	5.0%	12	4.2%	9	7.1%	12	6.0%	3	5.0%	2	8.0%	8	4.0%	4	4.4%	2	4.0%	2
Once a month	5.2%	20	4.4%	6	5.6%	14	0.0%	0	8.6%	8	5.0%	12	6.9%	15	3.0%	5	4.0%	2	0.0%	0	8.0%	8	9.0%	9	0.0%	0	2.0%	1
Less than once a month	20.5%	79	20.7%	28	20.4%	51	8.0%	4	26.9%	25	20.7%	50	20.4%	44	20.7%	35	14.0%	7	22.5%	9	28.0%	28	15.0%	15	11.1%	5	30.0%	15
Never	30.6%	118	25.9%	35	33.2%	83	26.0%	13	28.0%	26	32.6%	79	26.9%	58	35.5%	60	50.0%	25	22.5%	9	13.0%	13	41.0%	41	64.4%	29	2.0%	1
First time today	9.6%	37	11.1%	15	8.8%	22	10.0%	5	8.6%	8	9.9%	24	10.2%	22	8.9%	15	6.0%	3	25.0%	10	13.0%	13	2.0%	2	0.0%	0	18.0%	9
(Don’t know)	1.0%	4	0.7%	1	1.2%	3	0.0%	0	0.0%	0	1.7%	4	0.9%	2	1.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	6.0%	3
Mean:		*0.80*		*0.97*		*0.72*		*1.31*		*0.58*		*0.79*		*0.86*		*0.74*		*0.53*		*0.90*		*0.89*		*0.85*		*0.54*		*1.05*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Q08 Do you intend to visit any leisure / entertainment facilities or eat / drink in ……(STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Yes	41.6%	160	48.9%	66	37.6%	94	58.0%	29	37.6%	35	39.7%	96	41.7%	90	41.4%	70	32.0%	16	55.0%	22	67.0%	67	15.0%	15	13.3%	6	68.0%	34
No	56.9%	219	50.4%	68	60.4%	151	40.0%	20	61.3%	57	58.7%	142	56.0%	121	58.0%	98	68.0%	34	42.5%	17	33.0%	33	84.0%	84	84.4%	38	26.0%	13
(Don’t know)	1.6%	6	0.7%	1	2.0%	5	2.0%	1	1.1%	1	1.7%	4	2.3%	5	0.6%	1	0.0%	0	2.5%	1	0.0%	0	1.0%	1	2.2%	1	6.0%	3
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Q09 And what type of facilities do you intend to visit today? [MR]

Those who said yes at Q08

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Sports facilities	4.4%	7	4.5%	3	4.3%	4	3.4%	1	2.9%	1	5.2%	5	4.4%	4	4.3%	3	0.0%	0	4.5%	1	4.5%	3	13.3%	2	16.7%	1	0.0%	0
Pubs / bars	17.5%	28	25.8%	17	11.7%	11	20.7%	6	14.3%	5	17.7%	17	16.7%	15	18.6%	13	56.3%	9	50.0%	11	6.0%	4	13.3%	2	0.0%	0	5.9%	2
Restaurants / cafes	52.5%	84	40.9%	27	60.6%	57	51.7%	15	57.1%	20	51.0%	49	57.8%	52	45.7%	32	18.8%	3	45.5%	10	68.7%	46	40.0%	6	83.3%	5	41.2%	14
Takeaway food	10.6%	17	10.6%	7	10.6%	10	6.9%	2	17.1%	6	9.4%	9	11.1%	10	10.0%	7	6.3%	1	13.6%	3	14.9%	10	6.7%	1	33.3%	2	0.0%	0
Walk about / look around	21.9%	35	24.2%	16	20.2%	19	10.3%	3	25.7%	9	24.0%	23	21.1%	19	22.9%	16	25.0%	4	4.5%	1	14.9%	10	26.7%	4	0.0%	0	47.1%	16
Theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church	1.3%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.1%	2	1.1%	1	1.4%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.9%	1
Library	1.3%	2	3.0%	2	0.0%	0	3.4%	1	2.9%	1	0.0%	0	0.0%	0	2.9%	2	6.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Mother & toddler group	5.0%	8	0.0%	0	8.5%	8	20.7%	6	5.7%	2	0.0%	0	6.7%	6	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	8
Railway	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Waterfalls	0.6%	1	1.5%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		160		66		94		29		35		96		90		70		16		22		67		15		6		34

Q10 How did you travel to ……(STUDY CENTRE) today ?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Car-driver	44.2%	170	40.0%	54	46.4%	116	34.0%	17	47.3%	44	45.0%	109	51.9%	112	34.3%	58	42.0%	21	35.0%	14	31.0%	31	67.0%	67	31.1%	14	46.0%	23
Car-passenger	4.7%	18	1.5%	2	6.4%	16	10.0%	5	6.5%	6	2.9%	7	3.2%	7	6.5%	11	8.0%	4	5.0%	2	5.0%	5	0.0%	0	13.3%	6	2.0%	1
Bus / coach	8.1%	31	10.4%	14	6.8%	17	4.0%	2	2.2%	2	11.2%	27	5.6%	12	11.2%	19	0.0%	0	10.0%	4	16.0%	16	6.0%	6	2.2%	1	8.0%	4
Train	2.9%	11	3.7%	5	2.4%	6	2.0%	1	1.1%	1	3.7%	9	2.8%	6	3.0%	5	2.0%	1	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0
Taxi	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.2%	1	0.0%	0
Walked	32.2%	124	32.6%	44	32.0%	80	42.0%	21	32.3%	30	30.2%	73	31.9%	69	32.5%	55	44.0%	22	42.5%	17	21.0%	21	25.0%	25	37.8%	17	44.0%	22
Motorcycle	3.1%	12	5.9%	8	1.6%	4	4.0%	2	3.2%	3	2.9%	7	1.9%	4	4.7%	8	2.0%	1	2.5%	1	10.0%	10	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.6%	6	3.0%	4	0.8%	2	0.0%	0	2.2%	2	1.7%	4	1.9%	4	1.2%	2	0.0%	0	0.0%	0	5.0%	5	1.0%	1	0.0%	0	0.0%	0
Got dropped off	1.0%	4	0.7%	1	1.2%	3	4.0%	2	1.1%	1	0.4%	1	0.9%	2	1.2%	2	0.0%	0	2.5%	1	1.0%	1	0.0%	0	4.4%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility Scooter	1.8%	7	2.2%	3	1.6%	4	0.0%	0	4.3%	4	1.2%	3	0.0%	0	4.1%	7	2.0%	1	2.5%	1	0.0%	0	1.0%	1	8.9%	4	0.0%	0
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Q11 Where did you park your car in ……(STUDY CENTRE) today ?
Those who travel by car at Q10

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
!~Skipton~!Bunkers Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cavendish Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coach Street Car Park	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Craven Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Street Car Park	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Morrisons, Broughton Road	1.1%	2	1.8%	1	0.8%	1	0.0%	0	0.0%	0	1.7%	2	0.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Skipton Castle, The Bailey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Craven Street	33.0%	62	28.6%	16	34.8%	46	22.7%	5	34.0%	17	34.5%	40	34.5%	41	30.4%	21	0.0%	0	0.0%	0	0.0%	0	92.5%	62	0.0%	0	0.0%	0
Waller Hill Bus Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
!~Cross Hills~!Hall Street	1.6%	3	1.8%	1	1.5%	2	9.1%	2	0.0%	0	0.9%	1	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	3	0.0%	0
Milligans Field Co-Operative	8.0%	15	7.1%	4	8.3%	11	13.6%	3	6.0%	3	7.8%	9	6.7%	8	10.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.0%	15	0.0%	0
Main Street	1.1%	2	0.0%	0	1.5%	2	0.0%	0	4.0%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
!~Grassington~!The Square	6.4%	12	5.4%	3	6.8%	9	13.6%	3	4.0%	2	6.0%	7	6.7%	8	5.8%	4	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	41.7%	10
National Park Centre, Hebden Road	5.3%	10	8.9%	5	3.8%	5	0.0%	0	6.0%	3	6.0%	7	5.0%	6	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.7%	10
!~Low Bentham~!Harley Bank Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Bull Hotel Car Park	1.1%	2	1.8%	1	0.8%	1	0.0%	0	2.0%	1	0.9%	1	0.8%	1	1.4%	1	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grasmere Drive Car Park	2.7%	5	1.8%	1	3.0%	4	4.5%	1	2.0%	1	2.6%	3	2.5%	3	2.9%	2	20.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lairsgill Drive Car Park	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
!~High bentham~!Town Hall car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
!~Ingleton~!Backgate Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Community Centre Car Park	1.6%	3	1.8%	1	1.5%	2	4.5%	1	4.0%	2	0.0%	0	0.8%	1	2.9%	2	0.0%	0	18.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfalls Walk	0.5%	1	0.0%	0	0.8%	1	0.0%	0	2.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 Horseshoes	1.6%	3	5.4%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	2.5%	3	0.0%	0	0.0%	0	18.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
!~Settle~!Ashfield Car Park	4.3%	8	1.8%	1	5.3%	7	0.0%	0	2.0%	1	6.0%	7	4.2%	5	4.3%	3	0.0%	0	0.0%	0	22.2%	8	0.0%	0	0.0%	0	0.0%	0
Booths Kirkgate	2.7%	5	0.0%	0	3.8%	5	0.0%	0	2.0%	1	3.4%	4	2.5%	3	2.9%	2	0.0%	0	0.0%	0	13.9%	5	0.0%	0	0.0%	0	0.0%	0
Craven Heiffer Car Park	0.5%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenfoot Car Park	3.2%	6	3.6%	2	3.0%	4	13.6%	3	0.0%	0	2.6%	3	1.7%	2	5.8%	4	0.0%	0	0.0%	0	16.7%	6	0.0%	0	0.0%	0	0.0%	0
North Ribblesdale RUFC Car Park	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Social Club	1.1%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.7%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Railway Station Car Park	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Whitefriars Car Park	1.1%	2	1.8%	1	0.8%	1	0.0%	0	2.0%	1	0.9%	1	0.8%	1	1.4%	1	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
!~Others~!On street (metered, pay & display, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On street (not metered, free, etc	18.1%	34	25.0%	14	15.2%	20	18.2%	4	28.0%	14	13.8%	16	16.8%	20	20.3%	14	68.0%	17	50.0%	8	25.0%	9	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	5	1.8%	1	3.0%	4	0.0%	0	2.0%	1	3.4%	4	2.5%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	16.7%	4
Base:		188		56		132		22		50		116		119		69		25		16		36		67		20		24

Craven In Centre Survey
for Nathaniel Lichfield & Partners

Mean score: [Minutes]

Q12 How long did your journey to ……(STUDY CENTRE) take?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
0-5 minutes	29.9%	115	30.4%	41	29.6%	74	50.0%	25	28.0%	26	26.4%	64	30.6%	66	29.0%	49	42.0%	21	27.5%	11	7.0%	7	32.0%	32	46.7%	21	46.0%	23
6-10 minute	22.9%	88	17.0%	23	26.0%	65	20.0%	10	19.4%	18	24.8%	60	26.4%	57	18.3%	31	40.0%	20	25.0%	10	24.0%	24	21.0%	21	20.0%	9	8.0%	4
11-15 minutes	8.1%	31	5.2%	7	9.6%	24	2.0%	1	6.5%	6	9.9%	24	6.5%	14	10.1%	17	2.0%	1	0.0%	0	6.0%	6	15.0%	15	15.6%	7	4.0%	2
16-20 minutes	7.5%	29	5.2%	7	8.8%	22	8.0%	4	11.8%	11	5.8%	14	6.9%	15	8.3%	14	2.0%	1	0.0%	0	6.0%	6	16.0%	16	6.7%	3	6.0%	3
21-30 minutes	7.5%	29	10.4%	14	6.0%	15	8.0%	4	5.4%	5	8.3%	20	6.9%	15	8.3%	14	2.0%	1	2.5%	1	12.0%	12	10.0%	10	2.2%	1	8.0%	4
Over 30 minutes	24.2%	93	31.9%	43	20.0%	50	12.0%	6	29.0%	27	24.8%	60	22.7%	49	26.0%	44	12.0%	6	45.0%	18	45.0%	45	6.0%	6	8.9%	4	28.0%	14
Mean:		*18.75*		*22.11*		*16.93*		*12.37*		*20.86*		*19.26*		*17.84*		*19.91*		*11.15*		*25.69*		*29.28*		*12.55*		*10.82*		*19.29*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Q13 Which of the following influenced you to come to ……(STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Arts and Heritage Centre	2.3%	9	3.7%	5	1.6%	4	0.0%	0	2.2%	2	2.9%	7	1.4%	3	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	9
Attractive environment / nice place	17.1%	66	20.7%	28	15.2%	38	12.0%	6	12.9%	12	19.8%	48	15.3%	33	19.5%	33	16.0%	8	12.5%	5	42.0%	42	1.0%	1	0.0%	0	20.0%	10
Close to home	43.4%	167	34.1%	46	48.4%	121	44.0%	22	40.9%	38	44.2%	107	45.4%	98	40.8%	69	20.0%	10	20.0%	8	9.0%	9	81.0%	81	68.9%	31	56.0%	28
Close to work	5.5%	21	4.4%	6	6.0%	15	18.0%	9	3.2%	3	3.7%	9	6.5%	14	4.1%	7	12.0%	6	5.0%	2	6.0%	6	3.0%	3	4.4%	2	4.0%	2
Ease of parking	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Financial services	1.3%	5	0.0%	0	2.0%	5	0.0%	0	1.1%	1	1.7%	4	0.9%	2	1.8%	3	8.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Good public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Job Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	2.6%	10	4.4%	6	1.6%	4	2.0%	1	3.2%	3	2.5%	6	2.3%	5	3.0%	5	8.0%	4	0.0%	0	4.0%	4	2.0%	2	0.0%	0	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	2.6%	10	3.7%	5	2.0%	5	6.0%	3	0.0%	0	2.9%	7	0.5%	1	5.3%	9	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0
Medical services	1.6%	6	0.7%	1	2.0%	5	0.0%	0	2.2%	2	1.7%	4	1.9%	4	1.2%	2	2.0%	1	2.5%	1	1.0%	1	1.0%	1	4.4%	2	0.0%	0
Meet friends / family	6.8%	26	6.7%	9	6.8%	17	8.0%	4	14.0%	13	3.7%	9	7.9%	17	5.3%	9	10.0%	5	12.5%	5	9.0%	9	0.0%	0	13.3%	6	2.0%	1
Value for money	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Visit a particular shop	8.3%	32	7.4%	10	8.8%	22	4.0%	2	10.8%	10	8.3%	20	8.3%	18	8.3%	14	22.0%	11	5.0%	2	6.0%	6	9.0%	9	8.9%	4	0.0%	0
Visit pub	0.8%	3	1.5%	2	0.4%	1	4.0%	2	1.1%	1	0.0%	0	0.5%	1	1.2%	2	0.0%	0	5.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
40's weekend event	2.9%	11	5.2%	7	1.6%	4	2.0%	1	4.3%	4	2.5%	6	4.2%	9	1.2%	2	0.0%	0	27.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just passing through	1.8%	7	3.7%	5	0.8%	2	0.0%	0	1.1%	1	2.5%	6	2.3%	5	1.2%	2	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0
Waterfalls	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yorkshire Show	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(None mentioned)	1.6%	6	2.2%	3	1.2%	3	0.0%	0	3.2%	3	1.2%	3	0.9%	2	2.4%	4	2.0%	1	7.5%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0
(Don't know)	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.8%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Q14 Which other shopping centres or towns do you use regularly, i.e. at least once a month ? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
No other centre	17.4%	67	25.2%	34	13.2%	33	12.0%	6	15.1%	14	19.4%	47	12.0%	26	24.3%	41	12.0%	6	10.0%	4	14.0%	14	38.0%	38	8.9%	4	2.0%	1
Bentham (not if conducting survey in Bentham)	0.3%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birstall Shopping Park, Batley	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Boundary Retail Park, Colne	2.3%	9	3.7%	5	1.6%	4	0.0%	0	5.4%	5	1.7%	4	2.8%	6	1.8%	3	0.0%	0	2.5%	1	4.0%	4	4.0%	4	0.0%	0	0.0%	0
Bradford	3.6%	14	2.2%	3	4.4%	11	12.0%	6	2.2%	2	2.5%	6	3.2%	7	4.1%	7	0.0%	0	5.0%	2	3.0%	3	1.0%	1	17.8%	8	0.0%	0
Burnley	2.3%	9	4.4%	6	1.2%	3	0.0%	0	3.2%	3	2.5%	6	1.9%	4	3.0%	5	0.0%	0	2.5%	1	4.0%	4	3.0%	3	2.2%	1	0.0%	0
Capital Retail Park, Preston	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Carnforth	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clitheroe	3.4%	13	3.0%	4	3.6%	9	0.0%	0	3.2%	3	4.1%	10	5.1%	11	1.2%	2	2.0%	1	0.0%	0	6.0%	6	6.0%	6	0.0%	0	0.0%	0
Cross Hills (not if conducting survey in Cross Hills)	0.8%	3	1.5%	2	0.4%	1	4.0%	2	0.0%	0	0.4%	1	0.9%	2	0.6%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Grassington (not if conducting survey in Grassington)	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Harrogate	7.3%	28	5.2%	7	8.4%	21	4.0%	2	6.5%	6	8.3%	20	7.9%	17	6.5%	11	0.0%	0	2.5%	1	3.0%	3	14.0%	14	4.4%	2	16.0%	8
Ilkley	3.6%	14	2.2%	3	4.4%	11	4.0%	2	1.1%	1	4.5%	11	4.2%	9	3.0%	5	0.0%	0	0.0%	0	2.0%	2	10.0%	10	4.4%	2	0.0%	0
Ingleton (not if conducting survey in Ingleton)	1.0%	4	0.7%	1	1.2%	3	0.0%	0	0.0%	0	1.7%	4	1.9%	4	0.0%	0	4.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Keighley	13.0%	50	3.7%	5	18.0%	45	20.0%	10	17.2%	16	9.9%	24	12.0%	26	14.2%	24	0.0%	0	0.0%	0	5.0%	5	22.0%	22	48.9%	22	2.0%	1
Kendal	6.8%	26	6.7%	9	6.8%	17	4.0%	2	10.8%	10	5.8%	14	6.9%	15	6.5%	11	26.0%	13	7.5%	3	5.0%	5	5.0%	5	0.0%	0	0.0%	0
Kingsway Retail Park, Lancaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Lonsdale	3.9%	15	5.2%	7	3.2%	8	4.0%	2	2.2%	2	4.5%	11	5.6%	12	1.8%	3	10.0%	5	10.0%	4	4.0%	4	2.0%	2	0.0%	0	0.0%	0
Lancaster	10.4%	40	12.6%	17	9.2%	23	26.0%	13	6.5%	6	8.7%	21	10.6%	23	10.1%	17	46.0%	23	25.0%	10	6.0%	6	1.0%	1	0.0%	0	0.0%	0
Leeds	11.9%	46	8.9%	12	13.6%	34	22.0%	11	15.1%	14	8.7%	21	12.0%	26	11.8%	20	4.0%	2	5.0%	2	13.0%	13	19.0%	19	15.6%	7	6.0%	3
Manchester	4.4%	17	3.7%	5	4.8%	12	0.0%	0	11.8%	11	2.5%	6	6.5%	14	1.8%	3	4.0%	2	12.5%	5	6.0%	6	3.0%	3	2.2%	1	0.0%	0
Preston	2.9%	11	3.7%	5	2.4%	6	4.0%	2	3.2%	3	2.5%	6	3.2%	7	2.4%	4	4.0%	2	12.5%	5	2.0%	2	1.0%	1	0.0%	0	2.0%	1
Settle (not if conducting survey in Settle)	3.9%	15	4.4%	6	3.6%	9	0.0%	0	4.3%	4	4.5%	11	5.6%	12	1.8%	3	16.0%	8	7.5%	3	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Silsden	0.5%	2	0.7%	1	0.4%	1	0.0%	0	1.1%	1	0.4%	1	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.0%	1
Skipton (not if conducting survey in Skipton)	27.3%	105	23.0%	31	29.6%	74	32.0%	16	24.7%	23	27.3%	66	31.0%	67	22.5%	38	6.0%	3	7.5%	3	40.0%	40	0.0%	0	66.7%	30	58.0%	29
Trafford Centre, Greater Manchester	1.0%	4	0.7%	1	1.2%	3	0.0%	0	1.1%	1	1.2%	3	0.5%	1	1.8%	3	0.0%	0	2.5%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0
White Rose Shopping Centre, Leeds	0.8%	3	0.7%	1	0.8%	2	4.0%	2	1.1%	1	0.0%	0	1.4%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	4.4%	2	0.0%	0
York	1.8%	7	0.7%	1	2.4%	6	0.0%	0	2.2%	2	2.1%	5	1.9%	4	1.8%	3	0.0%	0	0.0%	0	4.0%	4	2.0%	2	0.0%	0	2.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.6%	6	0.7%	1	2.0%	5	0.0%	0	2.2%	2	1.7%	4	1.9%	4	1.2%	2	0.0%	0	2.5%	1	2.0%	2	0.0%	0	0.0%	0	6.0%	3
Beverley	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Blackburn	1.0%	4	2.2%	3	0.4%	1	0.0%	0	1.1%	1	1.2%	3	1.9%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Bolton	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Craven In Centre Survey
for Nathaniel Lichfield & Partners

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Brighton	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Burnley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.5%	2	0.0%	0	0.8%	2	2.0%	1	0.0%	0	0.4%	1	0.0%	0	1.2%	2	0.0%	0	2.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Central London	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Colne	1.3%	5	2.2%	3	0.8%	2	0.0%	0	4.3%	4	0.4%	1	0.0%	0	3.0%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	8.9%	4	0.0%	0
Darlington	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Doncaster	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.5%	1	0.6%	1	0.0%	0	2.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Dumfries	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Garstang	0.5%	2	0.7%	1	0.4%	1	0.0%	0	1.1%	1	0.4%	1	0.9%	2	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Glasgow	0.5%	2	0.7%	1	0.4%	1	0.0%	0	1.1%	1	0.4%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Guildford	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Halifax	1.6%	6	1.5%	2	1.6%	4	0.0%	0	2.2%	2	1.7%	4	2.3%	5	0.6%	1	8.0%	4	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huddersfield	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Liphook	0.5%	2	0.7%	1	0.4%	1	0.0%	0	0.0%	0	0.8%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Liverpool	0.8%	3	0.7%	1	0.8%	2	0.0%	0	2.2%	2	0.4%	1	0.9%	2	0.6%	1	0.0%	0	2.5%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Morecambe	1.6%	6	2.2%	3	1.2%	3	0.0%	0	1.1%	1	2.1%	5	1.9%	4	1.2%	2	8.0%	4	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	1.3%	5	0.7%	1	1.6%	4	0.0%	0	0.0%	0	2.1%	5	1.9%	4	0.6%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	4.0%	2
Penrith	0.3%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Pudsey	0.8%	3	2.2%	3	0.0%	0	0.0%	0	1.1%	1	0.8%	2	0.9%	2	0.6%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	1
Rotherham	0.3%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Sheffield	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	0.5%	2	0.7%	1	0.4%	1	0.0%	0	0.0%	0	0.8%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Telford	0.3%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thanet	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ware	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know)	2.1%	8	1.5%	2	2.4%	6	0.0%	0	0.0%	0	3.3%	8	2.8%	6	1.2%	2	2.0%	1	2.5%	1	4.0%	4	1.0%	1	0.0%	0	2.0%	1
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Mean score: [Minutes]

Q15 Approximately how much time will you spend in the shopping area in ……(STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
0-15 minutes	11.2%	43	11.1%	15	11.2%	28	16.0%	8	10.8%	10	10.3%	25	12.0%	26	10.1%	17	16.0%	8	7.5%	3	1.0%	1	12.0%	12	28.9%	13	12.0%	6
16-30 minutes	14.8%	57	14.1%	19	15.2%	38	12.0%	6	11.8%	11	16.5%	40	17.1%	37	11.8%	20	30.0%	15	5.0%	2	6.0%	6	18.0%	18	24.4%	11	10.0%	5
31 minutes – under 1 hour	17.7%	68	16.3%	22	18.4%	46	12.0%	6	19.4%	18	18.2%	44	17.6%	38	17.8%	30	24.0%	12	7.5%	3	23.0%	23	23.0%	23	6.7%	3	8.0%	4
1 – 1 ½ hours	21.8%	84	23.7%	32	20.8%	52	12.0%	6	25.8%	24	22.3%	54	16.7%	36	28.4%	48	8.0%	4	25.0%	10	26.0%	26	28.0%	28	20.0%	9	14.0%	7
Over 1 ½ - 2 hours	10.9%	42	11.1%	15	10.8%	27	18.0%	9	7.5%	7	10.7%	26	10.2%	22	11.8%	20	8.0%	4	5.0%	2	15.0%	15	6.0%	6	8.9%	4	22.0%	11
Over 2-3 hours	8.3%	32	4.4%	6	10.4%	26	10.0%	5	7.5%	7	8.3%	20	9.3%	20	7.1%	12	4.0%	2	7.5%	3	15.0%	15	9.0%	9	2.2%	1	4.0%	2
Over 3 hours	13.8%	53	17.0%	23	12.0%	30	18.0%	9	15.1%	14	12.4%	30	14.8%	32	12.4%	21	6.0%	3	40.0%	16	14.0%	14	2.0%	2	8.9%	4	28.0%	14
(Don't know)	1.6%	6	2.2%	3	1.2%	3	2.0%	1	2.2%	2	1.2%	3	2.3%	5	0.6%	1	4.0%	2	2.5%	1	0.0%	0	2.0%	2	0.0%	0	2.0%	1
Mean:		*81.58*		*83.73*		*80.43*		*90.31*		*82.91*		*79.28*		*81.71*		*81.41*		*54.06*		*123.53*		*97.68*		*61.79*		*56.72*		*104.69*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Mean score: [Very good = 2, Quite good = 1, Neither good nor poor = 0, Quite poor = -1, Very poor = -2, Don't know = -99]

Q16 Compared to other centres you visit regularly how do you rate ……(STUDY CENTRE) in respect of the following factors?

Accessibility by car

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Very good	31.4%	121	34.8%	47	29.6%	74	36.0%	18	38.7%	36	27.7%	67	33.3%	72	29.0%	49	56.0%	28	45.0%	18	30.0%	30	15.0%	15	17.8%	8	44.0%	22
Quite good	26.2%	101	29.6%	40	24.4%	61	30.0%	15	22.6%	21	26.9%	65	27.8%	60	24.3%	41	20.0%	10	32.5%	13	43.0%	43	21.0%	21	17.8%	8	12.0%	6
Neither good nor poor	16.9%	65	15.6%	21	17.6%	44	8.0%	4	16.1%	15	19.0%	46	16.7%	36	17.2%	29	0.0%	0	0.0%	0	4.0%	4	47.0%	47	11.1%	5	18.0%	9
Quite poor	4.4%	17	0.7%	1	6.4%	16	10.0%	5	7.5%	7	2.1%	5	7.4%	16	0.6%	1	4.0%	2	2.5%	1	1.0%	1	2.0%	2	20.0%	9	4.0%	2
Very poor	3.6%	14	4.4%	6	3.2%	8	4.0%	2	1.1%	1	4.5%	11	3.2%	7	4.1%	7	8.0%	4	0.0%	0	0.0%	0	5.0%	5	2.2%	1	8.0%	4
(Don't know)	17.4%	67	14.8%	20	18.8%	47	12.0%	6	14.0%	13	19.8%	48	11.6%	25	24.9%	42	12.0%	6	20.0%	8	22.0%	22	10.0%	10	31.1%	14	14.0%	7
Mean:		*0.94*		*1.05*		*0.87*		*0.95*		*1.05*		*0.89*		*0.91*		*0.98*		*1.27*		*1.50*		*1.31*		*0.43*		*0.42*		*0.93*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Availability of parking

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Very good	27.3%	105	29.6%	40	26.0%	65	36.0%	18	24.7%	23	26.4%	64	25.9%	56	29.0%	49	44.0%	22	32.5%	13	30.0%	30	15.0%	15	26.7%	12	26.0%	13
Quite good	22.3%	86	28.9%	39	18.8%	47	24.0%	12	26.9%	25	20.2%	49	25.5%	55	18.3%	31	18.0%	9	37.5%	15	34.0%	34	20.0%	20	4.4%	2	12.0%	6
Neither good nor poor	16.4%	63	15.6%	21	16.8%	42	6.0%	3	15.1%	14	19.0%	46	16.7%	36	16.0%	27	0.0%	0	5.0%	2	6.0%	6	43.0%	43	8.9%	4	16.0%	8
Quite poor	7.8%	30	3.7%	5	10.0%	25	4.0%	2	15.1%	14	5.8%	14	10.2%	22	4.7%	8	10.0%	5	5.0%	2	6.0%	6	2.0%	2	13.3%	6	18.0%	9
Very poor	7.5%	29	5.9%	8	8.4%	21	12.0%	6	3.2%	3	8.3%	20	8.8%	19	5.9%	10	12.0%	6	0.0%	0	0.0%	0	10.0%	10	11.1%	5	16.0%	8
(Don't know)	18.7%	72	16.3%	22	20.0%	50	18.0%	9	15.1%	14	20.2%	49	13.0%	28	26.0%	44	16.0%	8	20.0%	8	24.0%	24	10.0%	10	35.6%	16	12.0%	6
Mean:		*0.66*		*0.87*		*0.55*		*0.83*		*0.65*		*0.64*		*0.57*		*0.81*		*0.86*		*1.22*		*1.16*		*0.31*		*0.34*		*0.16*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Parking charges

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Very good	28.8%	111	27.4%	37	29.6%	74	42.0%	21	26.9%	25	26.9%	65	31.5%	68	25.4%	43	64.0%	32	25.0%	10	22.0%	22	4.0%	4	51.1%	23	40.0%	20
Quite good	14.0%	54	19.3%	26	11.2%	28	18.0%	9	15.1%	14	12.8%	31	13.9%	30	14.2%	24	8.0%	4	20.0%	8	30.0%	30	5.0%	5	6.7%	3	8.0%	4
Neither good nor poor	18.2%	70	20.0%	27	17.2%	43	14.0%	7	18.3%	17	19.0%	46	19.4%	42	16.6%	28	4.0%	2	15.0%	6	11.0%	11	36.0%	36	6.7%	3	24.0%	12
Quite poor	5.2%	20	3.0%	4	6.4%	16	0.0%	0	8.6%	8	5.0%	12	7.4%	16	2.4%	4	0.0%	0	2.5%	1	1.0%	1	14.0%	14	0.0%	0	8.0%	4
Very poor	8.6%	33	5.9%	8	10.0%	25	2.0%	1	6.5%	6	10.7%	26	9.3%	20	7.7%	13	0.0%	0	2.5%	1	2.0%	2	27.0%	27	0.0%	0	6.0%	3
(Don't know)	25.2%	97	24.4%	33	25.6%	64	24.0%	12	24.7%	23	25.6%	62	18.5%	40	33.7%	57	24.0%	12	35.0%	14	34.0%	34	14.0%	14	35.6%	16	14.0%	7
Mean:		*0.66*		*0.78*		*0.59*		*1.29*		*0.63*		*0.54*		*0.63*		*0.71*		*1.79*		*0.96*		*1.05*		*-0.64*		*1.69*		*0.79*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Traffic congestion																												
Very good	8.3%	32	12.6%	17	6.0%	15	8.0%	4	15.1%	14	5.8%	14	9.7%	21	6.5%	11	8.0%	4	37.5%	15	3.0%	3	3.0%	3	0.0%	0	14.0%	7
Quite good	22.6%	87	23.0%	31	22.4%	56	32.0%	16	24.7%	23	19.8%	48	23.1%	50	21.9%	37	40.0%	20	42.5%	17	40.0%	40	6.0%	6	2.2%	1	6.0%	3
Neither good nor poor	27.8%	107	29.6%	40	26.8%	67	24.0%	12	22.6%	21	30.6%	74	26.4%	57	29.6%	50	20.0%	10	7.5%	3	21.0%	21	46.0%	46	11.1%	5	44.0%	22
Quite poor	15.3%	59	15.6%	21	15.2%	38	4.0%	2	17.2%	16	16.9%	41	16.2%	35	14.2%	24	26.0%	13	2.5%	1	21.0%	21	12.0%	12	11.1%	5	14.0%	7
Very poor	16.6%	64	11.1%	15	19.6%	49	20.0%	10	15.1%	14	16.5%	40	18.5%	40	14.2%	24	4.0%	2	0.0%	0	6.0%	6	25.0%	25	57.8%	26	10.0%	5
(Don't know)	9.4%	36	8.1%	11	10.0%	25	12.0%	6	5.4%	5	10.3%	25	6.0%	13	13.6%	23	2.0%	1	10.0%	4	9.0%	9	8.0%	8	17.8%	8	12.0%	6
Mean:		*-0.10*		*0.11*		*-0.22*		*0.05*		*0.08*		*-0.21*		*-0.11*		*-0.09*		*0.22*		*1.28*		*0.14*		*-0.54*		*-1.51*		*0.00*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50
Accessibility by public transport																												
Very good	9.4%	36	6.7%	9	10.8%	27	10.0%	5	18.3%	17	5.8%	14	7.9%	17	11.2%	19	0.0%	0	5.0%	2	12.0%	12	7.0%	7	28.9%	13	4.0%	2
Quite good	24.4%	94	29.6%	40	21.6%	54	32.0%	16	20.4%	19	24.4%	59	22.2%	48	27.2%	46	52.0%	26	22.5%	9	33.0%	33	13.0%	13	24.4%	11	4.0%	2
Neither good nor poor	19.5%	75	12.6%	17	23.2%	58	12.0%	6	16.1%	15	22.3%	54	19.0%	41	20.1%	34	0.0%	0	15.0%	6	5.0%	5	56.0%	56	15.6%	7	2.0%	1
Quite poor	6.0%	23	8.9%	12	4.4%	11	8.0%	4	4.3%	4	6.2%	15	7.9%	17	3.6%	6	8.0%	4	10.0%	4	5.0%	5	0.0%	0	4.4%	2	16.0%	8
Very poor	7.8%	30	4.4%	6	9.6%	24	6.0%	3	4.3%	4	9.5%	23	6.5%	14	9.5%	16	4.0%	2	7.5%	3	3.0%	3	6.0%	6	4.4%	2	28.0%	14
(Don't know)	33.0%	127	37.8%	51	30.4%	76	32.0%	16	36.6%	34	31.8%	77	36.6%	79	28.4%	48	36.0%	18	40.0%	16	42.0%	42	18.0%	18	22.2%	10	46.0%	23
Mean:		*0.32*		*0.40*		*0.28*		*0.47*		*0.69*		*0.16*		*0.27*		*0.38*		*0.56*		*0.13*		*0.79*		*0.18*		*0.89*		*-1.11*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50
Personal safety																												
Very good	52.5%	202	51.9%	70	52.8%	132	74.0%	37	51.6%	48	48.3%	117	53.7%	116	50.9%	86	90.0%	45	55.0%	22	62.0%	62	16.0%	16	40.0%	18	78.0%	39
Quite good	20.3%	78	23.0%	31	18.8%	47	12.0%	6	22.6%	21	21.1%	51	21.8%	47	18.3%	31	8.0%	4	5.0%	2	20.0%	20	31.0%	31	24.4%	11	20.0%	10
Neither good nor poor	18.7%	72	12.6%	17	22.0%	55	8.0%	4	16.1%	15	21.9%	53	16.2%	35	21.9%	37	0.0%	0	7.5%	3	2.0%	2	52.0%	52	31.1%	14	2.0%	1
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.6%	33	12.6%	17	6.4%	16	6.0%	3	9.7%	9	8.7%	21	8.3%	18	8.9%	15	2.0%	1	32.5%	13	16.0%	16	1.0%	1	4.4%	2	0.0%	0
Mean:		*1.37*		*1.45*		*1.33*		*1.70*		*1.39*		*1.29*		*1.41*		*1.32*		*1.92*		*1.70*		*1.71*		*0.64*		*1.09*		*1.76*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50
Range of food shops																												
Very good	14.3%	55	11.9%	16	15.6%	39	16.0%	8	10.8%	10	15.3%	37	13.0%	28	16.0%	27	6.0%	3	2.5%	1	10.0%	10	16.0%	16	6.7%	3	44.0%	22
Quite good	47.0%	181	54.1%	73	43.2%	108	38.0%	19	46.2%	43	49.2%	119	46.8%	101	47.3%	80	80.0%	40	25.0%	10	68.0%	68	34.0%	34	37.8%	17	24.0%	12
Neither good nor poor	19.0%	73	17.0%	23	20.0%	50	16.0%	8	20.4%	19	19.0%	46	18.5%	40	19.5%	33	4.0%	2	7.5%	3	8.0%	8	45.0%	45	22.2%	10	10.0%	5
Quite poor	6.8%	26	3.7%	5	8.4%	21	6.0%	3	7.5%	7	6.6%	16	6.9%	15	6.5%	11	10.0%	5	17.5%	7	3.0%	3	3.0%	3	11.1%	5	6.0%	3
Very poor	6.0%	23	4.4%	6	6.8%	17	18.0%	9	5.4%	5	3.7%	9	6.9%	15	4.7%	8	0.0%	0	17.5%	7	1.0%	1	2.0%	2	22.2%	10	6.0%	3
(Don't know)	7.0%	27	8.9%	12	6.0%	15	6.0%	3	9.7%	9	6.2%	15	7.9%	17	5.9%	10	0.0%	0	30.0%	12	10.0%	10	0.0%	0	0.0%	0	10.0%	5
Mean:		*0.61*		*0.72*		*0.56*		*0.30*		*0.55*		*0.70*		*0.56*		*0.67*		*0.82*		*-0.32*		*0.92*		*0.59*		*-0.04*		*1.04*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Range of non-food shops

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Very good	14.5%	56	10.4%	14	16.8%	42	12.0%	6	10.8%	10	16.5%	40	13.4%	29	16.0%	27	2.0%	1	5.0%	2	13.0%	13	12.0%	12	4.4%	2	52.0%	26
Quite good	37.4%	144	44.4%	60	33.6%	84	34.0%	17	38.7%	36	37.6%	91	39.8%	86	34.3%	58	48.0%	24	22.5%	9	54.0%	54	30.0%	30	31.1%	14	26.0%	13
Neither good nor poor	21.8%	84	21.5%	29	22.0%	55	22.0%	11	21.5%	20	21.9%	53	21.3%	46	22.5%	38	12.0%	6	10.0%	4	8.0%	8	48.0%	48	26.7%	12	12.0%	6
Quite poor	9.6%	37	5.9%	8	11.6%	29	8.0%	4	8.6%	8	10.3%	25	9.7%	21	9.5%	16	18.0%	9	12.5%	5	11.0%	11	6.0%	6	11.1%	5	2.0%	1
Very poor	7.8%	30	3.7%	5	10.0%	25	20.0%	10	8.6%	8	5.0%	12	7.9%	17	7.7%	13	6.0%	3	22.5%	9	1.0%	1	3.0%	3	26.7%	12	4.0%	2
(Don't know)	8.8%	34	14.1%	19	6.0%	15	4.0%	2	11.8%	11	8.7%	21	7.9%	17	10.1%	17	14.0%	7	27.5%	11	13.0%	13	1.0%	1	0.0%	0	4.0%	2
Mean:		*0.45*		*0.60*		*0.38*		*0.10*		*0.39*		*0.55*		*0.45*		*0.46*		*0.26*		*-0.34*		*0.77*		*0.42*		*-0.24*		*1.25*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Quality of food shops

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Very good	28.6%	110	23.7%	32	31.2%	78	30.0%	15	25.8%	24	29.3%	71	26.9%	58	30.8%	52	50.0%	25	5.0%	2	37.0%	37	15.0%	15	15.6%	7	48.0%	24
Quite good	41.3%	159	46.7%	63	38.4%	96	40.0%	20	40.9%	38	41.7%	101	42.6%	92	39.6%	67	48.0%	24	50.0%	20	46.0%	46	33.0%	33	53.3%	24	24.0%	12
Neither good nor poor	19.2%	74	17.0%	23	20.4%	51	18.0%	9	18.3%	17	19.8%	48	17.1%	37	21.9%	37	2.0%	1	7.5%	3	6.0%	6	47.0%	47	24.4%	11	12.0%	6
Quite poor	1.6%	6	1.5%	2	1.6%	4	4.0%	2	2.2%	2	0.8%	2	2.3%	5	0.6%	1	0.0%	0	5.0%	2	0.0%	0	2.0%	2	2.2%	1	2.0%	1
Very poor	2.3%	9	1.5%	2	2.8%	7	6.0%	3	2.2%	2	1.7%	4	3.7%	8	0.6%	1	0.0%	0	2.5%	1	0.0%	0	3.0%	3	4.4%	2	6.0%	3
(Don't know)	7.0%	27	9.6%	13	5.6%	14	2.0%	1	10.8%	10	6.6%	16	7.4%	16	6.5%	11	0.0%	0	30.0%	12	11.0%	11	0.0%	0	0.0%	0	8.0%	4
Mean:		*0.99*		*0.99*		*0.99*		*0.86*		*0.96*		*1.03*		*0.94*		*1.06*		*1.48*		*0.71*		*1.35*		*0.55*		*0.73*		*1.15*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Quality of non-food shops

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Very good	23.9%	92	20.7%	28	25.6%	64	30.0%	15	20.4%	19	24.0%	58	24.1%	52	23.7%	40	34.0%	17	2.5%	1	29.0%	29	12.0%	12	15.6%	7	52.0%	26
Quite good	35.6%	137	40.7%	55	32.8%	82	32.0%	16	36.6%	34	36.0%	87	37.5%	81	33.1%	56	30.0%	15	50.0%	20	40.0%	40	29.0%	29	44.4%	20	26.0%	13
Neither good nor poor	20.8%	80	18.5%	25	22.0%	55	16.0%	8	19.4%	18	22.3%	54	18.5%	40	23.7%	40	6.0%	3	5.0%	2	9.0%	9	47.0%	47	28.9%	13	12.0%	6
Quite poor	4.9%	19	4.4%	6	5.2%	13	10.0%	5	6.5%	6	3.3%	8	5.1%	11	4.7%	8	10.0%	5	5.0%	2	2.0%	2	6.0%	6	6.7%	3	2.0%	1
Very poor	2.6%	10	0.7%	1	3.6%	9	6.0%	3	2.2%	2	2.1%	5	3.7%	8	1.2%	2	0.0%	0	2.5%	1	0.0%	0	5.0%	5	4.4%	2	4.0%	2
(Don't know)	12.2%	47	14.8%	20	10.8%	27	6.0%	3	15.1%	14	12.4%	30	11.1%	24	13.6%	23	20.0%	10	35.0%	14	20.0%	20	1.0%	1	0.0%	0	4.0%	2
Mean:		*0.83*		*0.90*		*0.80*		*0.74*		*0.78*		*0.87*		*0.82*		*0.85*		*1.10*		*0.69*		*1.20*		*0.37*		*0.60*		*1.25*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Range of retail warehousing / retail parks

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Very good	3.4%	13	2.2%	3	4.0%	10	8.0%	4	3.2%	3	2.5%	6	2.8%	6	4.1%	7	0.0%	0	2.5%	1	2.0%	2	7.0%	7	0.0%	0	6.0%	3
Quite good	7.5%	29	5.2%	7	8.8%	22	10.0%	5	6.5%	6	7.4%	18	7.4%	16	7.7%	13	10.0%	5	5.0%	2	6.0%	6	14.0%	14	2.2%	1	2.0%	1
Neither good nor poor	21.3%	82	20.0%	27	22.0%	55	20.0%	10	18.3%	17	22.7%	55	21.8%	47	20.7%	35	12.0%	6	12.5%	5	6.0%	6	47.0%	47	20.0%	9	18.0%	9
Quite poor	3.9%	15	4.4%	6	3.6%	9	2.0%	1	5.4%	5	3.7%	9	3.7%	8	4.1%	7	0.0%	0	7.5%	3	2.0%	2	9.0%	9	2.2%	1	0.0%	0
Very poor	25.5%	98	17.8%	24	29.6%	74	32.0%	16	30.1%	28	22.3%	54	26.9%	58	23.7%	40	32.0%	16	30.0%	12	20.0%	20	11.0%	11	53.3%	24	30.0%	15
(Don't know)	38.4%	148	50.4%	68	32.0%	80	28.0%	14	36.6%	34	41.3%	100	37.5%	81	39.6%	67	46.0%	23	42.5%	17	64.0%	64	12.0%	12	22.2%	10	44.0%	22
Mean:		*-0.66*		*-0.61*		*-0.68*		*-0.56*		*-0.83*		*-0.61*		*-0.71*		*-0.59*		*-1.00*		*-1.00*		*-0.89*		*-0.03*		*-1.37*		*-0.82*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Daytime entertainment and leisure facilities																												
Very good	8.1%	31	6.7%	9	8.8%	22	8.0%	4	4.3%	4	9.5%	23	7.4%	16	8.9%	15	2.0%	1	5.0%	2	2.0%	2	12.0%	12	0.0%	0	28.0%	14
Quite good	17.1%	66	22.2%	30	14.4%	36	28.0%	14	19.4%	18	14.1%	34	18.1%	39	16.0%	27	36.0%	18	32.5%	13	10.0%	10	19.0%	19	2.2%	1	10.0%	5
Neither good nor poor	27.8%	107	25.2%	34	29.2%	73	12.0%	6	28.0%	26	31.0%	75	27.8%	60	27.8%	47	8.0%	4	12.5%	5	20.0%	20	59.0%	59	13.3%	6	26.0%	13
Quite poor	5.2%	20	4.4%	6	5.6%	14	10.0%	5	6.5%	6	3.7%	9	4.6%	10	5.9%	10	12.0%	6	5.0%	2	3.0%	3	2.0%	2	11.1%	5	4.0%	2
Very poor	11.7%	45	7.4%	10	14.0%	35	30.0%	15	15.1%	14	6.6%	16	11.6%	25	11.8%	20	10.0%	5	12.5%	5	4.0%	4	2.0%	2	46.7%	21	16.0%	8
(Don’t know)	30.1%	116	34.1%	46	28.0%	70	12.0%	6	26.9%	25	35.1%	85	30.6%	66	29.6%	50	32.0%	16	32.5%	13	61.0%	61	6.0%	6	26.7%	12	16.0%	8
Mean:		*0.07*		*0.25*		*-0.02*		*-0.30*		*-0.12*		*0.25*		*0.07*		*0.06*		*0.12*		*0.19*		*0.08*		*0.39*		*-1.39*		*0.36*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50
Evening entertainment and leisure facilities																												
Very good	6.2%	24	5.2%	7	6.8%	17	10.0%	5	5.4%	5	5.8%	14	5.6%	12	7.1%	12	2.0%	1	7.5%	3	2.0%	2	8.0%	8	0.0%	0	20.0%	10
Quite good	14.5%	56	17.8%	24	12.8%	32	16.0%	8	21.5%	20	11.6%	28	17.6%	38	10.7%	18	30.0%	15	25.0%	10	9.0%	9	18.0%	18	2.2%	1	6.0%	3
Neither good nor poor	26.5%	102	25.2%	34	27.2%	68	14.0%	7	24.7%	23	29.8%	72	29.6%	64	22.5%	38	8.0%	4	12.5%	5	19.0%	19	56.0%	56	8.9%	4	28.0%	14
Quite poor	4.7%	18	5.2%	7	4.4%	11	8.0%	4	6.5%	6	3.3%	8	3.7%	8	5.9%	10	12.0%	6	7.5%	3	3.0%	3	2.0%	2	0.0%	0	8.0%	4
Very poor	10.1%	39	8.9%	12	10.8%	27	30.0%	15	9.7%	9	6.2%	15	9.7%	21	10.7%	18	10.0%	5	7.5%	3	4.0%	4	1.0%	1	48.9%	22	8.0%	4
(Don’t know)	37.9%	146	37.8%	51	38.0%	95	22.0%	11	32.3%	30	43.4%	105	33.8%	73	43.2%	73	38.0%	19	40.0%	16	63.0%	63	15.0%	15	40.0%	18	30.0%	15
Mean:		*0.03*		*0.08*		*0.01*		*-0.41*		*0.10*		*0.13*		*0.08*		*-0.04*		*0.03*		*0.29*		*0.05*		*0.35*		*-1.59*		*0.31*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50
Theatres																												
Very good	1.0%	4	1.5%	2	0.8%	2	2.0%	1	0.0%	0	1.2%	3	0.9%	2	1.2%	2	2.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	1
Quite good	11.2%	43	11.1%	15	11.2%	28	10.0%	5	8.6%	8	12.4%	30	14.4%	31	7.1%	12	16.0%	8	5.0%	2	29.0%	29	3.0%	3	2.2%	1	0.0%	0
Neither good nor poor	11.7%	45	11.1%	15	12.0%	30	8.0%	4	14.0%	13	11.6%	28	12.5%	27	10.7%	18	16.0%	8	2.5%	1	5.0%	5	31.0%	31	0.0%	0	0.0%	0
Quite poor	3.1%	12	4.4%	6	2.4%	6	4.0%	2	5.4%	5	2.1%	5	2.8%	6	3.6%	6	4.0%	2	5.0%	2	3.0%	3	5.0%	5	0.0%	0	0.0%	0
Very poor	23.1%	89	19.3%	26	25.2%	63	38.0%	19	26.9%	25	18.6%	45	24.1%	52	21.9%	37	30.0%	15	50.0%	20	2.0%	2	25.0%	25	44.4%	20	14.0%	7
(Don’t know)	49.9%	192	52.6%	71	48.4%	121	38.0%	19	45.2%	42	54.1%	131	45.4%	98	55.6%	94	32.0%	16	37.5%	15	59.0%	59	36.0%	36	53.3%	24	84.0%	42
Mean:		*-0.72*		*-0.61*		*-0.78*		*-1.06*		*-0.92*		*-0.53*		*-0.64*		*-0.85*		*-0.65*		*-1.60*		*0.63*		*-0.81*		*-1.86*		*-1.50*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50
Cinemas																												
Very good	1.3%	5	0.7%	1	1.6%	4	2.0%	1	1.1%	1	1.2%	3	1.9%	4	0.6%	1	2.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	1
Quite good	7.5%	29	5.9%	8	8.4%	21	10.0%	5	7.5%	7	7.0%	17	10.2%	22	4.1%	7	16.0%	8	7.5%	3	11.0%	11	7.0%	7	0.0%	0	0.0%	0
Neither good nor poor	17.7%	68	13.3%	18	20.0%	50	14.0%	7	17.2%	16	18.6%	45	18.5%	40	16.6%	28	18.0%	9	2.5%	1	8.0%	8	50.0%	50	0.0%	0	0.0%	0
Quite poor	2.9%	11	3.7%	5	2.4%	6	2.0%	1	3.2%	3	2.9%	7	2.8%	6	3.0%	5	4.0%	2	5.0%	2	4.0%	4	3.0%	3	0.0%	0	0.0%	0
Very poor	20.8%	80	21.5%	29	20.4%	51	36.0%	18	25.8%	24	15.7%	38	21.3%	46	20.1%	34	28.0%	14	47.5%	19	7.0%	7	12.0%	12	46.7%	21	14.0%	7
(Don’t know)	49.9%	192	54.8%	74	47.2%	118	36.0%	18	45.2%	42	54.5%	132	45.4%	98	55.6%	94	32.0%	16	37.5%	15	69.0%	69	26.0%	26	53.3%	24	84.0%	42
Mean:		*-0.68*		*-0.87*		*-0.60*		*-0.94*		*-0.82*		*-0.55*		*-0.58*		*-0.85*		*-0.59*		*-1.48*		*-0.16*		*-0.22*		*-2.00*		*-1.50*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Town centre events

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Very good	6.2%	24	5.9%	8	6.4%	16	8.0%	4	7.5%	7	5.4%	13	8.8%	19	3.0%	5	2.0%	1	22.5%	9	0.0%	0	13.0%	13	0.0%	0	2.0%	1
Quite good	11.9%	46	11.1%	15	12.4%	31	8.0%	4	15.1%	14	11.6%	28	14.4%	31	8.9%	15	2.0%	1	25.0%	10	5.0%	5	26.0%	26	6.7%	3	2.0%	1
Neither good nor poor	39.0%	150	40.0%	54	38.4%	96	48.0%	24	38.7%	36	37.2%	90	38.4%	83	39.6%	67	56.0%	28	27.5%	11	44.0%	44	42.0%	42	37.8%	17	16.0%	8
Quite poor	0.5%	2	0.7%	1	0.4%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.5%	2	1.5%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0
(Don't know)	41.8%	161	40.7%	55	42.4%	106	36.0%	18	34.4%	32	45.9%	111	38.4%	83	46.2%	78	40.0%	20	20.0%	8	51.0%	51	19.0%	19	51.1%	23	80.0%	40
Mean:		*0.39*		*0.33*		*0.43*		*0.38*		*0.36*		*0.41*		*0.52*		*0.21*		*0.10*		*0.81*		*0.10*		*0.64*		*-0.05*		*0.30*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Liveliness / street life / character

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Very good	23.4%	90	22.2%	30	24.0%	60	24.0%	12	21.5%	20	24.0%	58	24.5%	53	21.9%	37	12.0%	6	37.5%	15	20.0%	20	18.0%	18	2.2%	1	60.0%	30
Quite good	42.1%	162	49.6%	67	38.0%	95	50.0%	25	33.3%	31	43.8%	106	41.7%	90	42.6%	72	70.0%	35	32.5%	13	62.0%	62	29.0%	29	22.2%	10	26.0%	13
Neither good nor poor	25.5%	98	18.5%	25	29.2%	73	12.0%	6	29.0%	27	26.9%	65	25.5%	55	25.4%	43	10.0%	5	10.0%	4	13.0%	13	52.0%	52	46.7%	21	6.0%	3
Quite poor	2.6%	10	3.0%	4	2.4%	6	2.0%	1	5.4%	5	1.7%	4	1.4%	3	4.1%	7	2.0%	1	10.0%	4	2.0%	2	0.0%	0	2.2%	1	4.0%	2
Very poor	3.1%	12	1.5%	2	4.0%	10	12.0%	6	3.2%	3	1.2%	3	4.2%	9	1.8%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	20.0%	9	4.0%	2
(Don't know)	3.4%	13	5.2%	7	2.4%	6	0.0%	0	7.5%	7	2.5%	6	2.8%	6	4.1%	7	6.0%	3	10.0%	4	3.0%	3	0.0%	0	6.7%	3	0.0%	0
Mean:		*0.83*		*0.93*		*0.77*		*0.72*		*0.70*		*0.90*		*0.83*		*0.82*		*0.98*		*1.08*		*1.03*		*0.63*		*-0.17*		*1.34*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Quality / number of places to eat / drink

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Very good	31.7%	122	34.8%	47	30.0%	75	28.0%	14	22.6%	21	36.0%	87	31.9%	69	31.4%	53	32.0%	16	17.5%	7	48.0%	48	20.0%	20	2.2%	1	60.0%	30
Quite good	37.4%	144	41.5%	56	35.2%	88	40.0%	20	37.6%	35	36.8%	89	36.1%	78	39.1%	66	56.0%	28	52.5%	21	46.0%	46	28.0%	28	20.0%	9	24.0%	12
Neither good nor poor	21.8%	84	17.8%	24	24.0%	60	16.0%	8	23.7%	22	22.3%	54	21.8%	47	21.9%	37	6.0%	3	17.5%	7	3.0%	3	49.0%	49	35.6%	16	12.0%	6
Quite poor	3.4%	13	0.0%	0	5.2%	13	4.0%	2	6.5%	6	2.1%	5	4.2%	9	2.4%	4	2.0%	1	5.0%	2	0.0%	0	1.0%	1	20.0%	9	0.0%	0
Very poor	2.1%	8	1.5%	2	2.4%	6	8.0%	4	4.3%	4	0.0%	0	2.8%	6	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	15.6%	7	0.0%	0
(Don't know)	3.6%	14	4.4%	6	3.2%	8	4.0%	2	5.4%	5	2.9%	7	3.2%	7	4.1%	7	4.0%	2	7.5%	3	3.0%	3	1.0%	1	6.7%	3	4.0%	2
Mean:		*0.97*		*1.13*		*0.88*		*0.79*		*0.72*		*1.10*		*0.93*		*1.01*		*1.23*		*0.89*		*1.46*		*0.66*		*-0.29*		*1.50*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

General shopping environment

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Very good	25.2%	97	23.0%	31	26.4%	66	28.0%	14	21.5%	20	26.0%	63	26.9%	58	23.1%	39	18.0%	9	10.0%	4	25.0%	25	21.0%	21	11.1%	5	66.0%	33
Quite good	48.6%	187	54.1%	73	45.6%	114	44.0%	22	49.5%	46	49.2%	119	49.1%	106	47.9%	81	74.0%	37	55.0%	22	68.0%	68	34.0%	34	31.1%	14	24.0%	12
Neither good nor poor	20.3%	78	17.8%	24	21.6%	54	16.0%	8	21.5%	20	20.7%	50	17.6%	38	23.7%	40	4.0%	2	15.0%	6	4.0%	4	44.0%	44	40.0%	18	8.0%	4
Quite poor	2.9%	11	3.0%	4	2.8%	7	6.0%	3	2.2%	2	2.5%	6	3.2%	7	2.4%	4	2.0%	1	12.5%	5	2.0%	2	0.0%	0	4.4%	2	2.0%	1
Very poor	1.6%	6	0.7%	1	2.0%	5	6.0%	3	0.0%	0	1.2%	3	1.9%	4	1.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	8.9%	4	0.0%	0
(Don't know)	1.6%	6	1.5%	2	1.6%	4	0.0%	0	5.4%	5	0.4%	1	1.4%	3	1.8%	3	2.0%	1	7.5%	3	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Mean:		*0.94*		*0.97*		*0.93*		*0.82*		*0.95*		*0.97*		*0.97*		*0.91*		*1.10*		*0.68*		*1.14*		*0.74*		*0.33*		*1.54*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Attractiveness of the built environment

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Very good	39.0%	150	40.0%	54	38.4%	96	36.0%	18	33.3%	31	41.7%	101	41.2%	89	36.1%	61	64.0%	32	20.0%	8	48.0%	48	23.0%	23	6.7%	3	72.0%	36
Quite good	37.7%	145	43.0%	58	34.8%	87	40.0%	20	35.5%	33	38.0%	92	36.6%	79	39.1%	66	36.0%	18	52.5%	21	47.0%	47	35.0%	35	24.4%	11	26.0%	13
Neither good nor poor	17.1%	66	14.1%	19	18.8%	47	12.0%	6	21.5%	20	16.5%	40	15.7%	34	18.9%	32	0.0%	0	12.5%	5	2.0%	2	42.0%	42	35.6%	16	2.0%	1
Quite poor	3.4%	13	0.7%	1	4.8%	12	4.0%	2	5.4%	5	2.5%	6	2.8%	6	4.1%	7	0.0%	0	7.5%	3	3.0%	3	0.0%	0	15.6%	7	0.0%	0
Very poor	1.6%	6	1.5%	2	1.6%	4	8.0%	4	0.0%	0	0.8%	2	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	6	0.0%	0
(Don't know)	1.3%	5	0.7%	1	1.6%	4	0.0%	0	4.3%	4	0.4%	1	0.9%	2	1.8%	3	0.0%	0	7.5%	3	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Mean:		*1.11*		*1.20*		*1.05*		*0.92*		*1.01*		*1.18*		*1.12*		*1.09*		*1.64*		*0.92*		*1.40*		*0.81*		*-0.05*		*1.70*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Planting / landscaping

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Very good	24.7%	95	26.7%	36	23.6%	59	24.0%	12	18.3%	17	27.3%	66	26.4%	57	22.5%	38	22.0%	11	22.5%	9	16.0%	16	18.0%	18	6.7%	3	76.0%	38
Quite good	41.0%	158	45.2%	61	38.8%	97	44.0%	22	36.6%	34	42.1%	102	39.4%	85	43.2%	73	58.0%	29	52.5%	21	59.0%	59	33.0%	33	13.3%	6	20.0%	10
Neither good nor poor	23.9%	92	23.0%	31	24.4%	61	12.0%	6	28.0%	26	24.8%	60	23.1%	50	24.9%	42	12.0%	6	10.0%	4	17.0%	17	49.0%	49	33.3%	15	2.0%	1
Quite poor	4.7%	18	2.2%	3	6.0%	15	8.0%	4	4.3%	4	4.1%	10	4.6%	10	4.7%	8	2.0%	1	5.0%	2	4.0%	4	0.0%	0	22.2%	10	2.0%	1
Very poor	3.1%	12	1.5%	2	4.0%	10	8.0%	4	5.4%	5	1.2%	3	4.2%	9	1.8%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	20.0%	9	0.0%	0
(Don't know)	2.6%	10	1.5%	2	3.2%	8	4.0%	2	7.5%	7	0.4%	1	2.3%	5	3.0%	5	6.0%	3	10.0%	4	1.0%	1	0.0%	0	4.4%	2	0.0%	0
Mean:		*0.82*		*0.95*		*0.74*		*0.71*		*0.63*		*0.90*		*0.81*		*0.82*		*1.06*		*1.03*		*0.82*		*0.69*		*-0.37*		*1.70*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Layout of centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Very good	28.3%	109	31.9%	43	26.4%	66	24.0%	12	24.7%	23	30.6%	74	31.5%	68	24.3%	41	32.0%	16	15.0%	6	30.0%	30	18.0%	18	6.7%	3	72.0%	36
Quite good	44.4%	171	46.7%	63	43.2%	108	52.0%	26	43.0%	40	43.4%	105	43.5%	94	45.6%	77	60.0%	30	52.5%	21	61.0%	61	36.0%	36	24.4%	11	24.0%	12
Neither good nor poor	20.8%	80	17.8%	24	22.4%	56	8.0%	4	26.9%	25	21.1%	51	18.1%	39	24.3%	41	2.0%	1	20.0%	8	7.0%	7	44.0%	44	40.0%	18	4.0%	2
Quite poor	2.9%	11	3.0%	4	2.8%	7	4.0%	2	0.0%	0	3.7%	9	3.2%	7	2.4%	4	4.0%	2	2.5%	1	1.0%	1	1.0%	1	13.3%	6	0.0%	0
Very poor	1.6%	6	0.0%	0	2.4%	6	8.0%	4	0.0%	0	0.8%	2	2.3%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	11.1%	5	0.0%	0
(Don't know)	2.1%	8	0.7%	1	2.8%	7	4.0%	2	5.4%	5	0.4%	1	1.4%	3	3.0%	5	2.0%	1	10.0%	4	1.0%	1	0.0%	0	4.4%	2	0.0%	0
Mean:		*0.97*		*1.08*		*0.91*		*0.83*		*0.98*		*1.00*		*1.00*		*0.93*		*1.22*		*0.89*		*1.21*		*0.69*		*0.02*		*1.68*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Public toilets

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Very good	6.8%	26	5.9%	8	7.2%	18	6.0%	3	8.6%	8	6.2%	15	7.9%	17	5.3%	9	6.0%	3	15.0%	6	2.0%	2	3.0%	3	0.0%	0	24.0%	12
Quite good	21.8%	84	28.9%	39	18.0%	45	20.0%	10	19.4%	18	23.1%	56	21.3%	46	22.5%	38	28.0%	14	40.0%	16	39.0%	39	11.0%	11	4.4%	2	4.0%	2
Neither good nor poor	19.0%	73	21.5%	29	17.6%	44	26.0%	13	23.7%	22	15.7%	38	17.1%	37	21.3%	36	10.0%	5	10.0%	4	7.0%	7	36.0%	36	15.6%	7	28.0%	14
Quite poor	8.3%	32	8.9%	12	8.0%	20	4.0%	2	12.9%	12	7.4%	18	7.9%	17	8.9%	15	6.0%	3	5.0%	2	11.0%	11	8.0%	8	4.4%	2	12.0%	6
Very poor	23.6%	91	11.1%	15	30.4%	76	28.0%	14	16.1%	15	25.6%	62	25.5%	55	21.3%	36	18.0%	9	0.0%	0	22.0%	22	31.0%	31	55.6%	25	8.0%	4
(Don't know)	20.5%	79	23.7%	32	18.8%	47	16.0%	8	19.4%	18	21.9%	53	20.4%	44	20.7%	35	32.0%	16	30.0%	12	19.0%	19	11.0%	11	20.0%	9	24.0%	12
Mean:		*-0.25*		*0.13*		*-0.45*		*-0.33*		*-0.11*		*-0.30*		*-0.27*		*-0.23*		*-0.03*		*0.93*		*-0.15*		*-0.60*		*-1.39*		*0.32*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
The market																												
Very good	15.3%	59	15.6%	21	15.2%	38	10.0%	5	8.6%	8	19.0%	46	14.8%	32	16.0%	27	18.0%	9	2.5%	1	39.0%	39	7.0%	7	4.4%	2	2.0%	1
Quite good	26.5%	102	28.1%	38	25.6%	64	30.0%	15	16.1%	15	29.8%	72	23.6%	51	30.2%	51	48.0%	24	2.5%	1	54.0%	54	22.0%	22	0.0%	0	2.0%	1
Neither good nor poor	16.6%	64	14.8%	20	17.6%	44	22.0%	11	20.4%	19	14.1%	34	18.1%	39	14.8%	25	8.0%	4	2.5%	1	4.0%	4	49.0%	49	13.3%	6	0.0%	0
Quite poor	5.7%	22	3.0%	4	7.2%	18	2.0%	1	11.8%	11	4.1%	10	6.9%	15	4.1%	7	8.0%	4	25.0%	10	0.0%	0	7.0%	7	0.0%	0	2.0%	1
Very poor	12.5%	48	13.3%	18	12.0%	30	22.0%	11	11.8%	11	10.7%	26	13.4%	29	11.2%	19	2.0%	1	17.5%	7	0.0%	0	7.0%	7	40.0%	18	30.0%	15
(Don't know)	23.4%	90	25.2%	34	22.4%	56	14.0%	7	31.2%	29	22.3%	54	23.1%	50	23.7%	40	16.0%	8	50.0%	20	3.0%	3	8.0%	8	42.2%	19	64.0%	32
Mean:		*0.35*		*0.40*		*0.32*		*0.05*		*-0.03*		*0.54*		*0.25*		*0.47*		*0.86*		*-1.05*		*1.36*		*0.16*		*-1.23*		*-1.56*
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Q17 Which town centre event/s in particular have you found to be good/?
Those who rated Town centre events at very good or quite good at Q16

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Sheep day	41.4%	29	17.4%	4	53.2%	25	62.5%	5	28.6%	6	43.9%	18	34.0%	17	60.0%	12	0.0%	0	0.0%	0	0.0%	0	74.4%	29	0.0%	0	0.0%	0
40s Weekend	24.3%	17	52.2%	12	10.6%	5	12.5%	1	38.1%	8	19.5%	8	24.0%	12	25.0%	5	0.0%	0	89.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christmas Market	11.4%	8	0.0%	0	17.0%	8	37.5%	3	9.5%	2	7.3%	3	12.0%	6	10.0%	2	0.0%	0	0.0%	0	0.0%	0	15.4%	6	33.3%	1	50.0%	1
Gala	10.0%	7	0.0%	0	14.9%	7	12.5%	1	4.8%	1	12.2%	5	14.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	7	0.0%	0	0.0%	0
Classic cars	8.6%	6	8.7%	2	8.5%	4	0.0%	0	9.5%	2	9.8%	4	6.0%	3	15.0%	3	0.0%	0	0.0%	0	0.0%	0	15.4%	6	0.0%	0	0.0%	0
Carnival	5.7%	4	0.0%	0	8.5%	4	0.0%	0	4.8%	1	7.3%	3	6.0%	3	5.0%	1	50.0%	1	0.0%	0	20.0%	1	2.6%	1	0.0%	0	50.0%	1
Canal boats	4.3%	3	8.7%	2	2.1%	1	0.0%	0	4.8%	1	4.9%	2	4.0%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0
Operatic Society	2.9%	2	8.7%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0	0.0%	0	0.0%	0
Flowerpot	2.9%	2	4.3%	1	2.1%	1	0.0%	0	4.8%	1	2.4%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0	0.0%	0	0.0%	0
Clog Festival	2.9%	2	0.0%	0	4.3%	2	0.0%	0	4.8%	1	2.4%	1	2.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Puppetfest	1.4%	1	4.3%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Coffee mornings	1.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.4%	1	2.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medieval	1.4%	1	0.0%	0	2.1%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Base:		70		23		47		8		21		41		50		20		2		19		5		39		3		2

Q18 Which town centre event/s in particular have you found to be poor/?
Those who rated Town centre events as Quite poor or very poor at Q16

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Carnival	50.0%	2	66.7%	2	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0
Gala	25.0%	1	33.3%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
40s Weekend	25.0%	1	0.0%	0	100.0%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		4		3		1		0		4		0		0		4		0		2		0		0		2		0

Q19 What improvements, if any, would you like to see made in ……(STUDY CENTRE)? [MR]

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Bentham	Ingleton	Settle	Skipton	Cross Hills	Grassington
Nothing in particular	45.7% 176	56.3% 76	40.0% 100	44.0% 22	45.2% 42	46.3% 112	43.1% 93	49.1% 83	62.0% 31	50.0% 20	53.0% 53	38.0% 38	15.6% 7	54.0% 27
Improve car parking availability / reduce parking charges	14.3% 55	9.6% 13	16.8% 42	10.0% 5	17.2% 16	14.1% 34	16.2% 35	11.8% 20	12.0% 6	7.5% 3	13.0% 13	25.0% 25	6.7% 3	10.0% 5
Improve food store	0.5% 2	0.7% 1	0.4% 1	2.0% 1	0.0% 0	0.4% 1	0.5% 1	0.6% 1	0.0% 0	0.0% 0	1.0% 1	1.0% 1	0.0% 0	0.0% 0
Improve frequency of public transport	4.4% 17	5.2% 7	4.0% 10	4.0% 2	3.2% 3	5.0% 12	4.6% 10	4.1% 7	2.0% 1	2.5% 1	2.0% 2	3.0% 3	0.0% 0	20.0% 10
Improve pedestrian links and facilities in the town centre	3.9% 15	1.5% 2	5.2% 13	8.0% 4	3.2% 3	3.3% 8	4.6% 10	3.0% 5	2.0% 1	5.0% 2	1.0% 1	5.0% 5	13.3% 6	0.0% 0
Improve quality and range of cafes and restaurants	1.8% 7	1.5% 2	2.0% 5	2.0% 1	4.3% 4	0.8% 2	3.2% 7	0.0% 0	2.0% 1	2.5% 1	0.0% 0	1.0% 1	6.7% 3	2.0% 1
Improve quality of shops and services	7.5% 29	3.7% 5	9.6% 24	14.0% 7	6.5% 6	6.6% 16	8.8% 19	5.9% 10	6.0% 3	10.0% 4	0.0% 0	13.0% 13	13.3% 6	6.0% 3
Improve the appearance of the town centre	3.1% 12	0.7% 1	4.4% 11	4.0% 2	2.2% 2	3.3% 8	2.8% 6	3.6% 6	2.0% 1	0.0% 0	2.0% 2	2.0% 2	13.3% 6	2.0% 1
Improve the market	6.2% 24	3.7% 5	7.6% 19	14.0% 7	4.3% 4	5.4% 13	6.5% 14	5.9% 10	0.0% 0	15.0% 6	0.0% 0	10.0% 10	17.8% 8	0.0% 0
Increase the range of local / speciality retailers	7.8% 30	3.0% 4	10.4% 26	16.0% 8	10.8% 10	5.0% 12	7.4% 16	8.3% 14	10.0% 5	17.5% 7	2.0% 2	4.0% 4	22.2% 10	4.0% 2
Increase the range of national / multiple chain stores	2.9% 11	0.0% 0	4.4% 11	10.0% 5	5.4% 5	0.4% 1	3.7% 8	1.8% 3	2.0% 1	2.5% 1	0.0% 0	2.0% 2	13.3% 6	2.0% 1
Make the centre safer (more CCTV, policing, better lighting etc)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Provide better entertainment / leisure	3.4% 13	2.2% 3	4.0% 10	16.0% 8	1.1% 1	1.7% 4	4.2% 9	2.4% 4	4.0% 2	5.0% 2	0.0% 0	2.0% 2	15.6% 7	0.0% 0
Provide more housing in the town-centre	1.0% 4	0.0% 0	1.6% 4	8.0% 4	0.0% 0	0.0% 0	1.9% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	8.9% 4	0.0% 0
Remove / reduce traffic congestion	9.4% 36	11.1% 15	8.4% 21	14.0% 7	8.6% 8	8.7% 21	8.8% 19	10.1% 17	6.0% 3	0.0% 0	12.0% 12	3.0% 3	37.8% 17	2.0% 1
Toilets	8.1% 31	3.7% 5	10.4% 26	10.0% 5	6.5% 6	8.3% 20	4.6% 10	12.4% 21	4.0% 2	0.0% 0	10.0% 10	5.0% 5	28.9% 13	2.0% 1
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Less dog dirt on the the pavements	0.5% 2	0.0% 0	0.8% 2	0.0% 0	0.0% 0	0.8% 2	0.5% 1	0.6% 1	2.0% 1	0.0% 0	1.0% 1	0.0% 0	0.0% 0	0.0% 0
Make it pedestrianised	0.5% 2	0.0% 0	0.8% 2	0.0% 0	1.1% 1	0.4% 1	0.9% 2	0.0% 0	0.0% 0	0.0% 0	1.0% 1	1.0% 1	0.0% 0	0.0% 0
Increased signage	0.3% 1	0.0% 0	0.4% 1	0.0% 0	1.1% 1	0.0% 0	0.0% 0	0.6% 1	0.0% 0	2.5% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Cleaner in general	0.3% 1	0.0% 0	0.4% 1	0.0% 0	0.0% 0	0.4% 1	0.0% 0	0.6% 1	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0	0.0% 0
(Don’t know)	5.7% 22	7.4% 10	4.8% 12	0.0% 0	4.3% 4	7.4% 18	6.9% 15	4.1% 7	2.0% 1	7.5% 3	8.0% 8	5.0% 5	6.7% 3	4.0% 2
Base:	385	135	250	50	93	242	216	169	50	40	100	100	45	50

Q20 Do you or other members of your household ever come to ……(STUDY CENTRE) in the evenings?

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Bentham	Ingleton	Settle	Skipton	Cross Hills	Grassington
Yes	30.4% 117	28.1% 38	31.6% 79	46.0% 23	37.6% 35	24.4% 59	34.3% 74	25.4% 43	28.0% 14	40.0% 16	27.0% 27	35.0% 35	13.3% 6	38.0% 19
No	69.6% 268	71.9% 97	68.4% 171	54.0% 27	62.4% 58	75.6% 183	65.7% 142	74.6% 126	72.0% 36	60.0% 24	73.0% 73	65.0% 65	86.7% 39	62.0% 31
Base:	385	135	250	50	93	242	216	169	50	40	100	100	45	50

Q21 What do you or other members of your household do in ……(STUDY CENTRE) in the evening? [MR]
Those who said yes at Q20

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Sports facilities	6.0%	7	10.5%	4	3.8%	3	8.7%	2	5.7%	2	5.1%	3	6.8%	5	4.7%	2	0.0%	0	12.5%	2	3.7%	1	5.7%	2	16.7%	1	5.3%	1
Pubs / bars	59.8%	70	57.9%	22	60.8%	48	73.9%	17	62.9%	22	52.5%	31	56.8%	42	65.1%	28	71.4%	10	68.8%	11	55.6%	15	48.6%	17	66.7%	4	68.4%	13
Restaurants	46.2%	54	36.8%	14	50.6%	40	21.7%	5	62.9%	22	45.8%	27	60.8%	45	20.9%	9	50.0%	7	50.0%	8	40.7%	11	57.1%	20	33.3%	2	31.6%	6
Services (eg. cash tills)	0.9%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Takeaway food	15.4%	18	21.1%	8	12.7%	10	26.1%	6	20.0%	7	8.5%	5	16.2%	12	14.0%	6	28.6%	4	37.5%	6	11.1%	3	5.7%	2	33.3%	2	5.3%	1
Walk about / look around	12.0%	14	15.8%	6	10.1%	8	13.0%	3	5.7%	2	15.3%	9	5.4%	4	23.3%	10	7.1%	1	0.0%	0	14.8%	4	17.1%	6	0.0%	0	15.8%	3
Cinema	2.6%	3	0.0%	0	3.8%	3	4.3%	1	0.0%	0	3.4%	2	2.7%	2	2.3%	1	7.1%	1	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0
Theatre	5.1%	6	5.3%	2	5.1%	4	0.0%	0	2.9%	1	8.5%	5	6.8%	5	2.3%	1	0.0%	0	0.0%	0	18.5%	5	2.9%	1	0.0%	0	0.0%	0
Nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		117		38		79		23		35		59		74		43		14		16		27		35		6		19

Q22 What do you like about visiting the evening entertainment facilities in ……(STUDY CENTRE)? [MR]
Those who said yes at Q20

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Nothing in particular	10.3%	12	15.8%	6	7.6%	6	8.7%	2	11.4%	4	10.2%	6	5.4%	4	18.6%	8	14.3%	2	6.3%	1	11.1%	3	14.3%	5	0.0%	0	5.3%	1
Close to home / easy to get to	55.6%	65	44.7%	17	60.8%	48	69.6%	16	57.1%	20	49.2%	29	56.8%	42	53.5%	23	50.0%	7	37.5%	6	29.6%	8	60.0%	21	100.0%	6	89.5%	17
Good theatre	2.6%	3	5.3%	2	1.3%	1	0.0%	0	0.0%	0	5.1%	3	2.7%	2	2.3%	1	0.0%	0	0.0%	0	11.1%	3	0.0%	0	0.0%	0	0.0%	0
Good choice of restaurants	17.1%	20	13.2%	5	19.0%	15	0.0%	0	20.0%	7	22.0%	13	21.6%	16	9.3%	4	14.3%	2	6.3%	1	29.6%	8	17.1%	6	16.7%	1	10.5%	2
Good quality of restaurants	17.1%	20	7.9%	3	21.5%	17	17.4%	4	25.7%	9	11.9%	7	20.3%	15	11.6%	5	50.0%	7	12.5%	2	11.1%	3	17.1%	6	0.0%	0	10.5%	2
Good quality of pubs / bars	27.4%	32	28.9%	11	26.6%	21	34.8%	8	28.6%	10	23.7%	14	25.7%	19	30.2%	13	50.0%	7	43.8%	7	37.0%	10	14.3%	5	0.0%	0	15.8%	3
Good choice of pubs / bars	12.0%	14	10.5%	4	12.7%	10	4.3%	1	14.3%	5	13.6%	8	10.8%	8	14.0%	6	14.3%	2	25.0%	4	14.8%	4	5.7%	2	0.0%	0	10.5%	2
Good health / fitness facilities	0.9%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
The cinema	1.7%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	3.4%	2	2.7%	2	0.0%	0	7.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
The pub	1.7%	2	5.3%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0	1.4%	1	2.3%	1	0.0%	0	12.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meet friends there	8.5%	10	15.8%	6	5.1%	4	4.3%	1	8.6%	3	10.2%	6	6.8%	5	11.6%	5	7.1%	1	25.0%	4	7.4%	2	8.6%	3	0.0%	0	0.0%	0
Don’t visit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe feeling	2.6%	3	2.6%	1	2.5%	2	0.0%	0	0.0%	0	5.1%	3	0.0%	0	7.0%	3	0.0%	0	0.0%	0	11.1%	3	0.0%	0	0.0%	0	0.0%	0
Base:		117		38		79		23		35		59		74		43		14		16		27		35		6		19

Q23 What do you dislike about visiting the evening entertainment facilities in ……(STUDY CENTRE)? [MR]
Those who said yes at Q20

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Nothing in particular	88.9%	104	84.2%	32	91.1%	72	82.6%	19	85.7%	30	93.2%	55	86.5%	64	93.0%	40	92.9%	13	87.5%	14	88.9%	24	91.4%	32	83.3%	5	84.2%	16
Poor choice of facilities	2.6%	3	0.0%	0	3.8%	3	8.7%	2	2.9%	1	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	16.7%	1	5.3%	1
Lack of car parking	3.4%	4	2.6%	1	3.8%	3	4.3%	1	5.7%	2	1.7%	1	5.4%	4	0.0%	0	7.1%	1	6.3%	1	0.0%	0	2.9%	1	0.0%	0	5.3%	1
Car parking charges	2.6%	3	7.9%	3	0.0%	0	0.0%	0	2.9%	1	3.4%	2	2.7%	2	2.3%	1	0.0%	0	6.3%	1	7.4%	2	0.0%	0	0.0%	0	0.0%	0
Lack of public transport	0.9%	1	2.6%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.7%	2	2.6%	1	1.3%	1	0.0%	0	2.9%	1	1.7%	1	1.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	5.3%	1
Base:		117		38		79		23		35		59		74		43		14		16		27		35		6		19

Q24 Do you generally feel safe walking around ……(STUDY CENTRE) in the day ?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Yes	99.2%	382	100.0%	135	98.8%	247	100.0%	50	100.0%	93	98.8%	239	98.6%	213	100.0%	169	100.0%	50	100.0%	40	98.0%	98	100.0%	100	97.8%	44	100.0%	50
No	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
(Don't know / not applicable)	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.8%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Q25 Do you generally feel safe walking around ……(STUDY CENTRE) in the evening ?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Yes	47.5%	183	47.4%	64	47.6%	119	64.0%	32	59.1%	55	39.7%	96	53.7%	116	39.6%	67	36.0%	18	77.5%	31	36.0%	36	46.0%	46	55.6%	25	54.0%	27
No	13.8%	53	12.6%	17	14.4%	36	6.0%	3	10.8%	10	16.5%	40	12.5%	27	15.4%	26	8.0%	4	5.0%	2	5.0%	5	34.0%	34	8.9%	4	8.0%	4
(Don't know / not applicable)	38.7%	149	40.0%	54	38.0%	95	30.0%	15	30.1%	28	43.8%	106	33.8%	73	45.0%	76	56.0%	28	17.5%	7	59.0%	59	20.0%	20	35.6%	16	38.0%	19
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Q26 Do you feel safer in ……(STUDY CENTRE) than you did 12 months ago ?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Yes	15.1%	58	18.5%	25	13.2%	33	22.0%	11	24.7%	23	9.9%	24	19.0%	41	10.1%	17	0.0%	0	62.5%	25	6.0%	6	5.0%	5	46.7%	21	2.0%	1
No	39.7%	153	27.4%	37	46.4%	116	42.0%	21	41.9%	39	38.4%	93	40.3%	87	39.1%	66	28.0%	14	5.0%	2	11.0%	11	79.0%	79	46.7%	21	52.0%	26
(Don't know / not applicable)	45.2%	174	54.1%	73	40.4%	101	36.0%	18	33.3%	31	51.7%	125	40.7%	88	50.9%	86	72.0%	36	32.5%	13	83.0%	83	16.0%	16	6.7%	3	46.0%	23
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Q27 Do you feel the following would make you feel safer in ……(STUDY CENTRE)?

Increased policing/patrolling

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Yes	23.4%	90	19.3%	26	25.6%	64	12.0%	6	15.1%	14	28.9%	70	20.4%	44	27.2%	46	0.0%	0	5.0%	2	14.0%	14	58.0%	58	26.7%	12	8.0%	4
No	68.3%	263	71.9%	97	66.4%	166	84.0%	42	75.3%	70	62.4%	151	72.2%	156	63.3%	107	100.0%	50	70.0%	28	83.0%	83	34.0%	34	68.9%	31	74.0%	37
(Don't know)	8.3%	32	8.9%	12	8.0%	20	4.0%	2	9.7%	9	8.7%	21	7.4%	16	9.5%	16	0.0%	0	25.0%	10	3.0%	3	8.0%	8	4.4%	2	18.0%	9
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Increased CCTV use																												
Yes	24.7%	95	18.5%	25	28.0%	70	20.0%	10	21.5%	20	26.9%	65	22.2%	48	27.8%	47	0.0%	0	7.5%	3	12.0%	12	64.0%	64	26.7%	12	8.0%	4
No	67.3%	259	72.6%	98	64.4%	161	76.0%	38	68.8%	64	64.9%	157	69.9%	151	63.9%	108	100.0%	50	67.5%	27	85.0%	85	30.0%	30	68.9%	31	72.0%	36
(Don't know)	8.1%	31	8.9%	12	7.6%	19	4.0%	2	9.7%	9	8.3%	20	7.9%	17	8.3%	14	0.0%	0	25.0%	10	3.0%	3	6.0%	6	4.4%	2	20.0%	10
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50
Improved street lighting																												
Yes	22.6%	87	16.3%	22	26.0%	65	14.0%	7	18.3%	17	26.0%	63	21.3%	46	24.3%	41	0.0%	0	5.0%	2	18.0%	18	55.0%	55	17.8%	8	8.0%	4
No	69.4%	267	73.3%	99	67.2%	168	82.0%	41	72.0%	67	65.7%	159	69.9%	151	68.6%	116	100.0%	50	70.0%	28	78.0%	78	38.0%	38	82.2%	37	72.0%	36
(Don't know)	8.1%	31	10.4%	14	6.8%	17	4.0%	2	9.7%	9	8.3%	20	8.8%	19	7.1%	12	0.0%	0	25.0%	10	4.0%	4	7.0%	7	0.0%	0	20.0%	10
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50
Fewer pubs / clubs etc																												
Yes	2.3%	9	0.7%	1	3.2%	8	0.0%	0	1.1%	1	3.3%	8	1.9%	4	3.0%	5	0.0%	0	0.0%	0	2.0%	2	7.0%	7	0.0%	0	0.0%	0
No	89.9%	346	88.9%	120	90.4%	226	96.0%	48	89.2%	83	88.8%	215	89.4%	193	90.5%	153	100.0%	50	75.0%	30	93.0%	93	87.0%	87	100.0%	45	82.0%	41
(Don't know)	7.8%	30	10.4%	14	6.4%	16	4.0%	2	9.7%	9	7.9%	19	8.8%	19	6.5%	11	0.0%	0	25.0%	10	5.0%	5	6.0%	6	0.0%	0	18.0%	9
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50
More people living in town centre																												
Yes	5.2%	20	4.4%	6	5.6%	14	4.0%	2	2.2%	2	6.6%	16	5.6%	12	4.7%	8	0.0%	0	0.0%	0	5.0%	5	8.0%	8	13.3%	6	2.0%	1
No	86.2%	332	85.2%	115	86.8%	217	92.0%	46	86.0%	80	85.1%	206	84.7%	183	88.2%	149	100.0%	50	75.0%	30	91.0%	91	82.0%	82	86.7%	39	80.0%	40
(Don't know)	8.6%	33	10.4%	14	7.6%	19	4.0%	2	11.8%	11	8.3%	20	9.7%	21	7.1%	12	0.0%	0	25.0%	10	4.0%	4	10.0%	10	0.0%	0	18.0%	9
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50
More secure car parks																												
Yes	14.0%	54	9.6%	13	16.4%	41	12.0%	6	11.8%	11	15.3%	37	14.8%	32	13.0%	22	0.0%	0	0.0%	0	7.0%	7	42.0%	42	8.9%	4	2.0%	1
No	77.4%	298	80.7%	109	75.6%	189	82.0%	41	78.5%	73	76.0%	184	75.9%	164	79.3%	134	100.0%	50	75.0%	30	90.0%	90	50.0%	50	86.7%	39	78.0%	39
(Don't know)	8.6%	33	9.6%	13	8.0%	20	6.0%	3	9.7%	9	8.7%	21	9.3%	20	7.7%	13	0.0%	0	25.0%	10	3.0%	3	8.0%	8	4.4%	2	20.0%	10
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50
Removal of shrubs/street furniture																												
Yes	3.6%	14	2.2%	3	4.4%	11	6.0%	3	2.2%	2	3.7%	9	1.4%	3	6.5%	11	0.0%	0	0.0%	0	4.0%	4	8.0%	8	2.2%	1	2.0%	1
No	89.1%	343	86.7%	117	90.4%	226	90.0%	45	88.2%	82	89.3%	216	90.7%	196	87.0%	147	100.0%	50	75.0%	30	90.0%	90	88.0%	88	93.3%	42	86.0%	43
(Don't know)	7.3%	28	11.1%	15	5.2%	13	4.0%	2	9.7%	9	7.0%	17	7.9%	17	6.5%	11	0.0%	0	25.0%	10	6.0%	6	4.0%	4	4.4%	2	12.0%	6
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

GEN GENDER:

	Total %	Total	Male %	Male	Female %	Female	16 - 34 %	16 - 34	35 - 54 %	35 - 54	55 + %	55 +	ABC1 %	ABC1	C2DE %	C2DE	Bentham %	Bentham	Ingleton %	Ingleton	Settle %	Settle	Skipton %	Skipton	Cross Hills %	Cross Hills	Grassington %	Grassington
Male	35.1%	135	100.0%	135	0.0%	0	30.0%	15	29.0%	27	38.4%	93	29.6%	64	42.0%	71	38.0%	19	55.0%	22	42.0%	42	27.0%	27	20.0%	9	32.0%	16
Female	64.9%	250	0.0%	0	100.0%	250	70.0%	35	71.0%	66	61.6%	149	70.4%	152	58.0%	98	62.0%	31	45.0%	18	58.0%	58	73.0%	73	80.0%	36	68.0%	34
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

AGE Age Group:

	Total %	Total	Male %	Male	Female %	Female	16 - 34 %	16 - 34	35 - 54 %	35 - 54	55 + %	55 +	ABC1 %	ABC1	C2DE %	C2DE	Bentham %	Bentham	Ingleton %	Ingleton	Settle %	Settle	Skipton %	Skipton	Cross Hills %	Cross Hills	Grassington %	Grassington
18 - 24 years	5.5%	21	3.7%	5	6.4%	16	42.0%	21	0.0%	0	0.0%	0	4.6%	10	6.5%	11	12.0%	6	5.0%	2	4.0%	4	5.0%	5	6.7%	3	2.0%	1
25 - 34 years	7.5%	29	7.4%	10	7.6%	19	58.0%	29	0.0%	0	0.0%	0	8.3%	18	6.5%	11	8.0%	4	10.0%	4	3.0%	3	4.0%	4	15.6%	7	14.0%	7
35 - 44 years	10.6%	41	6.7%	9	12.8%	32	0.0%	0	44.1%	41	0.0%	0	13.9%	30	6.5%	11	8.0%	4	22.5%	9	4.0%	4	11.0%	11	13.3%	6	14.0%	7
45 - 54 years	13.5%	52	13.3%	18	13.6%	34	0.0%	0	55.9%	52	0.0%	0	13.9%	30	13.0%	22	14.0%	7	27.5%	11	9.0%	9	13.0%	13	15.6%	7	10.0%	5
55 - 64 years	19.0%	73	19.3%	26	18.8%	47	0.0%	0	0.0%	0	30.2%	73	21.3%	46	16.0%	27	18.0%	9	10.0%	4	21.0%	21	21.0%	21	20.0%	9	18.0%	9
65+ years	43.9%	169	49.6%	67	40.8%	102	0.0%	0	0.0%	0	69.8%	169	38.0%	82	51.5%	87	40.0%	20	25.0%	10	59.0%	59	46.0%	46	28.9%	13	42.0%	21
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

SEG SEG:

	Total %	Total	Male %	Male	Female %	Female	16 - 34 %	16 - 34	35 - 54 %	35 - 54	55 + %	55 +	ABC1 %	ABC1	C2DE %	C2DE	Bentham %	Bentham	Ingleton %	Ingleton	Settle %	Settle	Skipton %	Skipton	Cross Hills %	Cross Hills	Grassington %	Grassington
AB	16.9%	65	15.6%	21	17.6%	44	8.0%	4	22.6%	21	16.5%	40	30.1%	65	0.0%	0	18.0%	9	27.5%	11	20.0%	20	11.0%	11	4.4%	2	24.0%	12
C1	39.2%	151	31.9%	43	43.2%	108	48.0%	24	41.9%	39	36.4%	88	69.9%	151	0.0%	0	32.0%	16	35.0%	14	32.0%	32	44.0%	44	53.3%	24	42.0%	21
C2	14.8%	57	20.0%	27	12.0%	30	26.0%	13	12.9%	12	13.2%	32	0.0%	0	33.7%	57	14.0%	7	30.0%	12	20.0%	20	9.0%	9	11.1%	5	8.0%	4
DE	29.1%	112	32.6%	44	27.2%	68	18.0%	9	22.6%	21	33.9%	82	0.0%	0	66.3%	112	36.0%	18	7.5%	3	28.0%	28	36.0%	36	31.1%	14	26.0%	13
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

DAY Day of Interview:

	Total %	Total	Male %	Male	Female %	Female	16 - 34 %	16 - 34	35 - 54 %	35 - 54	55 + %	55 +	ABC1 %	ABC1	C2DE %	C2DE	Bentham %	Bentham	Ingleton %	Ingleton	Settle %	Settle	Skipton %	Skipton	Cross Hills %	Cross Hills	Grassington %	Grassington
Monday	13.0%	50	12.6%	17	13.2%	33	22.0%	11	9.7%	9	12.4%	30	11.6%	25	14.8%	25	50.0%	25	0.0%	0	0.0%	0	25.0%	25	0.0%	0	0.0%	0
Tuesday	23.4%	90	23.0%	31	23.6%	59	12.0%	6	20.4%	19	26.9%	65	24.5%	53	21.9%	37	0.0%	0	37.5%	15	50.0%	50	25.0%	25	0.0%	0	0.0%	0
Wednesday	13.0%	50	14.1%	19	12.4%	31	8.0%	4	6.5%	6	16.5%	40	12.0%	26	14.2%	24	0.0%	0	0.0%	0	25.0%	25	25.0%	25	0.0%	0	0.0%	0
Thursday	6.5%	25	3.7%	5	8.0%	20	8.0%	4	5.4%	5	6.6%	16	6.5%	14	6.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.6%	25	0.0%	0
Friday	6.5%	25	4.4%	6	7.6%	19	16.0%	8	6.5%	6	4.5%	11	7.9%	17	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	25
Saturday	37.7%	145	42.2%	57	35.2%	88	34.0%	17	51.6%	48	33.1%	80	37.5%	81	37.9%	64	50.0%	25	62.5%	25	25.0%	25	25.0%	25	44.4%	20	50.0%	25
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

ADU No of adults in Hhold [MR]

	Total %	Total	Male %	Male	Female %	Female	16 - 34 %	16 - 34	35 - 54 %	35 - 54	55 + %	55 +	ABC1 %	ABC1	C2DE %	C2DE	Bentham %	Bentham	Ingleton %	Ingleton	Settle %	Settle	Skipton %	Skipton	Cross Hills %	Cross Hills	Grassington %	Grassington
1 adult in Hhold	25.7%	99	23.7%	32	26.8%	67	4.0%	2	19.4%	18	32.6%	79	20.8%	45	32.0%	54	20.0%	10	15.0%	6	28.0%	28	31.0%	31	26.7%	12	24.0%	12
2 adults in Hhold	60.8%	234	65.9%	89	58.0%	145	58.0%	29	60.2%	56	61.6%	149	64.8%	140	55.6%	94	66.0%	33	52.5%	21	63.0%	63	59.0%	59	51.1%	23	70.0%	35
3 adults in Hhold	8.1%	31	6.7%	9	8.8%	22	16.0%	8	14.0%	13	4.1%	10	8.8%	19	7.1%	12	10.0%	5	20.0%	8	6.0%	6	7.0%	7	6.7%	3	4.0%	2
4 adults in Hhold	3.6%	14	3.0%	4	4.0%	10	20.0%	10	4.3%	4	0.0%	0	3.2%	7	4.1%	7	2.0%	1	10.0%	4	1.0%	1	1.0%	1	13.3%	6	2.0%	1
5 or more adults in Hhold	1.8%	7	0.7%	1	2.4%	6	2.0%	1	2.2%	2	1.7%	4	2.3%	5	1.2%	2	2.0%	1	2.5%	1	2.0%	2	2.0%	2	2.2%	1	0.0%	0
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

CHI No of children in Hhold [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
1 child in Hhold	7.8%	30	5.9%	8	8.8%	22	34.0%	17	12.9%	12	0.4%	1	6.9%	15	8.9%	15	8.0%	4	12.5%	5	4.0%	4	5.0%	5	8.9%	4	16.0%	8
2 children in Hhold	9.1%	35	5.2%	7	11.2%	28	22.0%	11	24.7%	23	0.4%	1	11.6%	25	5.9%	10	6.0%	3	10.0%	4	3.0%	3	11.0%	11	22.2%	10	8.0%	4
3 children in Hhold	0.5%	2	0.7%	1	0.4%	1	0.0%	0	2.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
4 children in Hhold	0.5%	2	0.0%	0	0.8%	2	2.0%	1	1.1%	1	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
5 or more children in Hhold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No children in Hhold	82.1%	316	88.1%	119	78.8%	197	42.0%	21	59.1%	55	99.2%	240	79.6%	172	85.2%	144	86.0%	43	75.0%	30	93.0%	93	83.0%	83	68.9%	31	72.0%	36
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

CARS No of cars in Hhold [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
1 car in Hhold	47.5%	183	54.1%	73	44.0%	110	24.0%	12	36.6%	34	56.6%	137	49.1%	106	45.6%	77	60.0%	30	30.0%	12	60.0%	60	47.0%	47	35.6%	16	36.0%	18
2 cars in Hhold	28.8%	111	23.0%	31	32.0%	80	58.0%	29	40.9%	38	18.2%	44	36.6%	79	18.9%	32	18.0%	9	37.5%	15	16.0%	16	30.0%	30	35.6%	16	50.0%	25
3 cars in Hhold	2.9%	11	2.2%	3	3.2%	8	2.0%	1	6.5%	6	1.7%	4	3.7%	8	1.8%	3	6.0%	3	2.5%	1	2.0%	2	3.0%	3	2.2%	1	2.0%	1
4 cars in Hhold	0.5%	2	0.0%	0	0.8%	2	2.0%	1	0.0%	0	0.4%	1	0.0%	0	1.2%	2	0.0%	0	2.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
5 or more cars in Hhold	0.5%	2	0.0%	0	0.8%	2	0.0%	0	2.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No cars in Hhold	19.7%	76	20.7%	28	19.2%	48	14.0%	7	14.0%	13	23.1%	56	9.7%	21	32.5%	55	16.0%	8	22.5%	9	22.0%	22	19.0%	19	26.7%	12	12.0%	6
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

DIS Do you consider yourself to have a disability which impairs your ability to move around the built environment?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Yes	8.3%	32	9.6%	13	7.6%	19	2.0%	1	8.6%	8	9.5%	23	4.2%	9	13.6%	23	2.0%	1	12.5%	5	5.0%	5	7.0%	7	20.0%	9	10.0%	5
No	91.7%	353	90.4%	122	92.4%	231	98.0%	49	91.4%	85	90.5%	219	95.8%	207	86.4%	146	98.0%	49	87.5%	35	95.0%	95	93.0%	93	80.0%	36	90.0%	45
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

DIS2 Is the disability mobility, hearing and / or sight impairment?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Mobility	75.0%	24	69.2%	9	78.9%	15	0.0%	0	87.5%	7	73.9%	17	22.2%	2	95.7%	22	100.0%	1	20.0%	1	100.0%	5	85.7%	6	77.8%	7	80.0%	4
Hearing	18.8%	6	30.8%	4	10.5%	2	100.0%	1	12.5%	1	17.4%	4	55.6%	5	4.3%	1	0.0%	0	80.0%	4	0.0%	0	14.3%	1	11.1%	1	0.0%	0
Sight	6.3%	2	0.0%	0	10.5%	2	0.0%	0	0.0%	0	8.7%	2	22.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	20.0%	1
Base:		32		13		19		1		8		23		9		23		1		5		5		7		9		5

Craven In Centre Survey
for Nathaniel Lichfield & Partners

ETH Ethnicity: [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
White - British	97.1%	374	97.8%	132	96.8%	242	94.0%	47	98.9%	92	97.1%	235	95.8%	207	98.8%	167	100.0%	50	95.0%	38	95.0%	95	100.0%	100	100.0%	45	92.0%	46
White - Irish	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.8%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1
Any other White background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White and Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White and black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White and Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other mixed background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Asian background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caribbean	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Black background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.1%	8	1.5%	2	2.4%	6	6.0%	3	1.1%	1	1.7%	4	2.8%	6	1.2%	2	0.0%	0	5.0%	2	4.0%	4	0.0%	0	0.0%	0	4.0%	2
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

CENTRE Centre:

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
Bentham	13.0%	50	14.1%	19	12.4%	31	20.0%	10	11.8%	11	12.0%	29	11.6%	25	14.8%	25	100.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingleton	10.4%	40	16.3%	22	7.2%	18	12.0%	6	21.5%	20	5.8%	14	11.6%	25	8.9%	15	0.0%	0	100.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Settle	26.0%	100	31.1%	42	23.2%	58	14.0%	7	14.0%	13	33.1%	80	24.1%	52	28.4%	48	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Skipton	26.0%	100	20.0%	27	29.2%	73	18.0%	9	25.8%	24	27.7%	67	25.5%	55	26.6%	45	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Cross Hills	11.7%	45	6.7%	9	14.4%	36	20.0%	10	14.0%	13	9.1%	22	12.0%	26	11.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	45	0.0%	0
Grassington	13.0%	50	11.9%	16	13.6%	34	16.0%	8	12.9%	12	12.4%	30	15.3%	33	10.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	50
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

PC

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
BA21 2	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
BB1 4	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
BB10 2	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
BB10 4	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
BB12 9	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
BB18	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
BB18 5	0.5%	2	0.7%	1	0.4%	1	0.0%	0	0.0%	0	0.8%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
BB18 6	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
BB23 4	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
BB7 1	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BB7 4	0.5%	2	0.0%	0	0.8%	2	0.0%	0	1.1%	1	0.4%	1	0.5%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
BB7 9	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
BB8 8	0.5%	2	1.5%	2	0.0%	0	2.0%	1	1.1%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	2.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
BB8 9	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
BD10 9	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
BD13 3	0.3%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
BD17 5	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
BD18 5	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
BD2 1	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BD20	1.3%	5	0.0%	0	2.0%	5	0.0%	0	3.2%	3	0.8%	2	1.4%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	5	0.0%	0
BD20 0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
BD20 5	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
BD20 6	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
BD20 7	5.5%	21	3.7%	5	6.4%	16	10.0%	5	2.2%	2	5.8%	14	6.0%	13	4.7%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	4	37.8%	17	0.0%	0
BD20 8	5.2%	20	2.2%	3	6.8%	17	12.0%	6	7.5%	7	2.9%	7	6.0%	13	4.1%	7	0.0%	0	0.0%	0	0.0%	0	5.0%	5	33.3%	15	0.0%	0
BD20 9	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
BD22 0	0.8%	3	0.7%	1	0.8%	2	0.0%	0	2.2%	2	0.4%	1	0.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.4%	2	0.0%	0
BD22 5	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
BD23	1.6%	6	4.4%	6	0.0%	0	2.0%	1	1.1%	1	1.7%	4	1.4%	3	1.8%	3	0.0%	0	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.0%	0
BD23 0	1.0%	4	1.5%	2	0.8%	2	0.0%	0	4.3%	4	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	0
BD23 1	3.4%	13	1.5%	2	4.4%	11	4.0%	2	4.3%	4	2.9%	7	3.7%	8	3.0%	5	0.0%	0	0.0%	0	2.0%	2	11.0%	11	0.0%	0	0.0%	0
BD23 2	8.6%	33	3.7%	5	11.2%	28	6.0%	3	6.5%	6	9.9%	24	6.9%	15	10.7%	18	0.0%	0	0.0%	0	2.0%	2	29.0%	29	0.0%	0	4.0%	2
BD23 3	1.0%	4	0.7%	1	1.2%	3	2.0%	1	0.0%	0	1.2%	3	1.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
BD23 4	2.3%	9	3.7%	5	1.6%	4	0.0%	0	0.0%	0	3.7%	9	3.2%	7	1.2%	2	0.0%	0	0.0%	0	6.0%	6	3.0%	3	0.0%	0	0.0%	0
BD23 5	7.8%	30	5.9%	8	8.8%	22	12.0%	6	8.6%	8	6.6%	16	9.3%	20	5.9%	10	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	48.0%	24
BD23 6	3.6%	14	2.2%	3	4.4%	11	4.0%	2	2.2%	2	4.1%	10	4.6%	10	2.4%	4	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	8.0%	4
BD24	1.0%	4	0.0%	0	1.6%	4	0.0%	0	0.0%	0	1.7%	4	0.5%	1	1.8%	3	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
BD24 0	1.0%	4	0.7%	1	1.2%	3	2.0%	1	1.1%	1	0.8%	2	0.5%	1	1.8%	3	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0
BD24 9	4.9%	19	5.9%	8	4.4%	11	2.0%	1	1.1%	1	7.0%	17	4.6%	10	5.3%	9	0.0%	0	0.0%	0	18.0%	18	1.0%	1	0.0%	0	0.0%	0
BD36 2	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
BD4 0	0.3%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
BD6 3	0.5%	2	0.0%	0	0.8%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
BL5 2	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
BN1 7	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
BS20 8	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
BT10 0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
CA17 4	0.3%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
CA4 9	0.3%	1	0.0%	0	0.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT13 0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
DD8 2	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
DD8 3	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.8%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
DG2 8	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
DH3 2	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
DL13 1	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
DL7 8	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
DN2 5	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DN8 5	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
E11 2	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
EH11 1	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
G21 1	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
GU35 0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
HD6	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
HD6 4	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
HD7 6	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
HG1 2	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
HG3 2	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX2	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HX2 6	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
L6 3	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA1 1	0.3%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA1 5	0.3%	1	0.0%	0	0.4%	1	2.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA10 5	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
LA2	0.3%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA2 7	9.4%	36	8.9%	12	9.6%	24	16.0%	8	7.5%	7	8.7%	21	8.8%	19	10.1%	17	68.0%	34	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
LA2 8	1.6%	6	1.5%	2	1.6%	4	0.0%	0	2.2%	2	1.7%	4	1.9%	4	1.2%	2	4.0%	2	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0
LA2 9	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
LA6	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA6 2	1.0%	4	1.5%	2	0.8%	2	6.0%	3	0.0%	0	0.4%	1	0.5%	1	1.8%	3	2.0%	1	5.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
LA6 3	3.4%	13	5.2%	7	2.4%	6	0.0%	0	7.5%	7	2.5%	6	5.1%	11	1.2%	2	2.0%	1	30.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LN6 7	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
LS13 2	0.3%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LS14 6	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
LS17 5	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LS17 8	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
LS21 3	0.3%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LS25 4	0.3%	1	0.0%	0	0.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
LS28 7	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
LS29 0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
LS44 5	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LS5 0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
M28 3	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M34 6	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Bentham		Ingleton		Settle		Skipton		Cross Hills		Grassington	
M9 5	0.3%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
ME8 0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
NE10 8	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
NE25 0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
NE42 6	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
NN16 9	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR12 7	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
OL2 7	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
OL3 5	0.5%	2	0.0%	0	0.8%	2	0.0%	0	2.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OL5 0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
PR1 0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PR1 3	0.5%	2	0.0%	0	0.8%	2	4.0%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PR2 7	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.9%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PR3 1	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PR3 3	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	1.2%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
PR4 0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
PR4 1	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
PR5 4	0.3%	1	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
PR5 8	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
RH4 3	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
S36 1	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
S61 4	0.3%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
SG12 7	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
SO42 7	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
TA4 4	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
TF12 5	0.3%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF8 7	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA2 8	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA6 3	0.8%	3	0.7%	1	0.8%	2	0.0%	0	3.2%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA9 2	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
WF14 9	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
WF17 5	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
WF2 0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
WN6 8	0.3%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xref	4.7%	18	6.7%	9	3.6%	9	0.0%	0	4.3%	4	5.8%	14	5.1%	11	4.1%	7	4.0%	2	5.0%	2	9.0%	9	3.0%	3	0.0%	0	4.0%	2
Base:		385		135		250		50		93		242		216		169		50		40		100		100		45		50

Appendix 3 Town Centre Business Surveys

QA. In which of these other centres do you have business premises?

Centre	Returned Questionnaires	% of Total
Bentham	17	8%
Settle	44	21%
Cross Hills	10	5%
Ingleton	14	7%
Grassington	21	10%
Skipton	102	49%
TOTAL	**208**	**100%**

Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton	Bentham % of total	Settle % of total	Cross Hills % of total	Ingleton % of total	Grassington % of total	Skipton % of total
	3				1	0%	50%	0%	0%	0%	11%
1		1			4	100%	0%	25%	0%	0%	44%
					2	0%	0%	0%	0%	0%	22%
						0%	0%	0%	0%	0%	0%
						0%	0%	0%	0%	0%	0%
	3	3			2	0%	50%	75%	0%	0%	22%
1	**6**	**4**	**0**	**0**	**9**	**100%**	**100%**	**100%**	**0%**	**0%**	**100%**

Q1. What is the status of your business?

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
A sole proprietorship	8	13	5	5	9	25
A partnership	3	11	2	4	3	14
A private limited company	3	15	2	4	9	51
A public limited company	2	2	1	1		7
A cooperative/ social enterprise	1					
Don't know						
Other	1	3				5
TOTAL	18	44	10	14	21	102

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
proprietorship	44%	30%	50%	36%	43%	25%
A partnership	17%	25%	20%	29%	14%	14%
A private limited company	17%	34%	20%	29%	43%	50%
A public limited company	11%	5%	10%	7%	0%	7%
A cooperative/ social enterprise	6%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%
Not responded	6%	7%	0%	0%	0%	5%
	100%	100%	100%	100%	100%	100%

Centre	Response
Bentham	Charity shop.
	Charity shop.
	Charity shop.
Settle	Trust - charitable.
Cross Hills	
Ingleton	
Grassington	Hardware shop.
Skipton	Charity.
	Charity.
	Charity.
	Charity.
	Charity book shop.
	Charity.
	Charity.

Q2. What type of business is the main business operating from your premises?

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Food retail	4	4	2	2		4
Non-food retail	7	14	2	6	11	48
Hair/beauty	2	3	1	1		5
Travel or tourism agency						3
Launderette/dry cleaners						
Café		1	1		3	9
Restaurant		1	1	1		4
Hot food takeaway		1		1		
Pub/bar	1	1		1		3
Bank/building society		2				1
Bookmaker/betting shop						1
Pay day loan shop/pawnbroker						
Other financial service						
Amusement centre						
Other indoor leisure, tourist attraction or cultural establishment (eg: gym, cinema)		2				1
Legal or property service	2	3				6
Childcare, education or training		1				
Council office / advice centre						
Other office use						
Hotel, guest house or backpacker hostel		2				
Car sales and servicing						
Taxi business						
Other business	1			1		
Other (Please write in)		11	2		3	16
	17	46	9	13	17	101

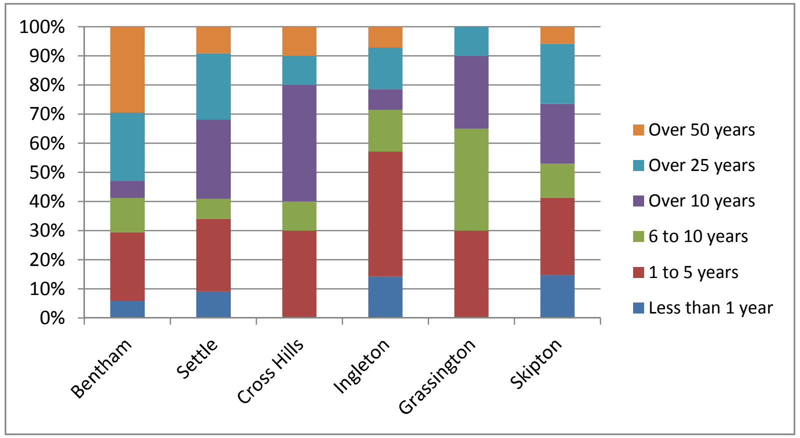
	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Food retail	24%	9%	22%	15%	0%	4%
Non-food retail	41%	30%	22%	46%	65%	48%
Hair/beauty	12%	7%	11%	8%	0%	5%
Travel or tourism agency	0%	0%	0%	0%	0%	3%
Launderette/dry cleaners	0%	0%	0%	0%	0%	0%
Café	0%	2%	11%	0%	18%	9%
Restaurant	0%	2%	11%	8%	0%	4%
Hot food takeaway	0%	2%	0%	8%	0%	0%
Pub/bar	6%	2%	0%	8%	0%	3%
Bank/building society	0%	4%	0%	0%	0%	1%
Bookmaker/betting shop	0%	0%	0%	0%	0%	1%
Pay day loan shop/pawnbroker	0%	0%	0%	0%	0%	0%
Other financial service	0%	0%	0%	0%	0%	0%
Amusement centre	0%	0%	0%	0%	0%	0%
Other indoor leisure, tourist attraction or cultural establishment (eg: gym, cinema)	0%	4%	0%	0%	0%	1%
Legal or property service	12%	7%	0%	0%	0%	6%
Childcare, education or training	0%	2%	0%	0%	0%	0%
Council office / advice centre	0%	0%	0%	0%	0%	0%
Other office use	0%	0%	0%	0%	0%	0%
Hotel, guest house or backpacker hostel	0%	4%	0%	0%	0%	0%
Car sales and servicing	0%	0%	0%	0%	0%	0%
Taxi business	0%	0%	0%	0%	0%	0%
Other business	6%	0%	0%	8%	0%	0%
Other (Please write in)	0%	24%	22%	0%	18%	16%
	100%	100%	100%	100%	100%	100%

Centre	Response
Bentham	Post Office/Sorting Office
	Plumbing and heating.
	Antiques and collectibles.
	DIY shop.
	Retail jewellers and gifts.
	Picture gallery and framing.
	Opticians.
	Shoe maker.
	Barbers.
	2nd hand goods.
	Clothing retail.
	Newsagent, stationers, confectioners.
Settle	Opticians.
Cross Hills	Tanning Salon.
	Bargain shop needed.
	Mainly a spcialised antiquarian anmd second hand bookshop.
	Gift shop.
	Charity shop.
Ingleton	Ladies accessories and rought iron.
Grassington	
	Bar and record shop.
	Clothing alterations.
	Complementary therapy.
	Pet shop.
	Sports massage.
	Disability transpotr and 4 charity shops.
	Sweet shop.
	Jewellers.
	Charity shop.
	Charity book shop.
	Dry cleaners.
	Boat hire.
	Supported housing.
	Antiques/collectables.
	Pagan shop.
	Art materials.
Skipton	Interior design.

Q3. How long has your business been operating from the premises?

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Less than 1 year	1	4		2		15
1 to 5 years	4	11	3	6	6	27
6 to 10 years	2	3	1	2	7	12
Over 10 years	1	12	4	1	5	21
Over 25 years	4	10	1	2	2	21
Over 50 years	5	4	1	1		6
	17	44	10	14	20	102

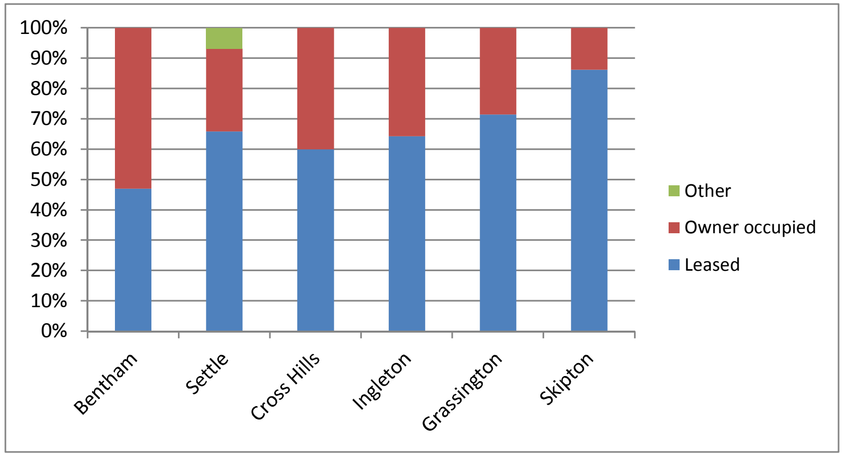
	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Less than 1 year	6%	9%	0%	14%	0%	15%
1 to 5 years	24%	25%	30%	43%	30%	26%
6 to 10 years	12%	7%	10%	14%	35%	12%
Over 10 years	6%	27%	40%	7%	25%	21%
Over 25 years	24%	23%	10%	14%	10%	21%
Over 50 years	29%	9%	10%	7%	0%	6%
	100%	100%	100%	100%	100%	100%



Q4. Are your premises leased or owner occupied?

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Leased	8	29	6	9	15	87
Owner occupied	9	12	4	5	6	14
Other		3				
	17	44	10	14	21	101

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Leased	47%	66%	60%	64%	71%	86%
Owner occupied	53%	27%	40%	36%	29%	14%
Other	0%	7%	0%	0%	0%	0%
	100%	100%	100%	100%	100%	100%



Centre	Response
Bentham	
	Rented.
Settle	Managed hotel.
Cross Hills	
Ingleton	
Grassington	
Skipton	

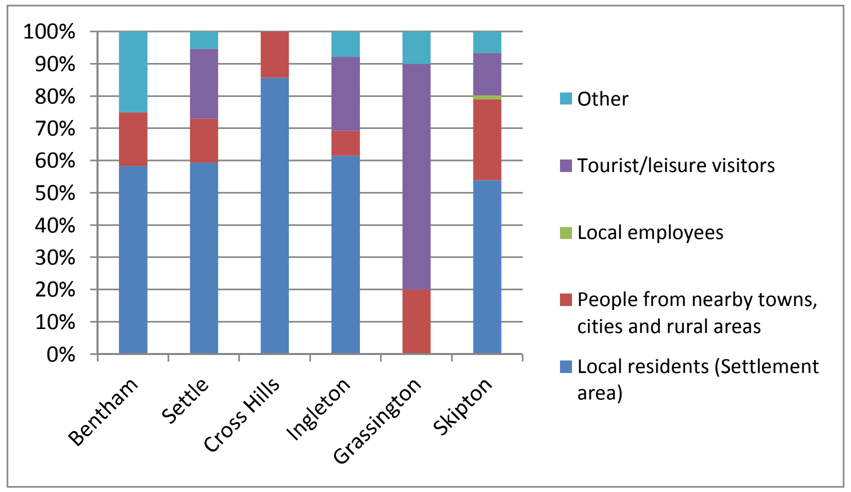
Q5. How many staff do you employ?

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Full time	19	52	16	9	30	214
Part time	45	117	31	21	61	278
Voluntary	14	220		01-Jan	10	89
Total	78	389	47	31	101	581

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Full time	24%	13%	34%	29%	30%	37%
Part time	58%	30%	66%	68%	60%	48%
Voluntary	18%	57%	0%	3%	10%	15%
Total						

Q6. Which type of customers does your business primarily rely on?

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Local residents (Settlement area)	7	22	6	8		41
People from nearby towns, cities and rural areas	2	5	1	1	2	19
Local employees						1
Tourist/leisure visitors		8		3	7	10
Other (Please write in)	3	2		1	1	5
	12	37	7	13	10	76



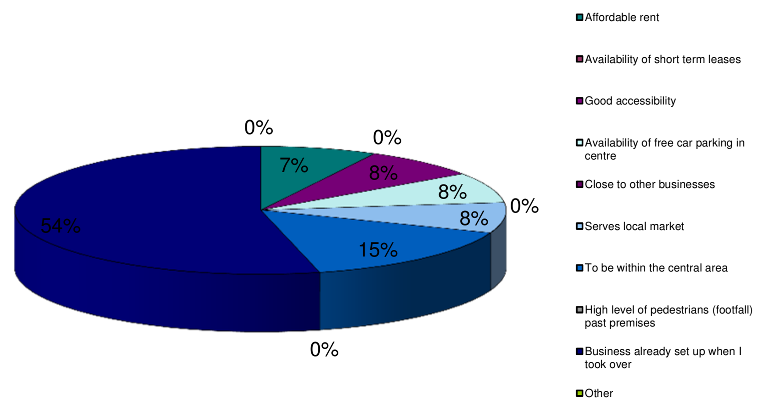
	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Local residents (Settlement area)	58%	59%	86%	62%	0%	54%
People from nearby towns, cities and rural areas	17%	14%	14%	8%	20%	25%
Local employees	0%	0%	0%	0%	0%	1%
Tourist/leisure visitors	0%	22%	0%	23%	70%	13%
Other	25%	5%	0%	8%	10%	7%
	100%	100%	100%	100%	100%	100%

Centre	Response
	All of the above.
	All of the above.
Bentham	Local and tourists from caravan park
	Other categories very important.
	All of the above.
	All of the above.
	Don't rely on local trade - country based whole of UK.
	All of the above.
	On-line sales.
Settle	Summer visitors.
Cross Hills	
Ingleton	
Grassington	Parking not regulated, too many cafes, too many gift shops.
	All of the above.
	All of the above.
	All of the above.
	Outside areas also.
	Tourists too.
	All of the above.
	All of the above.
	Within a 20 mile radius.
	All of the above.
Skipton	Parking and high class respectable people which Skipton does not attarct.

	Bentham main reason	Bentham other reason	Settle main reason	Settle other reason	Cross Hills main reason	Cross Hills other reason	Ingleton main reason	Ingleton other reason	Grassington main reason	Grassington other reason	Skipton main reason	Skipton other reason
Affordable rent	1	2	5	1	1		1	1			3	6
Availability of short term leases		2	1	1			1				1	2
Good accessibility	1	2	3	3		2	1		1		2	7
Availability of free car parking in centre	1	1			1	2						1
Close to other businesses		2		3	1					2	4	7
Serves local market	1	1	4	2	3	1			1	1	8	8
To be within the central area	2	1	3	5			1	4		1	21	19
High level of pedestrians (footfall) past premises				10		1	1	2	2	4	11	15
Business already set up when I took over	7	1	13	2	3	3	2	2	9	2	25	9
Other		1	2	3			7	1	6		4	5
	13	13	31	30	9	9	14	10	19	10	79	79

	Bentham main reason	Bentham other reason	Settle main reason	Settle other reason	Cross Hills main reason	Cross Hills other reason	Ingleton main reason	Ingleton other reason	Grassington main reason	Grassington other reason	Skipton main reason	Skipton other reason
Affordable rent	8%	15%	16%	3%	11%	0%	7%	10%	0%	0%	4%	8%
Availability of short term leases	0%	15%	3%	3%	0%	0%	7%	0%	0%	0%	1%	3%
Good accessibility	8%	15%	10%	10%	0%	22%	7%	0%	5%	0%	3%	9%
Availability of free car parking in centre	8%	8%	0%	0%	11%	22%	0%	0%	0%	0%	0%	1%
Close to other businesses	0%	15%	0%	10%	11%	0%	0%	0%	0%	20%	5%	9%
Serves local market	8%	8%	13%	7%	33%	11%	0%	0%	5%	10%	10%	10%
To be within the central area	15%	8%	10%	17%	0%	0%	7%	40%	0%	10%	27%	24%
High level of pedestrians (footfall) past premises	0%	0%	0%	33%	0%	11%	7%	20%	11%	40%	14%	19%
Business already set up when I took over	54%	8%	42%	7%	33%	33%	14%	20%	47%	20%	32%	11%
Other	0%	8%	6%	10%	0%	0%	50%	10%	32%	0%	5%	6%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Business Operator Reasons for Locating in Craven

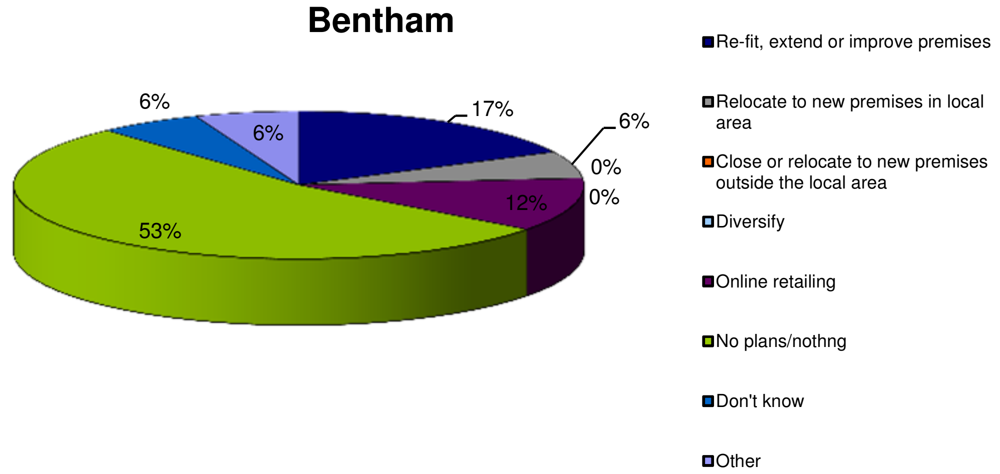


Centre	Response
Bentham	Been an Inn for 400 years
	Main customers local based dance schools.
	Loved locally at the time.
	Needed full professional eye care.
	Type of business we wanted.
	Free car parking used by local business employees.
	Partners living in Settle.
	Not enough free parking.
	Where I live.
Settle	Close to home.
Cross Hills	Near to former premises for current business and customers.
	Affordability of F/H
	Wanted to live and work in the area.
	Lifestyle chioce to live and work in a rural area.
	To re-open run-down butchers shop.
	Caves.
Ingleton	Bought property when Ingleton Library leased the ground floor, now got pp for restaurant.
	Live in Grassington.
	Hoping to capture local and tourist trade.
	Family history.
Grassington	I live and work here - convenient.
	Skipton residents.
	Live here.
	Born and bred here.
	Live here.
	Busy town.
	Resident.
	Resident.
Skipton	Good market potential.

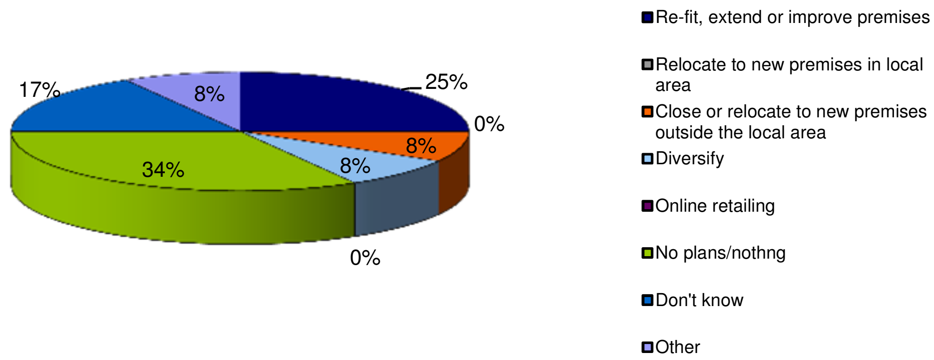
	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Re-fit, extend or improve premises	3	8	3	3	5	21
Relocate to new premises in local area	1		1			6
Close or relocate to new premises outside the local area		3		1	1	3
Diversify		2		1	2	7
Online retailing	2	3			2	9
No plans/nothng	9	17	6	4	7	35
Don't know	1	6		2		12
Other	1	5		1	1	5
Total	17	44	10	12	18	98

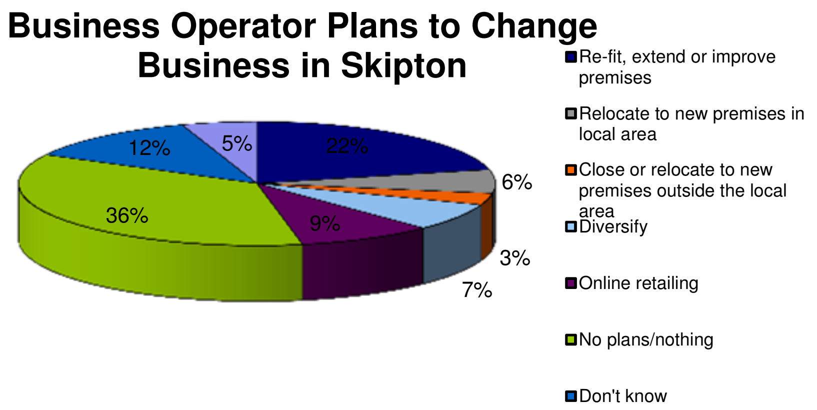
	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Re-fit, extend or improve premises	18%	18%	30%	25%	28%	21%
Relocate to new premises in local area	6%	0%	10%	0%	0%	6%
Close or relocate to new premises outside the local area	0%	7%	0%	8%	6%	3%
Diversify	0%	5%	0%	8%	11%	7%
Online retailing	12%	7%	0%	0%	11%	9%
No plans/nothing	53%	39%	60%	33%	39%	36%
Don't know	6%	14%	0%	17%	0%	12%
Other	6%	11%	0%	8%	6%	5%
	100%	100%	100%	100%	100%	100%

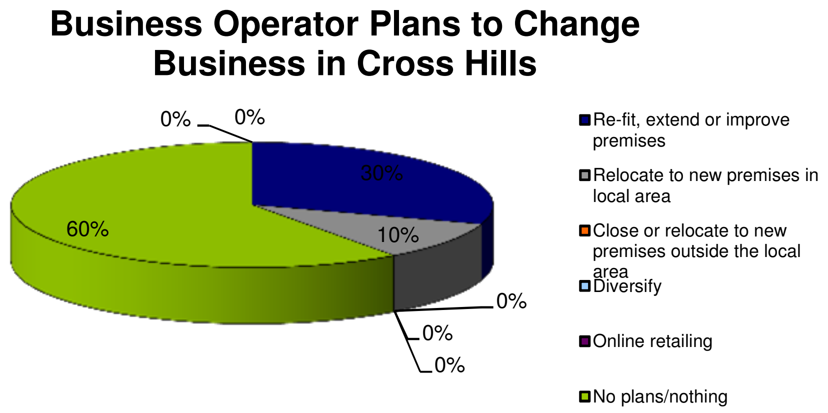
Business Operator Plans to Change Business in Bentham

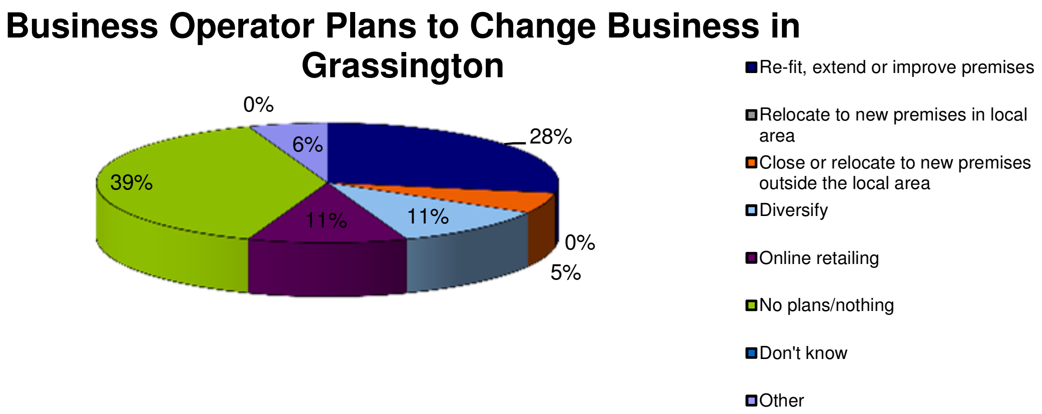


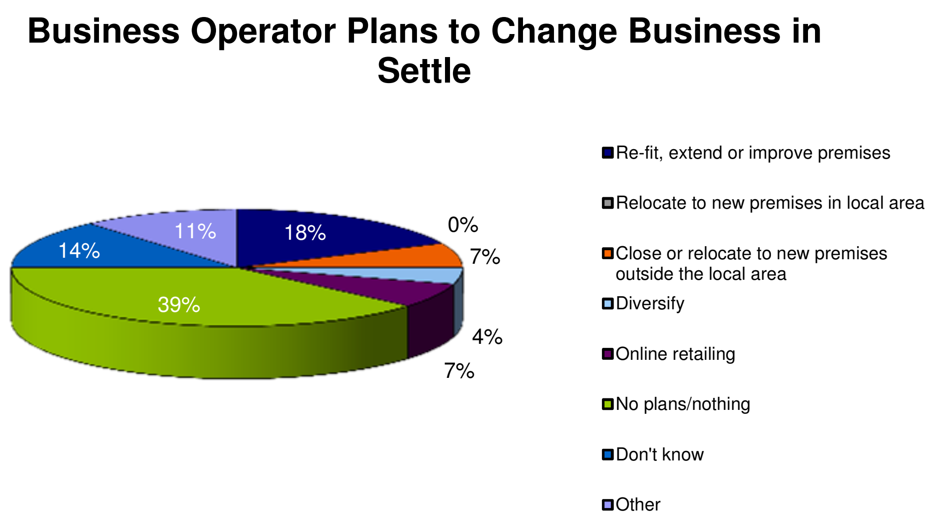
Business Operator Plans to Change Business in Ingleton




Business Operator Plans to Change Business in Skipton
22%
6%
3%
7%
9%
36%
12%
5%
Re-fit, extend or improve premises
Relocate to new premises in local area
Close or relocate to new premises outside the local area
Diversify
Online retailing
No plans/nothing
Don't know


Business Operator Plans to Change Business in Cross Hills
0%
0%
30%
10%
60%
0%
0%
0%
Re-fit, extend or improve premises
Relocate to new premises in local area
Close or relocate to new premises outside the local area
Diversify
Online retailing
No plans/nothing


Business Operator Plans to Change Business in Grassington
0%
6%
28%
39%
11%
11%
0%
5%
Re-fit, extend or improve premises
Relocate to new premises in local area
Close or relocate to new premises outside the local area
Diversify
Online retailing
No plans/nothing
Don't know
Other


Business Operator Plans to Change Business in Settle
11%
18%
0%
14%
7%
39%
4%
7%
Re-fit, extend or improve premises
Relocate to new premises in local area
Close or relocate to new premises outside the local area
Diversify
Online retailing
No plans/nothing
Don't know
Other

Centre	Response
Bentham	Already diversified - got on line website - not very productive.
	Business and premises are for sale.
	Always on the lookout for new products to sell.
	Customer service improvements and new products to sell.
	May close and retire.
Settle	Plans for museum being discussed at present.
Cross Hills	
Ingleton	
Grassington	
	Already refurbed last year.
	Just had a re-fit.
	Open replica store in larher town - York or Manchester.
	Reduce in size due to reduction in business.
	Already has re-fit.
	Stay where we are for next 5 years.
Skipton	Consolidate what we have.

Q9. What are the issues constraining the operation and performance of your business?

	Bentham most important issue	Bentham 2nd most important issue	Bentham 3rd most important issue	Settle most important issue	Settle 2nd most important issue	Settle 3rd most important issue	Cross Hills most important issue	Cross Hills 2nd most important issue	Cross Hills 3rd most important issue	Ingleton most important issue	Ingleton 2nd most important issue	Ingleton 3rd most important issue	Grassington most important issue	Grassington 2nd most important issue	Grassington 3rd most important issue	Skipton most important issue	Skipton 2nd most important issue	Skipton 3rd most important issue
Rents/overheads	2	2	1	8	3	4	1	2			1		3	2	2	25	17	7
Level of trade/lack of visitors/customers	7	2		10	8	5	3		3	5	4		6	2	2	22	18	9
Quality or size of premises				3	2	1				1			2			2	5	8
Staff recruitment/retention				4		1	1	1		1				1	1	3	7	6
Availability of business/customer parking	1	5	1	4	8	2	1	2		2	2	1	2	5	2	18	11	11
Broadband Connectivity				2		1		1						1		1		4
Competition from other businesses in the centre			1	1	2	3		1				2	2			6	10	8
Competition from other businesses in other town centres			1		2	4			3					1	1	1	4	3
Lack of business finance	1			1		1						1	2			1		4
Security issues (crime/vandalism)																	2	
Problems associated with anti-social behaviour						1			1									1
Advice on how to improve the operation of the business		1	1			1												1
Poor location of premises					1	1		1					1		1	1	3	1
Poor quality of the local environment	1				1						1							1
Inability to find time to develop business			1		2	1	1			1		1					1	3
Lack of good transport links		2	3	1	5	1	1			1	1	1	4	4	2	1	3	3
Poor accessibility			1			2												1
Shortage of skilled labour					1											2	2	2
Childcare issues									1									1
Problems associated ith anti-social behaviour											1							1
Don't know/nothing			1			4						2				1	2	3
Other			1	1		2				2		1	2	1		3	2	7
	12	12	12	35	35	35	8	8	8	13	10	9	24	17	11	87	87	85

	Bentham most important issue	Bentham 2nd most important issue	Bentham 3rd most important issue	Settle most important issue	Settle 2nd most important issue	Settle 3rd most important issue	Cross Hills most important issue	Cross Hills 2nd most important issue	Cross Hills 3rd most important issue	Ingleton most important issue	Ingleton 2nd most important issue	Ingleton 3rd most important issue	Grassington most important issue	Grassington 2nd most important issue	Grassington 3rd most important issue	Skipton most important issue	Skipton 2nd most important issue	Skipton 3rd most important issue
Rents/overheads	17%	17%	8%	23%	9%	11%	13%	25%	0%	0%	10%	0%	13%	12%	18%	29%	20%	8%
Level of trade/lack of visitors/customers	58%	17%	0%	29%	23%	14%	38%	0%	38%	38%	40%	0%	25%	12%	18%	25%	21%	11%
Quality or size of premises	0%	0%	0%	9%	6%	3%	0%	0%	0%	8%	0%	0%	8%	0%	0%	2%	6%	9%
Staff recruitment/retention	0%	0%	0%	11%	0%	3%	13%	13%	0%	8%	0%	0%	0%	6%	9%	3%	8%	7%
Availability of business/customer parking	8%	42%	8%	11%	23%	6%	13%	25%	0%	15%	20%	11%	8%	29%	18%	21%	13%	13%
Broadband Connectivity	0%	0%	0%	6%	0%	3%	0%	13%	0%	0%	0%	0%	0%	6%	0%	1%	0%	5%
Competition from other businesses in the centre	0%	0%	8%	3%	6%	9%	0%	13%	0%	0%	0%	22%	8%	0%	0%	7%	11%	9%
Competition from other businesses in other town centres	0%	0%	8%	0%	6%	11%	0%	0%	38%	0%	0%	0%	0%	6%	9%	1%	5%	4%
Lack of business finance	8%	0%	0%	3%	0%	3%	0%	0%	0%	0%	0%	11%	8%	0%	0%	1%	0%	5%
Security issues (crime/vandalism)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Problems associated with anti-social behaviour	0%	0%	0%	0%	0%	3%	0%	0%	13%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Advice on how to improve the operation of the business	0%	8%	8%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Poor location of premises	0%	0%	0%	0%	3%	3%	0%	13%	0%	0%	0%	0%	4%	0%	9%	1%	3%	1%
Poor quality of the local environment	8%	0%	0%	0%	3%	0%	0%	0%	0%	0%	10%	0%	0%	0%	0%	0%	0%	1%
Inability to find time to develop business	0%	0%	8%	0%	6%	3%	13%	0%	0%	8%	0%	11%	0%	0%	0%	0%	1%	4%
Lack of good transport links	0%	17%	25%	3%	14%	3%	13%	0%	0%	8%	10%	11%	17%	24%	18%	1%	3%	4%
Poor accessibility	0%	0%	8%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Shortage of skilled labour	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	2%	2%
Childcare issues	0%	0%	0%	0%	0%	0%	0%	0%	13%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Problems associated with anti-social behaviour	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%	0%	0%	0%	0%	0%	0%	1%
Don't know/nothing	0%	0%	8%	0%	0%	11%	0%	0%	0%	0%	0%	22%	0%	0%	0%	1%	2%	4%
Other	0%	0%	8%	3%	0%	6%	0%	0%	0%	15%	0%	11%	8%	6%	0%	3%	2%	8%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Centre	Response
Bentham	2 banks closing has decreased visitor numbers.
	Cheaper parking and improved transport links.
	I live 40 miles away. Low footfall.
	We are happy with our business levels.
Settle	Lack of local Council support.
Cross Hills	
	loss of Post Office & Bank from village.
	No Post Office or bank.
Ingleton	The Weather. GPRS connection on card machine payments.
Grassington	Location within the village.
	Superiors.
	Competition from internet.
	Car parking charges. Coaches being dropped off at opposite end of town.
	Lack of free/affordable parking. Too many empty shops.
	Cost of parking.
	There aren't any.
	Expensive parking for cars/coaches, market srtalls disappearing.
	Internet buying.
	Internet.
	Lack of visitors due to high parking charges.
	Poor parking - no free parking.
Skipton	Lack of investment/promotion of areas outside High Street.

Q10. How do you feel the issue selected as 'most important' at Q9 could be addressed?

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
More car parking	2		1	1	2	10
Cheaper car parking		1		1	7	10
Increased policing						1
Reduced overheads (rent/rates)	1	5	1		1	20
More national multiple retailers in centre						1
Reduction in number of takeaways						
Promotion of centre to visitors	1	2		1	1	3
Promotion of centre to businesses						
Environmental improvements	1					
More community/business events	1					
Other	9	20	5	10	9	30
Not responded					4	
	15	28	7	13	24	75

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
More car parking	13%	0%	14%	8%	8%	13%
Cheaper car parking	0%	4%	0%	8%	29%	13%
Increased policing	0%	0%	0%	0%	0%	1%
Reduced overheads (rent/rates)	7%	18%	14%	0%	4%	27%
More national multiple retailers in centre	0%	0%	0%	0%	0%	1%
Reduction in number of takeaways	0%	0%	0%	0%	0%	0%
Promotion of centre to visitors	7%	7%	0%	8%	4%	4%
Promotion of centre to businesses	0%	0%	0%	0%	0%	0%
Environmental improvements	7%	0%	0%	0%	0%	0%
More community/business	7%	0%	0%	0%	0%	0%
Other	60%	71%	71%	77%	38%	40%
Not responded	0%	0%	0%	0%	17%	0%
	100%	100%	100%	100%	100%	100%

Centre	Response
	Get rid of traffic warden. Open another bank.
	Better bus and rail service to Skipton/Leeds.
	More to attract people in to town.
	Control what type of business is permitted.
	More free parking and increase length of stay to parking.
	Environmental improvements.
	Customers need to pay their newpaper bills more regularly.
	Try to get local people to shop local - support each other.
	My business is a want not a need so I am reliant on expendable income.
	More buses.
	Need an attraction following Natwest closure.
	Stop 2 half-day closing, bank closure not helped, increase parking time.
	Small business rate relief extended and expanded. Advice from energy company on savings.
Bentham	
	Change to property difficult - support to improve equal access gratefully recieved.
	More trasin from Skipton to Settle.
	In last year trade has diminished - closing at end of summer.
	Improve bus service. Parking too expensive.
	Rent/overheads high, lack of transport service.
	I am relocatingto my local area after 5 years of communiting - been trying to sell forpast 2 years.
	Promote centre outside of catchment. Reduce parking fees.
	Improve town - move forward pro-active thinking from town council.
	Premises issue cant be addressed as no bigger premises available.
	Hospitality not regarded by society as improtant career.
	Hit by internet buying.
	Free car parking would help. No toilets an issue for visitors.
	Promotion of town.
	Issues with staff recruitment.
	Prohibit HGVs through centre.
	Reduced business rates.
	Enforcement of parking restrictions and marked parking bays.
	Make annual parking passes more affordable for small businesses.
	More trains from Skipton at useful times.
	Lack of volunteers.
	Free parking.
	Relocate business.
	Accessibility needs to be addressed internally.
	Improve parking and level of customers.
	Parking and rents/overheads.
	Small narrow shop - restricted. Painting.
	Move to another town which is busier.
	Highj quality selection of students at local college for beauty therapy course.
	Reduce business rates, more visitor attractions, more Council support.
Settle	
	Better bus links, rail station, reduced rates.
	Business advice welcomed.
	Apprenticeship.
	Reduce rents.
	As it is a village - can't see solution to attracting more customers.
	Increase free Parking, promote area, reduce rates, don't allow competition.
Cross Hills	Additional car parking.

Centre	Response
	Promote village, cheaper parking.
	Can't without Post Office/Banks wanting it.
	People have to lerave village for bank/PostOffice so they are shopping elsewhere.
	Parking and buses issues.
	To encourage local people to shop locally.
	Free parking, upgrade the centre of the village.
	A Post Office needs to be brought back.
	A personal choice to stay put - if something bigger/affordable 0 may change.
	Trade lost since Post Office/bank closure.
	Footfall virtually non-existent to closure of Post Office/Bank.
	Small train link with Bentham, Settle.
Ingleton	Electronic competition.
	No more cafes.
	More buses.
	More/cheaper parking. Promotion/marketing of village.
	Cheaper rents.
	No more cafes.
	LA support for building work, LA should develop/redeveop centre, parking.
	Cheaper/free parking.
	Cost of parking in national parks car park.
	Free parking.
	Reduce rent rates.
	More buses from rural locations and Skipton.
	More parking.
	Cheaper parking and more bus services.
	Free 1-2 hour parking in YDNP car park at Colvend.
	Location can't be changed.
Grassington	Better bus servces for visitors
	Help for start up business would help. Rate relief cap too high.
	No money from coaches.
	Shops overpriced - keep rates down - fewer empty shops then.
	Get somebody who listens to people with the local knowledge.
	Market traders vans should not be parking on high street.
	Rent and rates too high
	Car parking charges too high.
	Lower parking charges.
	To much planning given for cafes/bakeries/supermarkets.
	Improved signage at both ends of Court Lane to drive more footfall down this road.
	Review business rates - especially small business rate.
	No bus service to some of our town places.
	Marketing of restaurant.
	More parking or park and ride.
	Lack of parking / cost of parking.
	New development has taklen customers away - lost a lot of footfall.
	A stronger Council to stop brand companies - support for local business.
	Rent and rates reduction.
	Counils should maintain independent shops, more realistic rent/rates, cheaper parking.
	Give coach firms an incentive ie free/cheap coach parking. Curb traffic wardens.
	Cheaper short stay parking or free for 1 hour. More affordable rents. Improved internet connectivity.
	Reveiw of public right of way behind shop - may prevent an extension.
	Better recruitment at colleges.
	Reduce parking costs, encourage independent retailers, improve market stalls, signage.
	Parking is poor and being limited in time - excessive cost.
	Reduced parking cost and encourage coach companies to use car park.
	Re-allocation of roadside pace to benefit shops in front.
	Reduce rent/rates.
	Signage, lighting, environmental improvements around Victoria Square.
	Internet buying.
	Advertising to improve our client base.
Skipton	Don't build any more shopping centres.

Q11. Do you consider that Bentham/Settle/Cross Hills/Ingleton/Grassington/Skipton has any of the following, to the benefit of your business?

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Room to expand	7	4	2	2	2	14
Affordable premises to buy/rent for expansion	1	9		2		8
Affordable Rents	3	5		2	2	5
Good road network	4	9	3		2	45
Plentiful availability of car parking	5	20	3	3	3	18
Existing/potential employees living in area	4	11	3	2	4	32
Good bus services	1	5	5	1		21
Easy access for employees	4	11	1	1		19
Easy access for customers	5	20	4	2	2	31
A local demand for the product/service	7	28	3	7	7	50
Presence of other businesses	10	15	6	5	5	33
A variety of shops, services and entertainment	8	24	5	7	13	38
Other		1		2		9
	59	162	35	36	40	323

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Room to expand	12%	2%	6%	6%	5%	4%
Affordable premises to buy/rent for expansion	2%	6%	0%	6%	0%	2%
Affordable Rents	5%	3%	0%	6%	5%	2%
Good road network	7%	6%	9%	0%	5%	14%
Plentiful availability of car parking	8%	12%	9%	8%	8%	6%
Existing/potential employees living in area	7%	7%	9%	6%	10%	10%
Good bus services	2%	3%	14%	3%	0%	7%
Easy access for employees	7%	7%	3%	3%	0%	6%
Easy access for customers	8%	12%	11%	6%	5%	10%
A local demand for the product/service	12%	17%	9%	19%	18%	15%
Presence of other businesses	17%	9%	17%	14%	13%	10%
A variety of shops, services and entertainment	14%	15%	14%	19%	33%	12%
Other	0%	1%	0%	6%	0%	3%
	100%	100%	100%	100%	100%	100%

Centre	Response
Bentham	
	Loyal customer base.
	Too many cafes. Sunday trade dead - full of bikers and hikers just want to eat.
	Good train service.
Settle	More trains and extended train times.
Cross Hills	
Ingleton	Access to village
Grassington	Improve bus service from Skipton.
	Variety of events throughout the year.
	Cheaper car parking.
	Shortage of short term free parking.
	Parking is of no benefit to town - too short and too expensive.
	No it is stagnant - not growing.
	Poor quality of shops or empty shops due to rent and rates costs.
	All of them.
	Nothing for youth.
	Because it is attractive.
Skipton	Good bus and train - one hour parking!

Q12. How do you rate Bentham/Settle/Cross Hills/Ingleton/Grassington/Skipton in respect of the following?

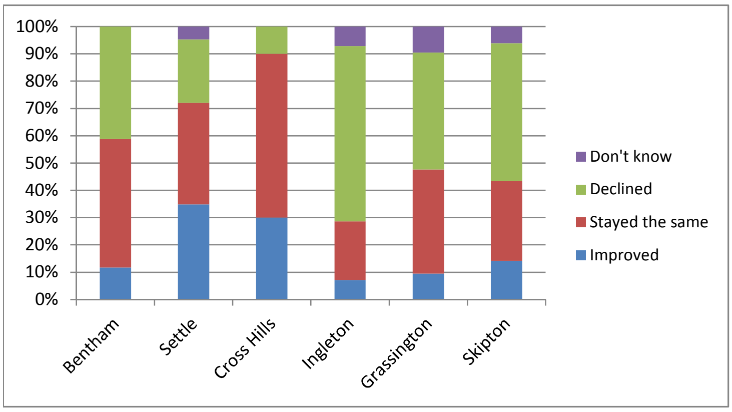
	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Rents/rates	52	116	28	35	39	197
Availability of business/customer parking	53	105	21	25	44	202
Broadband Connectivity	54	115	30	25	50	285
Traffic circulation	50	112	21	32	52	288
Safety during daytime	74	187	37	43	92	410
Safety during the evenings and at night	67	172	33	43	96	348
Crime and security	66	142	32	43	95	348
Range of shops and services available	65	142	32	34	82	292
Quality of shops and services available	68	53	34	34	84	284
Range of sports/leisure, entertainment or arts and cultural facilities	50	147	24	34	80	298
Quality of sports/leisure, entertainment or arts and cultural facilities	54	137	24	31	80	294
Quality of public open spaces, street furniture and landscaping	47	127	23	42	84	297
Liveliness/street life/character	50	131	24	30	81	311
Level of street cleansing and litter	59	164	25	44	90	341
Centre management and maintenance	50	131	28	34	82	308
Condition/appearance of older buildings	61	149	30	35	76	334
General shopping environment	61	155	34	33	75	313
Interest shown by Council/local authorities	53	92	23	29	58	257
Marketing/promotion of the centre	46	139	20	21	65	279
Interest shown by landlord owners	30	102	24	23	56	213
The way businesses work together	59	134	31	31	68	262
Events in the centre	54	121	29	41	87	325
	1223	2873	607	742	1616	6486

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Rents/rates	4%	4%	5%	5%	2%	3%
Availability of business/customer parking	4%	4%	3%	3%	3%	3%
Broadband Connectivity	4%	4%	5%	3%	3%	4%
Traffic circulation	4%	4%	3%	4%	3%	4%
Safety during daytime	6%	7%	6%	6%	6%	6%
Safety during the evenings and at night	5%	6%	5%	6%	6%	5%
Crime and security	5%	5%	5%	6%	6%	5%
Range of shops and services available	5%	5%	5%	5%	5%	5%
Quality of shops and services available	6%	2%	6%	5%	5%	4%
Range of sports/leisure, entertainment or arts and cultural facilities	4%	5%	4%	5%	5%	5%
Quality of sports/leisure, entertainment or arts and cultural facilities	4%	5%	4%	4%	5%	5%
Quality of public open spaces, street furniture and landscaping	4%	4%	4%	6%	5%	5%
Liveliness/street life/character	4%	5%	4%	4%	5%	5%
Level of street cleansing and litter	5%	6%	4%	6%	6%	5%
Centre management and maintenance	4%	5%	5%	5%	5%	5%
Condition/appearance of older buildings	5%	5%	5%	5%	5%	5%
General shopping environment	5%	5%	6%	4%	5%	5%
Interest shown by Council/local authorities	4%	3%	4%	4%	4%	4%
Marketing/promotion of the centre	4%	5%	3%	3%	4%	4%
Interest shown by landlord owners	2%	4%	4%	3%	3%	3%
The way businesses work together	5%	5%	5%	4%	4%	4%
Events in the centre	4%	4%	5%	6%	5%	5%
	100%	100%	100%	100%	100%	100%

Q13. In general, do you consider that over the last year Bentham/Settle/Cross Hills/Ingleton/Grassington/Skipton has…?

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Improved	2	15	3	1	2	14
Stayed the same	8	16	6	3	8	29
Declined	7	10	1	9	9	50
Don't know		2		1	2	6
	17	43	10	14	21	99

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Improved	12%	35%	30%	7%	10%	14%
Stayed the same	47%	37%	60%	21%	38%	29%
Declined	41%	23%	10%	64%	43%	51%
Don't know	0%	5%	0%	7%	10%	6%
	100%	100%	100%	100%	100%	100%

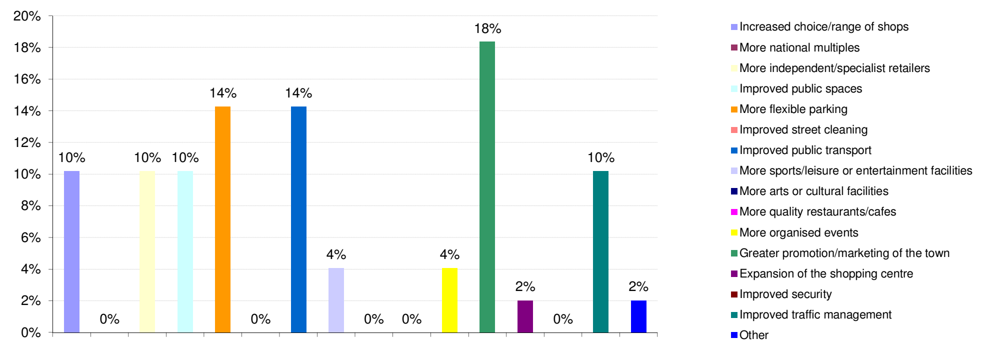


Q14. What measures do you think would improve Bentham/Settle/Cross Hills/Ingleton/Grassington/Skipton?

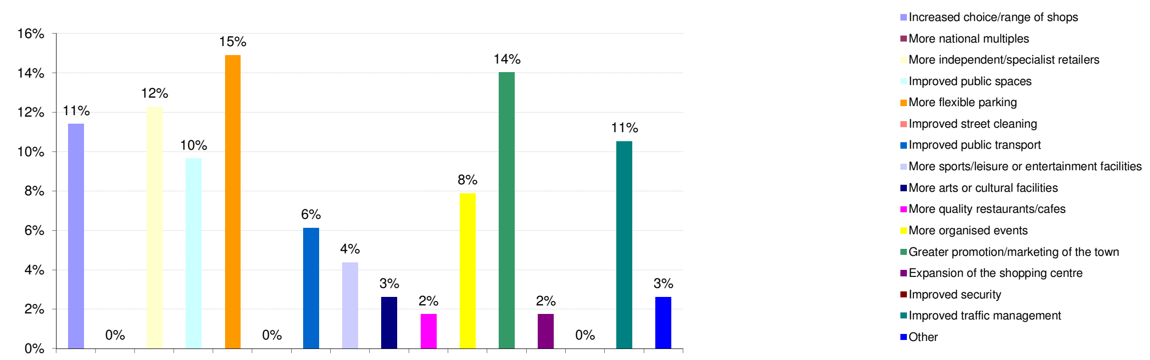
	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Increased choice/range of shops	5	13	3	6	2	50
More national multiples					1	5
More independent/specialist retailers	5	14	2	2	2	48
Improved public spaces	5	11	3		3	3
More flexible parking	7	17	4	8	11	68
Improved street cleaning			2			2
Improved public transport	7	7	1	5	11	8
More sports/leisure or entertainment facilities	2	5		1		3
More arts or cultural facilities		3		1		5
More quality restaurants/cafes		2	1	3		1
More organised events	2	9	3	2	2	13
Greater promotion/marketing of the town	9	16	7	5	10	27
Expansion of the shopping centre	1	2				8
Improved security				1		1
Improved traffic management	5	12	3	1	4	9
Other	1	3		1	2	2
	49	114	29	36	48	253

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Increased choice/range of shops	10%	11%	10%	17%	4%	20%
More national multiples	0%	0%	0%	0%	2%	2%
More independent/specialist retailers	10%	12%	7%	6%	4%	19%
Improved public spaces	10%	10%	10%	0%	6%	1%
More flexible parking	14%	15%	14%	22%	23%	27%
Improved street cleaning	0%	0%	7%	0%	0%	1%
Improved public transport	14%	6%	3%	14%	23%	3%
entertainment facilities	4%	4%	0%	3%	0%	1%
More arts or cultural facilities	0%	3%	0%	3%	0%	2%
More quality restaurants/cafes	0%	2%	3%	8%	0%	0%
More organised events	4%	8%	10%	6%	4%	5%
Greater promotion/marketing of the town	18%	14%	24%	14%	21%	11%
Expansion of the shopping centre	2%	2%	0%	0%	0%	3%
Improved security	0%	0%	0%	3%	0%	0%
Improved traffic management	10%	11%	10%	3%	8%	4%
Other	2%	3%	0%	3%	4%	1%
	100%	100%	100%	100%	100%	100%

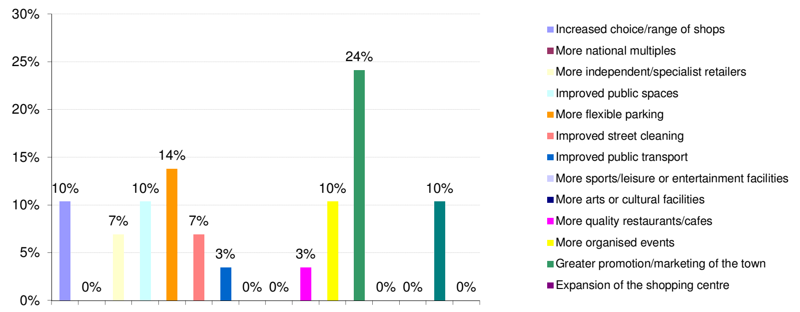
Business Operator Suggestions for Measures to Improve Bentham



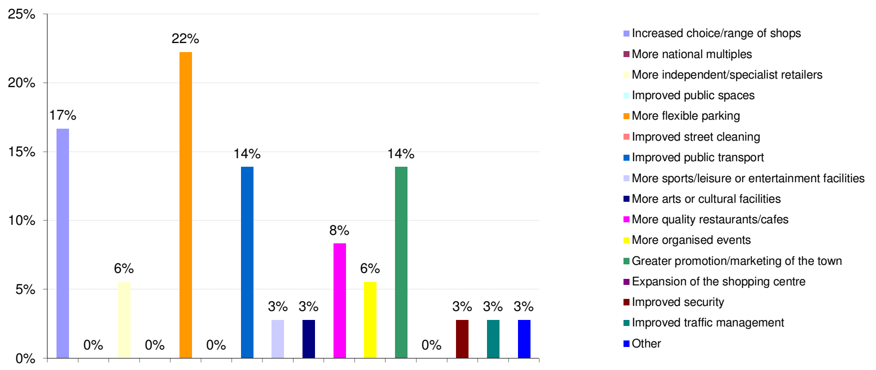
Business Operator Suggestions for Measures to Improve Settle



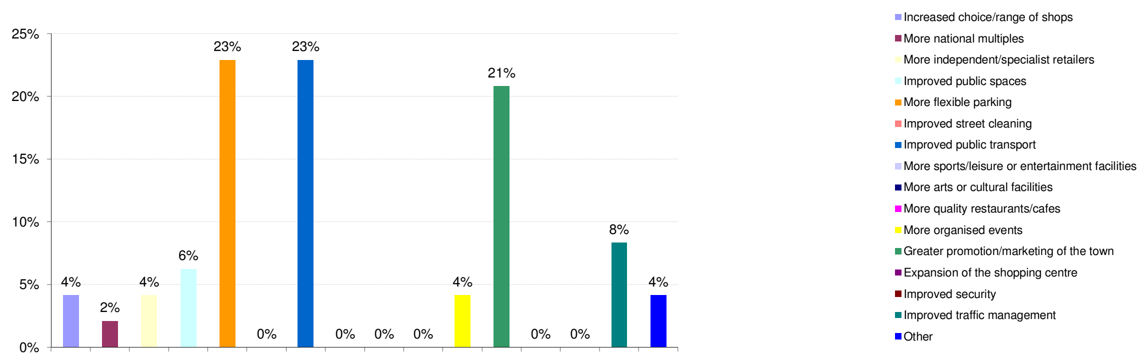
Business Operator Suggestions for Measures to Improve Cross Hills



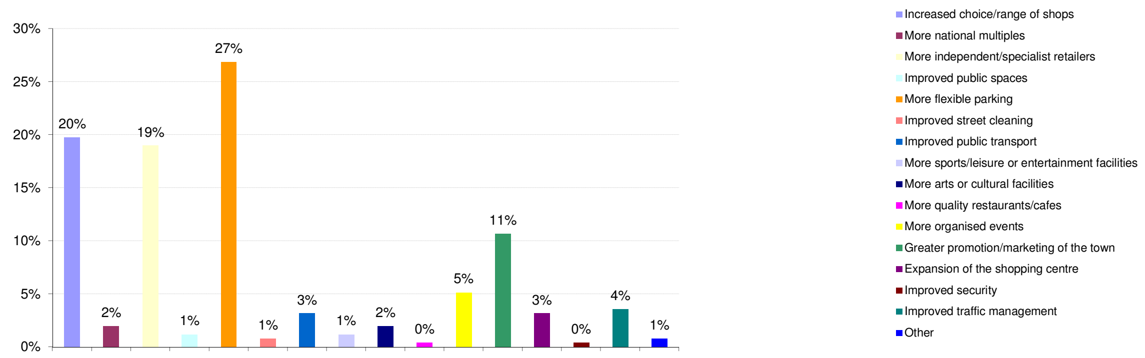
Business Operator Suggestions for Measures to Improve Ingleton



Business Operator Suggestions for Measures to Improve Grassington



Business Operator Suggestions for Measures to Improve Skipton



Centre	Response
	2 banks closing has not helped.
	Reinstate Natwest bank.
	Decent public toilets.
	One way trafffic around Market Place.
	Ban lorries through town.
Bentham	Toon many lorries
Settle	
Cross Hills	
	Having a bank and a Post Office.
	Post Office.
Ingleton	Free car parking in National Trust car park in line with N Yorkshire.
Grassington	
	Decrease in rent and business rates.
	Extend car parking times.
	Too many pubs/coffee shops being opened.
	Encourage use of empty shops on High Street.
	More parking.
Skipton	Less charity shops.

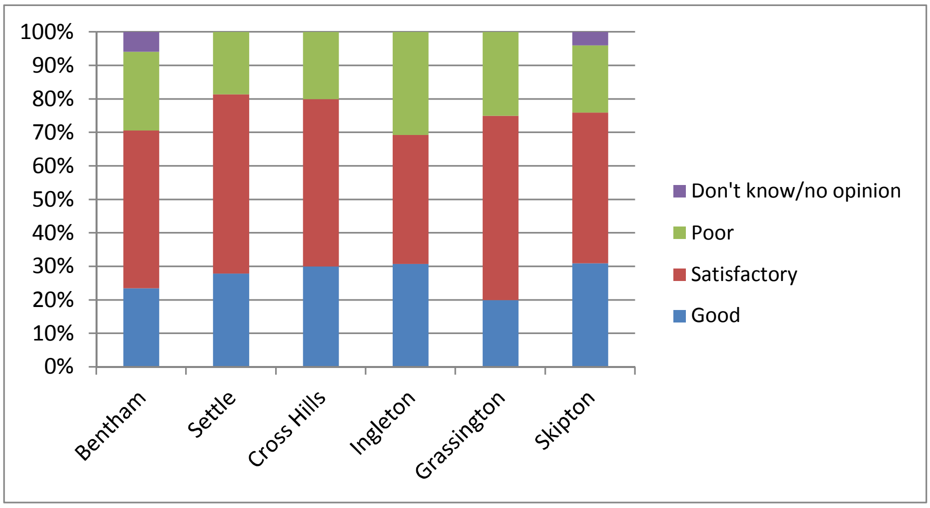
Q15A: Are you aware that Skipton Town Centre is now classified as a Business Improvement District?

Yes	43
No	58

Q15. Which of the following statements best describes your business's current trading?

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Good	4	12	3	4	4	31
Satisfactory	8	23	5	5	11	45
Poor	4	8	2	4	5	20
Don't know/no opinion	1					4
	17	43	10	13	20	100

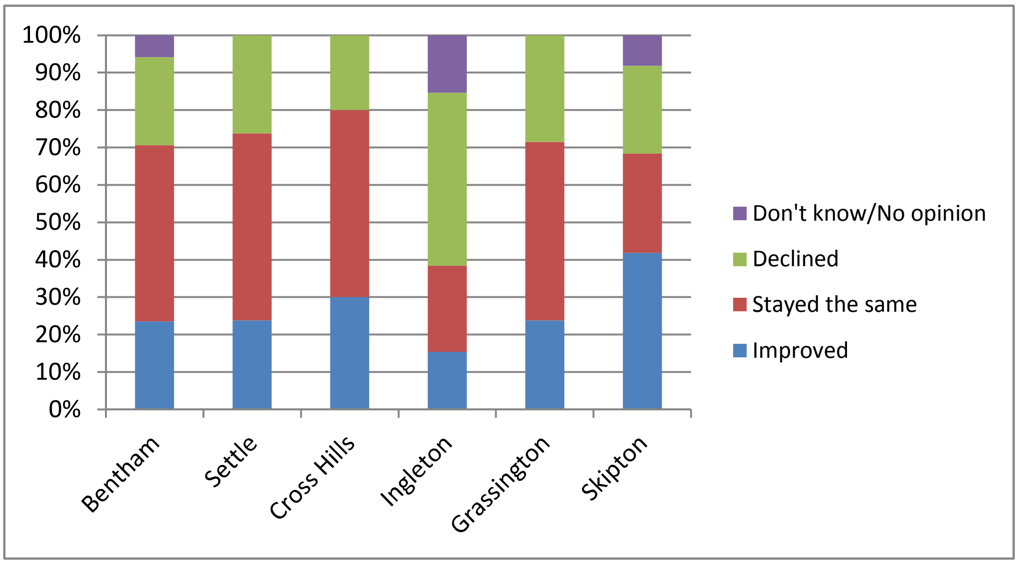
	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Good	24%	28%	30%	31%	20%	31%
Satisfactory	47%	53%	50%	38%	55%	45%
Poor	24%	19%	20%	31%	25%	20%
Don't know/no opinion	6%	0%	0%	0%	0%	4%



Q16. Over the last 12 months has your trading performance….?

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Improved	4	10	3	2	5	41
Stayed the same	8	21	5	3	10	26
Declined	4	11	2	6	6	23
Don't know/No opinion	1			2		8
	17	42	10	13	21	98

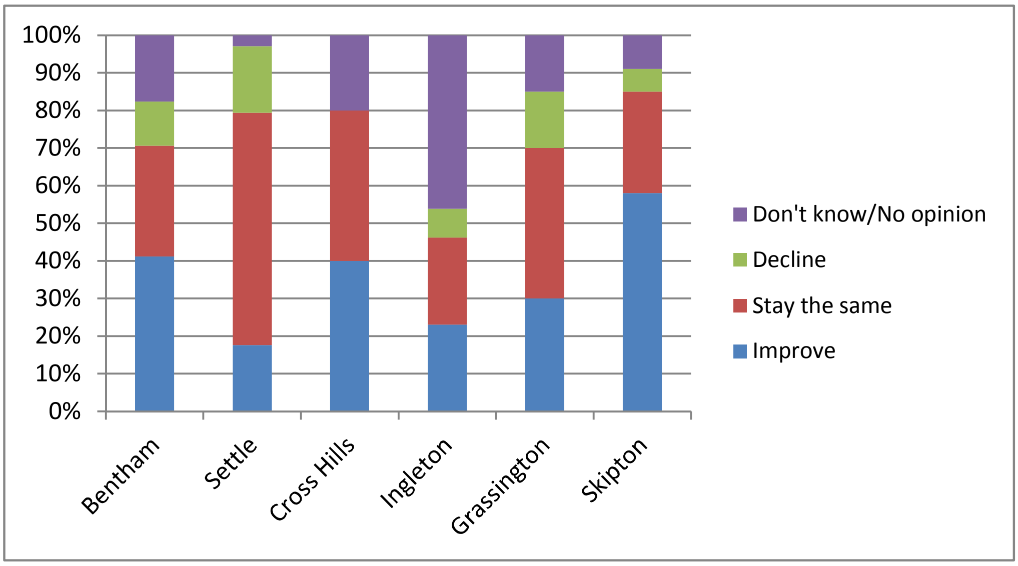
	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Improved	24%	24%	30%	15%	24%	42%
Stayed the same	47%	50%	50%	23%	48%	27%
Declined	24%	26%	20%	46%	29%	23%
Don't know/No opinion	6%	0%	0%	15%	0%	8%
	100%	100%	100%	100%	100%	100%



Q17. Over the next 12 months do you expect your business performance to…?

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Improve	7	6	4	3	6	58
Stay the same	5	21	4	3	8	27
Decline	2	6		1	3	6
Don't know/No opinion	3	1	2	6	3	9
	17	34	10	13	20	100

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Improve	41%	18%	40%	23%	30%	58%
Stay the same	29%	62%	40%	23%	40%	27%
Decline	12%	18%	0%	8%	15%	6%
Don't know/No opinion	18%	3%	20%	46%	15%	9%
	100%	100%	100%	100%	100%	100%



Q18. Which centre or retail park do you consider to be your biggest competition?

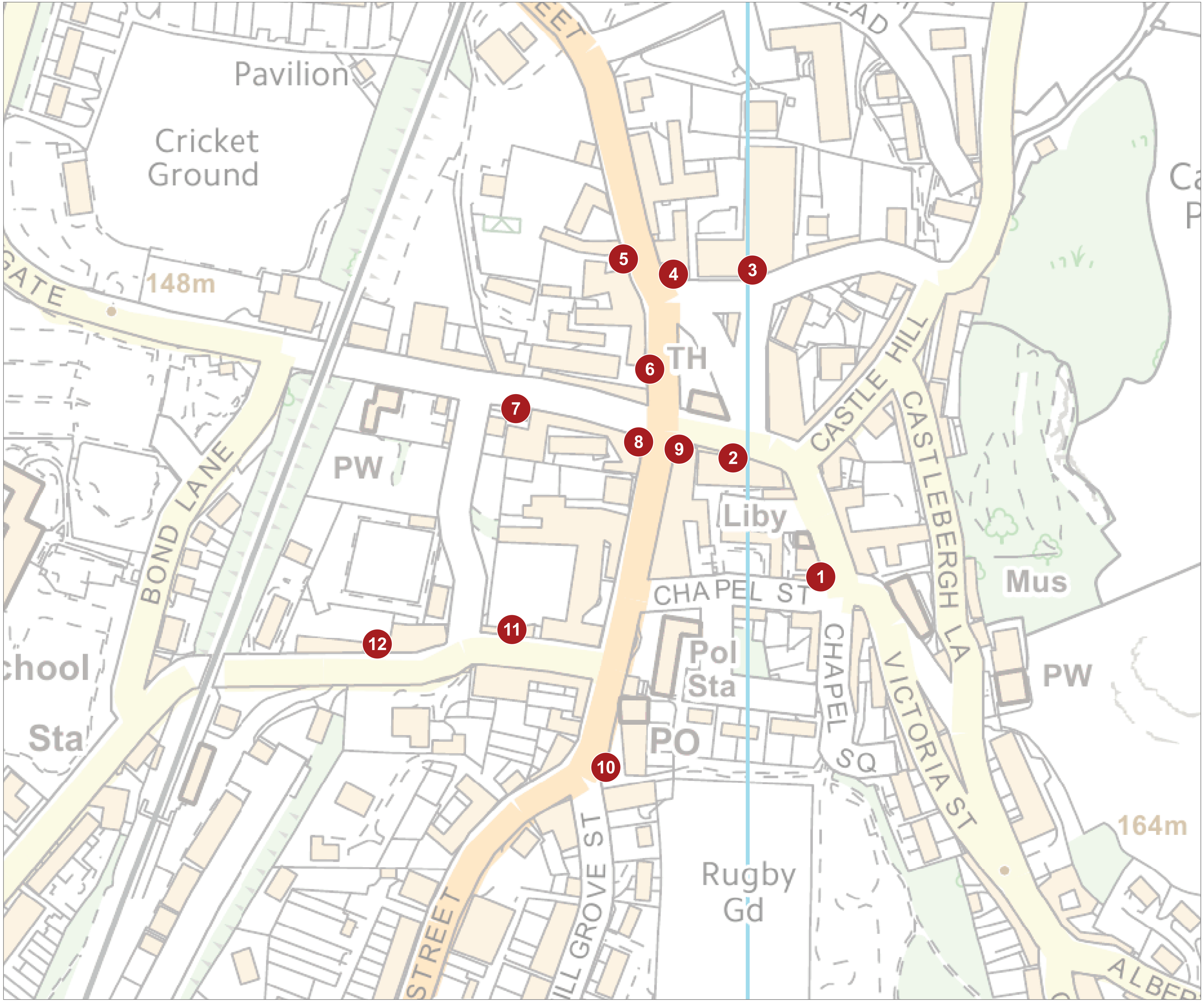
	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Bentham		1		8		
Ingleton	4					1
Colne						6
Bradford		1				7
Grassington		2				8
Skipton		31	8		13	
Halifax						2
Harrogate		2			6	37
Ilkley			1		3	39
Cross Hills					1	
Keighley		3	7		1	18
Kendal	1	2		2		1
Lancaster	14	4		4		1
Leeds	1	5			2	27
Settle	10			10		2
Burnley		1				3
Earby						1
Barnoldswick		1				6
Clitheroe		3				8
Silsden			4		1	2
Kirkby Lonsdale	10	13		8		
Other retail parks (please specify)						1
Internet/mail order	3	12		1	4	28
Other	1	3		3	4	9
	44	83	20	28	35	207

	Bentham	Settle	Cross Hills	Ingleton	Grassington	Skipton
Ingleton	9%	0%	0%	0%	0%	0%
Colne	0%	0%	0%	0%	0%	3%
Bradford	0%	1%	0%	0%	0%	3%
Grassington	0%	2%	0%	0%	0%	4%
Skipton	0%	37%	40%	0%	37%	0%
Halifax	0%	0%	0%	0%	0%	1%
Harrogate	0%	2%	0%	0%	17%	18%
Ilkley	0%	0%	5%	0%	9%	19%
Cross Hills	0%	0%	0%	0%	3%	0%
Keighley	0%	4%	35%	0%	3%	9%
Kendal	2%	2%	0%	7%	0%	0%
Lancaster	32%	5%	0%	14%	0%	0%
Leeds	2%	6%	0%	0%	6%	13%
Settle	23%	0%	0%	36%	0%	1%
Burnley	0%	1%	0%	0%	0%	1%
Earby	0%	0%	0%	0%	0%	0%
Barnoldswick	0%	1%	0%	0%	0%	3%
Clitheroe	0%	4%	0%	0%	0%	4%
Silsden	0%	0%	20%	0%	3%	1%
Kirkby Lonsdale	23%	16%	0%	29%	0%	0%
Other retail parks (please specify)	0%	0%	0%	0%	0%	0%
Internet/mail order	7%	14%	0%	4%	11%	14%
Other	2%	4%	0%	11%	11%	4%
	100%	100%	100%	100%	100%	100%

	Biggest Competi	iggest Comp	ggest Competition
Bentham	Lancaster	Settle / Kirkby Lonsdale (split)	
Settle	Skipton	irkby Lonsdal	ernet / mail order
Cross Hills	Skipton	Keighley	Silsden
Ingleton	Settle	irkby Lonsdal	Lancaster
Grassington	Skipton	Harrogate	ernet / mail order
Skipton	Ilkley	Harrogate	ernet / mail order

Centre	Response
	Supermarkets
Bentham	Please take a look at Settle Regen Study 2012.
Settle	
Cross Hills	
	Country Harvest (out of town retail).
	Ambleside/Keswick.
Ingleton	Don’t look at competition, otherwise would not get anything done.
	Grassington.
Grassington	Concerned regarding the Th……. Garage expansion.
	None.
	Supermarkets.
	None.
	Craven Council now giving permission for out of town retail.
Skipton	Tourists are choosing to go to Grassington if Skipton too busy.

Appendix 4 Locations of Pedestrian Counts



Key

● Pedestrian Count Location

1 The Lingerie Room, 6 High Street
2 Castleberg Sports, Cheapside
3 Co-Op Foodmarket, Market Place
4 Corner News, Market Place
5 Dales Picture Shop, 1 Church Street
6 Ye Olde Naked Man Cafe
7 Creative Hair Studio, 11 Kirkgate
8 Skipton Building Society, 2 Duke Street
9 Spar, 1 Duke Street
10 The Old Post Office (House number 39)
11 8 Station Road
12 Nail and Beauty Studio, Station Road

nlp Nathaniel Lichfield & Partners
Planning. Design. Economics.

Project	Craven Retail Study
Title	Pedestrian Count Location: Settle
Client	Craven District Council
Date	05.10.2015
Scale	-
Drawn by	MAR
Drg. No	GIS\50471\02-05

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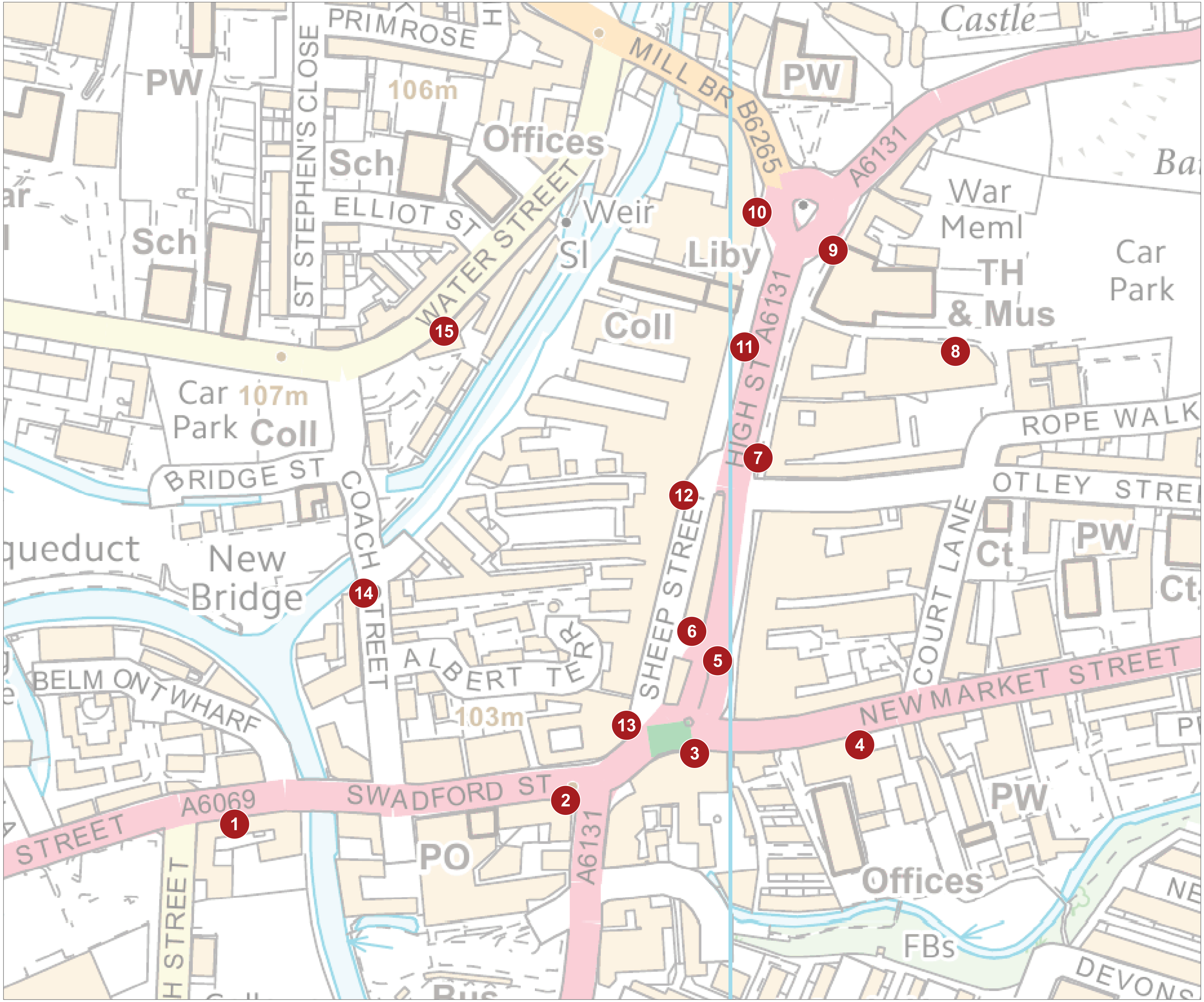

Key

Pedestrian Count Location

1 Belmont of Skipton, 47-53 Broughton Road
2 The Craven Bakery, 5-7 Swadford Street
3 Superdrug, 77-79 Newmarket Street
4 Art Shop, 24A Newmarket Street
5 Abbey / Santander, 67 High Street
6 Edinburgh Woollen Mill, 86 High Street
7 Rackhams, 33-41 High Street
8 M&S Simply Food, Jerry Croft
9 Savage Crangle Solicitor, 15 High Street
10 David Goldie Outdoorwear, 4-6 High Street
11 Next, 36 High Street
12 Vision Express, 2 Sheep Street
13 Café Nero, 40-42 Sheep Street
14 Oswaldtwistle Mills of Skipton, 15-17 Coach Street
15 22 Water Street

nlp Nathaniel Lichfield & Partners
Planning. Design. Economics.

Project	Craven Retail Study
Title	Pedestrian Count Location: Skipton
Client	Craven District Council
Date	05.10.2015
Scale	-
Drawn by	MAR
Drg. No	GIS\50471\02-06

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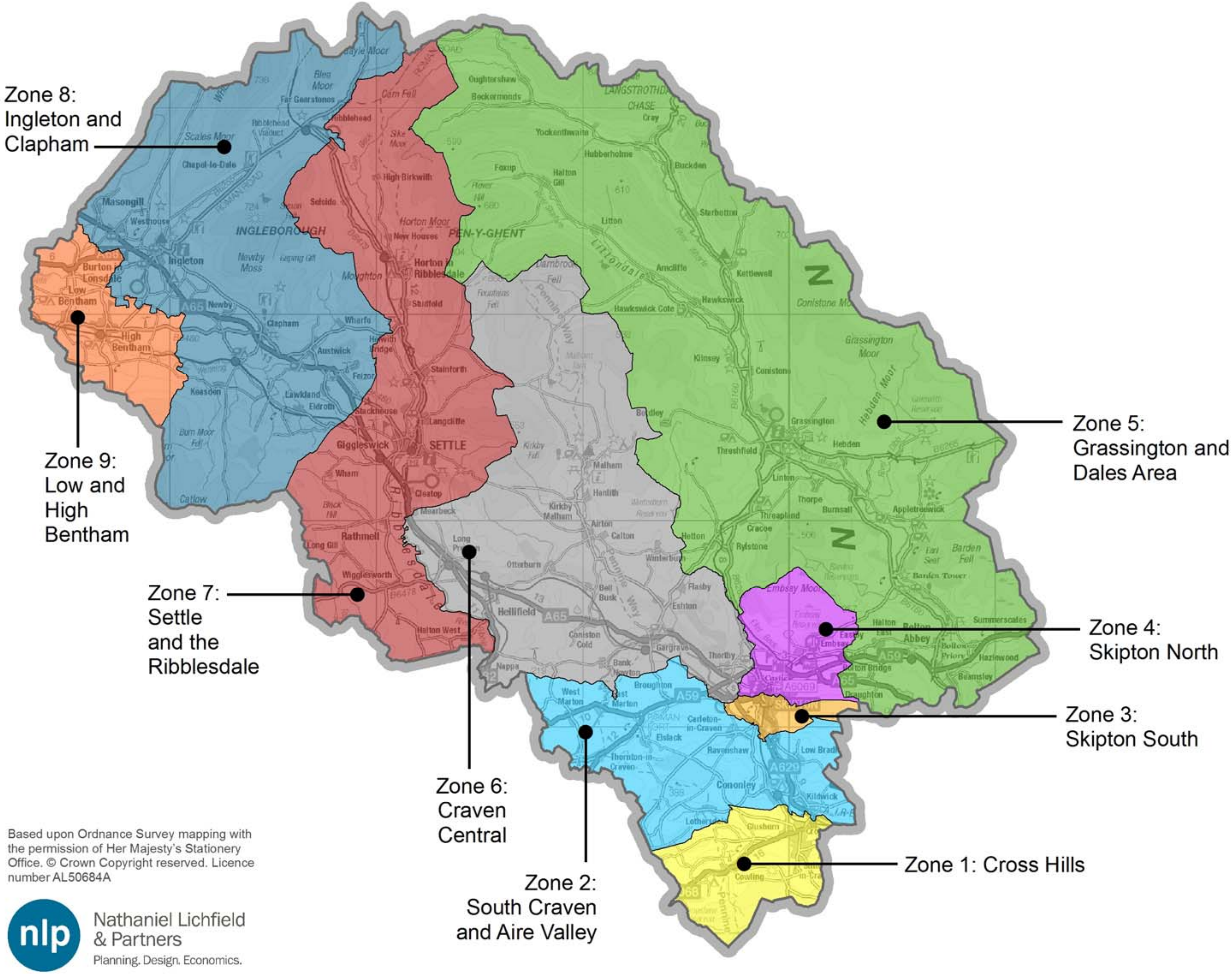
Appendix 5 Household Survey Study Area



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Appendix 6 Economic Tables

Table 1: Population Growth

Sub Zone		Population 2011	2015	2020	2025	2030	2032	Change 15-'20	15-'25	15-'30	15-'32
1	Cross Hills	10,015	10,041	10,149	10,330	10,474	10,510	108	289	433	470
2	South Craven and Aire Valley	5,595	5,609	5,670	5,771	5,851	5,872	61	161	242	262
3	Skipton South	7,512	7,531	7,613	7,748	7,856	7,883	81	217	325	352
4	Skipton North	8,818	8,841	8,936	9,095	9,222	9,254	95	254	382	413
5	Grassington and Dales Area	5,124	5,137	5,193	5,285	5,359	5,377	55	148	222	240
6	Central Craven	5,413	5,427	5,485	5,583	5,661	5,681	59	156	234	254
7	Settle and the Ribblesdale	5,486	5,500	5,559	5,658	5,737	5,757	59	158	237	257
8	Ingleton and West Craven	3,784	3,794	3,835	3,903	3,957	3,971	41	109	164	177
9	Low and High Bentham	3,621	3,630	3,669	3,735	3,787	3,800	39	104	157	170
Total		**55,368**	**55,510**	**56,109**	**57,107**	**57,906**	**58,106**	**599**	**1,597**	**2,396**	**2,596**

Notes:
(i) 2011 Census Population from Experian MMG3 (accessed May 2015)
(ii) Population projected forward to 2032 using 2012-based Sub-National Population projections [SNPP] for the area, by age and sex.

2013 Prices Inclusive of VAT where applicable

Table 2a: Convenience Retail Expenditure Growth by Zone

Sub Zone		2015	2020	2025	2030	2032	Growth (£) 15-'20	15-'25	15-'30	15-'32
1	Cross Hills	2,005	2,037	2,079	2,131	2,149	32	74	126	144
2	South Craven and Aire Valley	2,332	2,368	2,417	2,478	2,499	36	85	146	167
3	Skipton South	1,730	1,757	1,794	1,838	1,854	27	64	108	124
4	Skipton North	2,185	2,219	2,265	2,322	2,342	34	80	137	157
5	Grassington and Dales Area	2,331	2,367	2,416	2,476	2,498	36	85	145	167
6	Central Craven	2,282	2,318	2,366	2,425	2,446	36	84	143	164
7	Settle and the Ribblesdale	2,067	2,100	2,143	2,197	2,216	33	76	130	149
8	Ingleton and West Craven	2,262	2,297	2,345	2,403	2,424	35	83	141	162
9	Low and High Bentham	2,264	2,299	2,347	2,405	2,426	35	83	141	162

Notes:
(i) Experian local estimates for 2013 convenience goods expenditure per person (including retail business e-tailing but excluding other special forms of trading: 2.8% in 2015; 4.0% in 2020; 4.9% in 2025; 5.4% in 2030 and 5.7% in 2032.
(ii) Forecast annual growth rates of: 0.4% ('15-'16) and 0.6% ('16-'17 and annually thereafter)

2013 Prices Inclusive of VAT where applicable

Table 2b: Comparison Retail Expenditure Growth by Zone

Sub Zone		Comparison Spending per Person (£)					Growth (£)			
		2015	2020	2025	2030	2032	15-'20	15-'25	15-'30	15-'32
1	Cross Hills	3,142	3,554	4,170	4,923	5,259	412	1,028	1,781	2,117
2	South Craven and Aire Valley	3,887	4,396	5,158	6,089	6,506	509	1,271	2,202	2,619
3	Skipton South	2,351	2,659	3,120	3,683	3,935	308	769	1,332	1,584
4	Skipton North	3,504	3,963	4,650	5,489	5,864	459	1,146	1,985	2,360
5	Grassington and Dales Area	3,735	4,225	4,957	5,852	6,252	490	1,222	2,117	2,517
6	Central Craven	3,626	4,101	4,813	5,681	6,070	475	1,187	2,055	2,444
7	Settle and the Ribblesdale	3,047	3,447	4,045	4,774	5,101	400	998	1,727	2,054
8	Ingleton and West Craven	3,455	3,908	4,586	5,414	5,784	453	1,131	1,959	2,329
9	Low and High Bentham	3,446	3,897	4,573	5,399	5,768	451	1,127	1,953	2,322

Notes:
(i) Experian local estimates for 2013 comparison goods expenditure per person (including retail business e-tailing but excluding other special forms of trading: 12.5% in 2015, 15.7% in 2020; 15.9% in 2025; 15.6% in 2030; and 15.5% in 2032.
(ii) Forecast annual growth rates of: 3.10% ('15-'16) and 3.30% ('16-'17 and annually thereafter)

2013 Prices Inclusive of VAT where applicable

Table 3a: Total Convenience Retail Expenditure and Growth Amongst Study Area Residents

Sub Zone		Spending Power (£m)					Change (£m)			
		2015	2018	2023	2028	2032	15-'20	15-'25	15-'30	15-'32
1	Cross Hills	20.1	20.7	21.5	22.3	22.6	0.5	1.3	2.2	2.5
2	South Craven and Aire Valley	13.1	13.4	13.9	14.5	14.7	0.3	0.9	1.4	1.6
3	Skipton South	13.0	13.4	13.9	14.4	14.6	0.3	0.9	1.4	1.6
4	Skipton North	19.3	19.8	20.6	21.4	21.7	0.5	1.3	2.1	2.4
5	Grassington and Dales Area	12.0	12.3	12.8	13.3	13.4	0.3	0.8	1.3	1.5
6	Central Craven	12.4	12.7	13.2	13.7	13.9	0.3	0.8	1.3	1.5
7	Settle and the Ribblesdale	11.4	11.7	12.1	12.6	12.8	0.3	0.8	1.2	1.4
8	Ingleton and West Craven	8.6	8.8	9.2	9.5	9.6	0.2	0.6	0.9	1.0
9	Low and High Bentham	8.2	8.4	8.8	9.1	9.2	0.2	0.5	0.9	1.0
Total		**118.1**	**121.2**	**125.9**	**130.9**	**132.5**	**3.1**	**7.9**	**12.8**	**14.4**

Notes:
(i) Experian local estimates for 2013 convenience goods expenditure per person (including retail business e-tailing but excluding other special forms of trading: 2.8% in 2015; 4.0% in 2020; 4.9% in 2025; 5.4% in
(ii) Forecast annual growth rates of: 0.4% ('15-'16) and 0.6% ('16-'17 and annually thereafter)

2013 Prices Inclusive of VAT where applicable

Table 3b: Total Comparison Retail Expenditure and Growth Amongst Study Area Residents

Sub Zone		Spending Power (£m)					Change (£m)			
		2015	2018	2023	2028	2032	15-'20	15-'25	15-'30	15-'32
1	Cross Hills	31.5	36.1	43.1	51.6	55.3	4.5	11.5	20.0	23.7
2	South Craven and Aire Valley	21.8	24.9	29.8	35.6	38.2	3.1	8.0	13.8	16.4
3	Skipton South	17.7	20.2	24.2	28.9	31.0	2.5	6.5	11.2	13.3
4	Skipton North	31.0	35.4	42.3	50.6	54.3	4.4	11.3	19.6	23.3
5	Grassington and Dales Area	19.2	21.9	26.2	31.4	33.6	2.8	7.0	12.2	14.4
6	Central Craven	19.7	22.5	26.9	32.2	34.5	2.8	7.2	12.5	14.8
7	Settle and the Ribblesdale	16.8	19.2	22.9	27.4	29.4	2.4	6.1	10.6	12.6
8	Ingleton and West Craven	13.1	15.0	17.9	21.4	23.0	1.9	4.8	8.3	9.9
9	Low and High Bentham	12.5	14.3	17.1	20.4	21.9	1.8	4.6	7.9	9.4
Total		**183.3**	**209.5**	**250.2**	**299.5**	**321.1**	**26.3**	**67.0**	**116.3**	**137.8**

Notes:
(i) Experian local estimates for 2013 comparison goods expenditure per person (including retail business e-tailing but excluding other special forms of trading: 12.5% in 2015, 15.7% in 2020; 15.9% in 2025; 15.6%
(ii) Forecast annual growth rates of: 3.10% ('15-'16) and 3.30% ('16-'17 and annually thereafter)

2013 Prices Inclusive of VAT where applicable

Table 4: Main Food Shopping Patterns

Centre/Facilities	Market Share (%)								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Skipton Core Retail Area									
Marks & Spencer, Thanets Yard, Skipton	0.0%	3.1%	2.0%	2.1%	3.5%	0.0%	0.0%	0.0%	0.0%
Other Skipton Core Retail	0.0%	0.0%	1.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Skipton Core Retail Area Sub-Total	0.0%	3.1%	3.1%	2.1%	3.5%	1.0%	0.0%	0.0%	0.0%
Elsewhere Skipton									
Aldi, Keighley Road, Skipton	20.4%	17.5%	13.3%	13.7%	8.1%	10.3%	19.6%	1.1%	1.1%
Morrisons, Broughton Road, Skipton	19.4%	38.1%	49.0%	55.8%	50.0%	42.3%	16.3%	0.0%	1.1%
Tesco, Craven Street, Skipton	14.3%	19.6%	33.7%	27.4%	26.7%	21.6%	7.6%	2.2%	1.1%
Other Elsewhere Skipton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere Skipton Sub-Total	54.1%	75.3%	95.9%	96.8%	84.9%	74.2%	43.5%	3.3%	3.2%
Wider Skipton Area									
Co-op, High Street, Gargrave, Skipton	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%
Wider Skipton Area Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%
Skipton Total	54.1%	78.4%	99.0%	98.9%	88.4%	77.3%	43.5%	3.3%	3.2%
Settle Core Retail Area									
Co-op, Church Street, Settle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
Co-op, Market Place, Settle	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	7.6%	2.2%	0.0%
Other Settle Core Retail	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Settle Core Retail Area Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	8.7%	2.2%	0.0%
Elsewhere Settle									
Booths, Kirkgate, Settle	0.0%	0.0%	0.0%	0.0%	1.2%	14.4%	35.9%	19.6%	6.5%
Elsewhere Settle Sub-Total	0.0%	0.0%	0.0%	0.0%	1.2%	14.4%	35.9%	19.6%	6.5%
Settle Total	0.0%	0.0%	0.0%	0.0%	1.2%	16.5%	44.6%	21.7%	6.5%
Bentham									
Co-op, Main Street, High Bentham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	29.0%
Other Bentham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%
Bentham Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%
Croshills									
Co-op, Main Street, Cross Hills	2.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Croshills	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Croshills Sub-Total	2.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere Crosshills									
Other Elsewhere Crosshills	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere Croshills Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ingleton									
Co-op, Main Street, Ingleton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.2%	1.1%
Other Stores, Ingleton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Ingleton Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.3%	1.1%
Other Destinations in Craven									
Other in Craven	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Destinations in Craven Sub-Total	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Grassington									
Other Grassington	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%
Grassington Sub-Total	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%
Outside of Craven									
Kendal									
Asda, Burton Road, Kendal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	22.8%	6.5%
Other Kendal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	5.4%
Kendal Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	30.4%	11.8%
Keighley									
Asda, Bingley Street, Keighley	11.2%	3.1%	1.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%
Sainsbury's, Cavendish Street, Keighley	8.2%	3.1%	0.0%	1.1%	0.0%	1.0%	0.0%	0.0%	0.0%
Other Keighley	6.1%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%
Keighley Sub-Total	25.5%	6.2%	1.0%	1.1%	0.0%	3.1%	2.2%	0.0%	0.0%
Lancaster									
Lancaster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.2%	15.1%
Lancaster Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.2%	15.1%
Morecambe									
Morecambe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	9.7%
Morecambe Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	9.7%
Other									
Aldi, Keighley Road, Silsden	11.2%	5.2%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Booths, Dodgson Croft, Kirkby Lonsdale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.4%	15.1%
Co-op, Main Street, Addingham	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%
Other Outside Craven	7.1%	8.2%	0.0%	0.0%	5.8%	1.0%	6.5%	3.3%	4.3%
Other Sub-Total	18.4%	13.4%	0.0%	0.0%	7.0%	3.1%	6.5%	20.7%	19.4%
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes

Informed by telephone household survey undertaken June 2015

Excludes don't do/don't know and Internet-based shopping. Internet shopping through convenience retail stores is accounted for in the per capita expenditure figures in Table 3a.

2013 Prices Inclusive of VAT where applicable

Table 5: Top-Up Shopping Patterns

Centre/Facilities	Market Share (%)								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Skipton Core Retail Area									
Marks & Spencer, Thanets Yard, Skipton	3.8%	8.6%	13.7%	37.9%	4.5%	2.9%	0.0%	0.0%	0.0%
Other Skipton Core Retail	0.0%	4.3%	11.0%	10.6%	3.0%	4.3%	0.0%	0.0%	0.0%
Skipton Core Retail Area Sub-Total	3.8%	12.9%	24.7%	48.5%	7.6%	7.2%	0.0%	0.0%	0.0%
Elsewhere Skipton									
Aldi, Keighley Road, Skipton	5.0%	12.9%	9.6%	13.6%	0.0%	7.2%	0.0%	0.0%	0.0%
Morrisons, Broughton Road, Skipton	3.8%	22.9%	24.7%	18.2%	10.6%	0.0%	1.1%	0.0%	0.0%
Tesco, Craven Street, Skipton	3.8%	7.1%	32.9%	13.6%	4.5%	4.3%	2.3%	0.0%	0.0%
Other Elsewhere Skipton	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere Skipton Sub-Total	12.5%	42.9%	71.2%	45.5%	15.2%	11.6%	3.4%	0.0%	0.0%
Wider Skipton Area									
Co-op, High Street, Gargrave, Skipton	0.0%	1.4%	1.4%	0.0%	1.5%	15.9%	0.0%	0.0%	0.0%
Wider Skipton Area Sub-Total	0.0%	1.4%	1.4%	0.0%	1.5%	15.9%	0.0%	0.0%	0.0%
Skipton Total	16.3%	57.1%	97.3%	93.9%	24.2%	34.8%	3.4%	0.0%	0.0%
Settle Core Retail Area									
Co-op, Church Street, Settle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%	0.0%
Co-op, Market Place, Settle	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	25.3%	1.2%	0.0%
Other Settle Core Retail	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	1.2%	0.0%
Settle Core Retail Area Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	36.8%	2.4%	0.0%
Elsewhere Settle									
Booths, Kirkgate, Settle	0.0%	0.0%	0.0%	0.0%	1.5%	15.9%	57.5%	7.1%	1.2%
Elsewhere Settle Sub-Total	0.0%	0.0%	0.0%	0.0%	1.5%	15.9%	57.5%	7.1%	1.2%
Settle Total	0.0%	0.0%	0.0%	0.0%	1.5%	21.7%	94.3%	9.5%	1.2%
Bentham									
Co-op, Main Street, High Bentham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	50.0%
Other Bentham	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	1.2%	29.1%
Bentham Sub-Total	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	4.8%	79.1%
Croshills									
Co-op, Main Street, Cross Hills	56.3%	15.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%
Other Croshills	1.3%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Croshills Sub-Total	57.5%	17.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%
Elsewhere Crosshills									
Other Elsewhere Crosshills	1.3%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere Croshills Sub-Total	1.3%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ingleton									
Co-op, Main Street, Ingleton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	51.2%	2.3%
Other Stores, Ingleton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%
Ingleton Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	56.0%	2.3%
Other Destinations in Craven									
Other in Craven	3.8%	8.6%	1.4%	1.5%	4.5%	7.2%	0.0%	7.1%	8.1%
Other Destinations in Craven Sub-Total	3.8%	8.6%	1.4%	1.5%	4.5%	7.2%	0.0%	7.1%	8.1%
Grassington									
Other Grassington	0.0%	0.0%	0.0%	0.0%	56.1%	0.0%	0.0%	0.0%	0.0%
Grassington Sub-Total	0.0%	0.0%	0.0%	0.0%	56.1%	0.0%	0.0%	0.0%	0.0%
Outside of Craven									
Kendal									
Asda, Burton Road, Kendal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Other Kendal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kendal Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Keighley									
Asda, Bingley Street, Keighley	5.0%	0.0%	1.4%	0.0%	1.5%	1.4%	0.0%	0.0%	0.0%
Sainsbury's, Cavendish Street, Keighley	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Keighley	6.3%	1.4%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%
Keighley Sub-Total	11.3%	1.4%	1.4%	1.5%	1.5%	2.9%	0.0%	0.0%	0.0%
Lancaster									
Lancaster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%
Lancaster Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%
Morecambe									
Morecambe	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morecambe Sub-Total	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other									
Aldi, Keighley Road, Silsden	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Booths, Dodgson Croft, Kirkby Lonsdale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	7.0%
Co-op, Main Street, Addingham	1.3%	2.9%	0.0%	0.0%	1.5%	24.6%	0.0%	0.0%	0.0%
Other Outside Craven	5.0%	11.4%	0.0%	3.0%	7.6%	8.7%	2.3%	4.8%	2.3%
Other Sub-Total	8.8%	14.3%	0.0%	3.0%	9.1%	33.3%	2.3%	11.9%	9.3%
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes

Informed by telephone household survey undertaken June 2015

Excludes don't do/don't know and Internet-based shopping. Internet shopping through convenience retail stores is accounted for in the per capita expenditure figures in Table 3a.

2013 Prices Inclusive of VAT where applicable

Table 6: Convenience Shopping Patterns (Main Food and Top-Up Shopping Combined)

Centre/Facilities	Market Share (%)								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Skipton Core Retail Area									
Marks & Spencer, Thanets Yard, Skipton	1.1%	4.7%	5.5%	12.8%	3.8%	0.9%	0.0%	0.0%	0.0%
Other Skipton Core Retail	0.0%	1.3%	4.0%	3.2%	0.9%	2.0%	0.0%	0.0%	0.0%
Skipton Core Retail Area Sub-Total	1.1%	6.0%	9.5%	16.0%	4.7%	2.9%	0.0%	0.0%	0.0%
Elsewhere Skipton									
Aldi, Keighley Road, Skipton	15.8%	16.1%	12.2%	13.7%	5.7%	9.4%	13.7%	0.8%	0.8%
Morrisons, Broughton Road, Skipton	14.7%	33.6%	41.7%	44.5%	38.2%	29.6%	11.8%	0.0%	0.8%
Tesco, Craven Street, Skipton	11.1%	15.9%	33.4%	23.2%	20.1%	16.5%	6.0%	1.5%	0.8%
Other Elsewhere Skipton	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere Skipton Sub-Total	41.6%	65.5%	88.5%	81.4%	64.0%	55.4%	31.5%	2.3%	2.3%
Wider Skipton Area									
Co-op, High Street, Gargrave, Skipton	0.0%	0.4%	0.4%	0.0%	0.5%	6.2%	0.0%	0.0%	0.0%
Wider Skipton Area Sub-Total	0.0%	0.4%	0.4%	0.0%	0.5%	6.2%	0.0%	0.0%	0.0%
Skipton Total	42.7%	72.0%	98.5%	97.4%	69.1%	64.6%	31.5%	2.3%	2.3%
Settle Core Retail Area									
Co-op, Church Street, Settle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%
Co-op, Market Place, Settle	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	12.9%	1.9%	0.0%
Other Settle Core Retail	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.3%	0.4%	0.0%
Settle Core Retail Area Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	17.1%	2.2%	0.0%
Elsewhere Settle									
Booths, Kirkgate, Settle	0.0%	0.0%	0.0%	0.0%	1.3%	14.9%	42.4%	15.8%	4.9%
Elsewhere Settle Sub-Total	0.0%	0.0%	0.0%	0.0%	1.3%	14.9%	42.4%	15.8%	4.9%
Settle Total	0.0%	0.0%	0.0%	0.0%	1.3%	18.1%	59.5%	18.1%	4.9%
Bentham									
Co-op, Main Street, High Bentham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	35.3%
Other Bentham	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.4%	11.7%
Bentham Sub-Total	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	1.4%	47.1%
Croshills									
Co-op, Main Street, Cross Hills	18.3%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Other Croshills	0.4%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Croshills Sub-Total	18.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Elsewhere Crosshills	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Elsewhere Crosshills	0.4%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere Croshills Sub-Total	0.4%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ingleton									
Co-op, Main Street, Ingleton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.0%	1.5%
Other Stores, Ingleton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Ingleton Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.2%	1.5%
Other Destinations in Craven									
Other in Craven	1.1%	3.3%	0.4%	0.5%	1.4%	2.2%	0.0%	2.1%	2.4%
Other Destinations in Craven Sub-Total	1.1%	3.3%	0.4%	0.5%	1.4%	2.2%	0.0%	2.1%	2.4%
Grassington									
Other Grassington	0.0%	0.0%	0.0%	0.0%	19.3%	0.0%	0.0%	0.0%	0.0%
Grassington Sub-Total	0.0%	0.0%	0.0%	0.0%	19.3%	0.0%	0.0%	0.0%	0.0%
Outside of Craven									
Kendal									
Asda, Burton Road, Kendal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	16.3%	4.5%
Other Kendal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	3.8%
Kendal Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	21.7%	8.3%
Keighley									
Asda, Bingley Street, Keighley	9.4%	2.2%	1.1%	0.0%	0.5%	0.4%	1.5%	0.0%	0.0%
Sainsbury's, Cavendish Street, Keighley	5.7%	2.2%	0.0%	1.2%	0.0%	0.7%	0.0%	0.0%	0.0%
Other Keighley	6.2%	0.4%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%
Keighley Sub-Total	21.2%	4.8%	1.1%	1.2%	0.5%	3.0%	1.5%	0.0%	0.0%
Lancaster									
Lancaster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.7%	10.5%
Lancaster Sub-Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.7%	10.5%
Morecambe									
Morecambe	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	6.8%
Morecambe Sub-Total	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	6.8%
Other									
Aldi, Keighley Road, Silsden	8.6%	3.6%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Booths, Dodgson Croft, Kirkby Lonsdale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	12.6%
Co-op, Main Street, Addingham	0.4%	0.9%	0.0%	0.0%	0.5%	8.8%	0.0%	0.0%	0.0%
Other Outside Craven	6.5%	9.2%	0.0%	0.9%	6.3%	3.3%	5.3%	3.7%	3.7%
Other Sub-Total	15.5%	13.7%	0.0%	0.9%	7.6%	12.2%	5.3%	18.0%	16.3%
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes
Informed by telephone household survey undertaken June 2015
Excludes don't do/don't know and Internet-based shopping. Internet shopping through convenience retail stores is accounted for in the per capita expenditure figures in Table 3a.

2013 Prices Inclusive of VAT where applicable

Table 6a: Convenience Goods Spending of Tourists/Visitors to Craven District

Total Tourist Spending on Shopping in Craven at 2014 (£m)	Proportion Directed to Convenience Retail Spending (%)	Proportion Directed to Comparison Retail Spending (%)	Tourist Spending on Convenience Retail Goods at 2014	Tourist Spending on Convenience Retail Goods at 2015
64.65	39.2	60.8	26.1	27.4

Notes
(i) Total Tourist Shopping Craven (2014) from STEAM Model Trend for the period 2012-2014 (STEAM Model outputs for Craven District) - Global Tourism Solutions UK Ltd - excludes VAT given that relates to the sale of food goods
STEAM Model Trend for the Period 2012-2014 attached at Appendix 7
(ii) Proportion of Tourist Spending directed to convenience goods purchases assumed to be the same as the proportion of Study Area retail expenditure directed to convenience goods from (Tables 3a and 3b)
(iii) Growth 2014 to 2015 assumed to be at same growth rate as local retail expenditure, without any allowance for growth in internet sales
(iv) Includes VAT at 3%

2013 Prices Inclusive of VAT where applicable

Table 7: Convenience Expenditure 2015

Centre/Facilities	£ Million											
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	Tourist Spend	Total (including Tourist Spend)
	20.1	13.1	13.0	19.3	12.0	12.4	11.4	8.6	8.2	118.1	27.4	145.5
Skipton Core Retail Area												
Marks & Spencer, Thanets Yard, Skipton	0.2	0.6	0.7	2.5	0.5	0.1	0.0	0.0	0.0	4.6	1.3	5.9
Other Skipton Core Retail	0.0	0.2	0.5	0.6	0.1	0.3	0.0	0.0	0.0	1.7	0.5	2.1
Skipton Core Retail Area Sub-Total	0.2	0.8	1.2	3.1	0.6	0.4	0.0	0.0	0.0	6.3	1.8	8.1
Elsewhere Skipton												
Aldi, Keighley Road, Skipton	3.2	2.1	1.6	2.6	0.7	1.2	1.6	0.1	0.1	13.0	3.7	16.8
Morrisons, Broughton Road, Skipton	3.0	4.4	5.4	8.6	4.6	3.7	1.3	0.0	0.1	31.0	8.8	39.8
Tesco, Craven Street, Skipton	2.2	2.1	4.4	4.5	2.4	2.0	0.7	0.1	0.1	18.5	5.3	23.7
Other Elsewhere Skipton	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Elsewhere Skipton Sub-Total	8.4	8.6	11.5	15.7	7.7	6.9	3.6	0.2	0.2	62.7	17.8	80.5
Wider Skipton Area												
Co-op, High Street, Gargrave, Skipton	0.0	0.1	0.1	0.0	0.1	0.8	0.0	0.0	0.0	0.9	0.3	1.2
Wider Skipton Area Sub-Total	0.0	0.1	0.1	0.0	0.1	0.8	0.0	0.0	0.0	0.9	0.3	1.2
Skipton Total	8.6	9.4	12.8	18.8	8.3	8.0	3.6	0.2	0.2	69.9	19.9	89.8
Settle Core Retail Area												
Co-op, Church Street, Settle	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.1	0.6
Co-op, Market Place, Settle	0.0	0.0	0.0	0.0	0.0	0.3	1.5	0.2	0.0	1.9	0.5	2.4
Other Settle Core Retail	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.1	0.3
Settle Core Retail Area Sub-Total	0.0	0.0	0.0	0.0	0.0	0.4	1.9	0.2	0.0	2.5	0.7	3.3
Elsewhere Settle												
Booths, Kirkgate, Settle	0.0	0.0	0.0	0.0	0.2	1.8	4.8	1.4	0.4	8.6	2.4	11.0
Elsewhere Settle Sub-Total	0.0	0.0	0.0	0.0	0.2	1.8	4.8	1.4	0.4	8.6	2.4	11.0
Settle Total	0.0	0.0	0.0	0.0	0.2	2.2	6.8	1.6	0.4	11.1	3.2	14.3
Bentham												
Co-op, Main Street, High Bentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	2.9	3.0	0.9	3.8
Other Bentham	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.0	1.1	0.3	1.4
Bentham Sub-Total	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	3.9	4.1	1.2	5.3
Croshills												
Co-op, Main Street, Cross Hills	3.7	0.7	0.0	0.0	0.0	0.0	0.0	0.1	0.0	4.5	1.3	5.7
Other Croshills	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Croshills Sub-Total	3.8	0.8	0.0	0.0	0.0	0.0	0.0	0.1	0.0	4.6	1.3	5.9
Elsewhere Crosshills												
Other Elsewhere Crosshills	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Elsewhere Croshills Sub-Total	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Ingleton												
Co-op, Main Street, Ingleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.1	2.4	0.7	3.0
Other Stores, Ingleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.1	0.2
Ingleton Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.1	2.5	0.7	3.3
Other Destinations in Craven												
Other in Craven	0.2	0.4	0.1	0.1	0.2	0.3	0.0	0.2	0.2	1.6	0.5	2.1
Other Destinations in Craven Sub-Total	0.2	0.4	0.1	0.1	0.2	0.3	0.0	0.2	0.2	1.6	0.5	2.1
Grassington												
Other Grassington	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	2.3	0.7	3.0
Grassington Sub-Total	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	2.3	0.7	3.0
Craven Total	**12.7**	**10.7**	**12.9**	**18.9**	**11.0**	**10.5**	**10.3**	**4.5**	**4.8**	**96.3**	**27.4**	**123.7**
Outside of Craven												
Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.4	0.4	1.9		
Other Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.3	0.8		
Kendal Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.9	0.7	2.7		
Keighley												
Asda, Bingley Street, Keighley	1.9	0.3	0.1	0.0	0.1	0.1	0.2	0.0	0.0	2.6		
Sainsbury's, Cavendish Street, Keighley	1.2	0.3	0.0	0.2	0.0	0.1	0.0	0.0	0.0	1.8		
Other Keighley	1.2	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	1.5		
Keighley Sub-Total	4.3	0.6	0.1	0.2	0.1	0.4	0.2	0.0	0.0	5.9		
Lancaster												
Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.9	1.3		
Lancaster Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.9	1.3		
Morecambe												
Morecambe	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.6	1.0		
Morecambe Sub-Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.6	1.0		
Other												
Aldi, Keighley Road, Silsden	1.7	0.5	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.3		
Booths, Dodgson Croft, Kirkby Lonsdale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.0	2.3		
Co-op, Main Street, Addingham	0.1	0.1	0.0	0.0	0.1	1.1	0.0	0.0	0.0	1.3		
Other Outside Craven	1.3	1.2	0.0	0.2	0.8	0.4	0.6	0.3	0.3	5.1		
Other Sub-Total	3.1	1.8	0.0	0.2	0.9	1.5	0.6	1.5	1.3	11.0		
Total	**20.1**	**13.1**	**13.0**	**19.3**	**12.0**	**12.4**	**11.4**	**8.6**	**8.2**	**118.1**	**27.4**	**145.5**

Notes
Based upon Table 3a and Table 6

Table 8: Convenience Expenditure 2020

Centre/Facilities	£ Million Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	Tourist Spend	Total (including Tourist Spend)
	20.7	13.4	13.4	19.8	12.3	12.7	11.7	8.8	8.4	121.2	28.1	149.4
Skipton Core Retail Area												
Marks & Spencer, Thanets Yard, Skipton	0.2	0.6	0.7	2.5	0.5	0.1	0.0	0.0	0.0	4.7	1.3	6.1
Other Skipton Core Retail	0.0	0.2	0.5	0.6	0.1	0.3	0.0	0.0	0.0	1.7	0.5	2.2
Skipton Core Retail Area Sub-Total	0.2	0.8	1.3	3.2	0.6	0.4	0.0	0.0	0.0	6.4	1.8	8.3
Elsewhere Skipton												
Aldi, Keighley Road, Skipton	3.3	2.2	1.6	2.7	0.7	1.2	1.6	0.1	0.1	13.4	3.8	17.2
Morrisons, Broughton Road, Skipton	3.0	4.5	5.6	8.8	4.7	3.8	1.4	0.0	0.1	31.8	9.1	40.9
Tesco, Craven Street, Skipton	2.3	2.1	4.5	4.6	2.5	2.1	0.7	0.1	0.1	19.0	5.4	24.4
Other Elsewhere Skipton	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Elsewhere Skipton Sub-Total	8.6	8.8	11.8	16.1	7.9	7.0	3.7	0.2	0.2	64.4	18.3	82.7
Wider Skipton Area												
Co-op, High Street, Gargrave, Skipton	0.0	0.1	0.1	0.0	0.1	0.8	0.0	0.0	0.0	1.0	0.3	1.2
Wider Skipton Area Sub-Total	0.0	0.1	0.1	0.0	0.1	0.8	0.0	0.0	0.0	1.0	0.3	1.2
Skipton Total	8.8	9.7	13.2	19.3	8.5	8.2	3.7	0.2	0.2	71.8	20.4	92.2
Settle Core Retail Area												
Co-op, Church Street, Settle	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.1	0.6
Co-op, Market Place, Settle	0.0	0.0	0.0	0.0	0.0	0.3	1.5	0.2	0.0	1.9	0.5	2.5
Other Settle Core Retail	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.1	0.3
Settle Core Retail Area Sub-Total	0.0	0.0	0.0	0.0	0.0	0.4	2.0	0.2	0.0	2.6	0.7	3.3
Elsewhere Settle												
Booths, Kirkgate, Settle	0.0	0.0	0.0	0.0	0.2	1.9	4.9	1.4	0.4	8.8	2.5	11.3
Elsewhere Settle Sub-Total	0.0	0.0	0.0	0.0	0.2	1.9	4.9	1.4	0.4	8.8	2.5	11.3
Settle Total	0.0	0.0	0.0	0.0	0.2	2.3	6.9	1.6	0.4	11.4	3.2	14.6
Bentham												
Co-op, Main Street, High Bentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	3.0	3.1	0.9	3.9
Other Bentham	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.0	1.1	0.3	1.5
Bentham Sub-Total	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	4.0	4.2	1.2	5.4
Croshills												
Co-op, Main Street, Cross Hills	3.8	0.7	0.0	0.0	0.0	0.0	0.0	0.1	0.0	4.6	1.3	5.9
Other Croshills	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Croshills Sub-Total	3.9	0.8	0.0	0.0	0.0	0.0	0.0	0.1	0.0	4.7	1.3	6.1
Elsewhere Crosshills												
Other Elsewhere Crosshills	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Elsewhere Croshills Sub-Total	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Ingleton												
Co-op, Main Street, Ingleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.1	2.4	0.7	3.1
Other Stores, Ingleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.1	0.2
Ingleton Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.1	2.6	0.7	3.3
Other Destinations in Craven												
Other in Craven	0.2	0.4	0.1	0.1	0.2	0.3	0.0	0.2	0.2	1.7	0.5	2.1
Other Destinations in Craven Sub-Total	0.2	0.4	0.1	0.1	0.2	0.3	0.0	0.2	0.2	1.7	0.5	2.1
Grassington												
Other Grassington	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	2.4	0.7	3.0
Grassington Sub-Total	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	2.4	0.7	3.0
Craven Total	**13.0**	**11.0**	**13.2**	**19.4**	**11.3**	**10.8**	**10.6**	**4.7**	**4.9**	**98.8**	**28.1**	**127.0**
Outside of Craven												
Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.4	0.4	2.0		
Other Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.3	0.8		
Kendal Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.9	0.7	2.8		
Keighley												
Asda, Bingley Street, Keighley	1.9	0.3	0.2	0.0	0.1	0.1	0.2	0.0	0.0	2.7		
Sainsbury's, Cavendish Street, Keighley	1.2	0.3	0.0	0.2	0.0	0.1	0.0	0.0	0.0	1.8		
Other Keighley	1.3	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	1.6		
Keighley Sub-Total	4.4	0.6	0.2	0.2	0.1	0.4	0.2	0.0	0.0	6.0		
Lancaster												
Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.9	1.3		
Lancaster Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.9	1.3		
Morecambe												
Morecambe	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.6	1.0		
Morecambe Sub-Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.6	1.0		
Other												
Aldi, Keighley Road, Silsden	1.8	0.5	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.4		
Booths, Dodgson Croft, Kirkby Lonsdale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.1	2.3		
Co-op, Main Street, Addingham	0.1	0.1	0.0	0.0	0.1	1.1	0.0	0.0	0.0	1.4		
Other Outside Craven	1.3	1.2	0.0	0.2	0.8	0.4	0.6	0.3	0.3	5.2		
Other Sub-Total	3.2	1.8	0.0	0.2	0.9	1.5	0.6	1.6	1.4	11.3		
Total	**20.7**	**13.4**	**13.4**	**19.8**	**12.3**	**12.7**	**11.7**	**8.8**	**8.4**	**121.2**	**28.1**	**149.4**

Notes
Based upon Table 3a and Table 6

Table 9: Convenience Expenditure 2025

Centre/Facilities	£ Million										Tourist Spend	Total (including Tourist Spend)
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total		
	21.5	13.9	13.9	20.6	12.8	13.2	12.1	9.2	8.8	125.9	29.2	155.2
Skipton Core Retail Area												
Marks & Spencer, Thanets Yard, Skipton	0.2	0.7	0.8	2.6	0.5	0.1	0.0	0.0	0.0	4.9	1.4	6.3
Other Skipton Core Retail	0.0	0.2	0.6	0.7	0.1	0.3	0.0	0.0	0.0	1.8	0.5	2.3
Skipton Core Retail Area Sub-Total	0.2	0.8	1.3	3.3	0.6	0.4	0.0	0.0	0.0	6.7	1.9	8.6
Elsewhere Skipton												
Aldi, Keighley Road, Skipton	3.4	2.2	1.7	2.8	0.7	1.2	1.7	0.1	0.1	13.9	4.0	17.9
Morrisons, Broughton Road, Skipton	3.2	4.7	5.8	9.2	4.9	3.9	1.4	0.0	0.1	33.1	9.4	42.5
Tesco, Craven Street, Skipton	2.4	2.2	4.6	4.8	2.6	2.2	0.7	0.1	0.1	19.7	5.6	25.3
Other Elsewhere Skipton	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Elsewhere Skipton Sub-Total	8.9	9.1	12.3	16.8	8.2	7.3	3.8	0.2	0.2	66.9	19.0	85.9
Wider Skipton Area												
Co-op, High Street, Gargrave, Skipton	0.0	0.1	0.1	0.0	0.1	0.8	0.0	0.0	0.0	1.0	0.3	1.3
Wider Skipton Area Sub-Total	0.0	0.1	0.1	0.0	0.1	0.8	0.0	0.0	0.0	1.0	0.3	1.3
Skipton Total	9.2	10.0	13.7	20.1	8.8	8.5	3.8	0.2	0.2	74.6	21.2	95.8
Settle Core Retail Area												
Co-op, Church Street, Settle	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.1	0.6
Co-op, Market Place, Settle	0.0	0.0	0.0	0.0	0.0	0.3	1.6	0.2	0.0	2.0	0.6	2.6
Other Settle Core Retail	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.1	0.3
Settle Core Retail Area Sub-Total	0.0	0.0	0.0	0.0	0.0	0.4	2.1	0.2	0.0	2.7	0.8	3.5
Elsewhere Settle												
Booths, Kirkgate, Settle	0.0	0.0	0.0	0.0	0.2	2.0	5.1	1.4	0.4	9.1	2.6	11.7
Elsewhere Settle Sub-Total	0.0	0.0	0.0	0.0	0.2	2.0	5.1	1.4	0.4	9.1	2.6	11.7
Settle Total	0.0	0.0	0.0	0.0	0.2	2.4	7.2	1.7	0.4	11.8	3.4	15.2
Bentham												
Co-op, Main Street, High Bentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	3.1	3.2	0.9	4.1
Other Bentham	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.0	1.2	0.3	1.5
Bentham Sub-Total	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	4.1	4.4	1.2	5.6
Croshills												
Co-op, Main Street, Cross Hills	3.9	0.8	0.0	0.0	0.0	0.0	0.0	0.1	0.0	4.8	1.4	6.1
Other Croshills	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Croshills Sub-Total	4.0	0.8	0.0	0.0	0.0	0.0	0.0	0.1	0.0	4.9	1.4	6.3
Elsewhere Crosshills												
Other Elsewhere Crosshills	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Elsewhere Croshills Sub-Total	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Ingleton												
Co-op, Main Street, Ingleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.1	2.5	0.7	3.2
Other Stores, Ingleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.1	0.3
Ingleton Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.1	2.7	0.8	3.5
Other Destinations in Craven												
Other in Craven	0.2	0.5	0.1	0.1	0.2	0.3	0.0	0.2	0.2	1.7	0.5	2.2
Other Destinations in Craven Sub-Total	0.2	0.5	0.1	0.1	0.2	0.3	0.0	0.2	0.2	1.7	0.5	2.2
Grassington												
Other Grassington	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	2.5	0.7	3.2
Grassington Sub-Total	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	2.5	0.7	3.2
Craven Total	**13.5**	**11.4**	**13.7**	**20.2**	**11.7**	**11.2**	**11.0**	**4.8**	**5.1**	**102.7**	**29.2**	**131.9**
Outside of Craven												
Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.5	0.4	2.1		
Other Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.3	0.8		
Kendal Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.0	0.7	2.9		
Keighley												
Asda, Bingley Street, Keighley	2.0	0.3	0.2	0.0	0.1	0.1	0.2	0.0	0.0	2.8		
Sainsbury's, Cavendish Street, Keighley	1.2	0.3	0.0	0.2	0.0	0.1	0.0	0.0	0.0	1.9		
Other Keighley	1.3	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	1.6		
Keighley Sub-Total	4.6	0.7	0.2	0.2	0.1	0.4	0.2	0.0	0.0	6.3		
Lancaster												
Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.9	1.4		
Lancaster Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.9	1.4		
Morecambe												
Morecambe	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.6	1.0		
Morecambe Sub-Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.6	1.0		
Other												
Aldi, Keighley Road, Silsden	1.8	0.5	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.5		
Booths, Dodgson Croft, Kirkby Lonsdale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.1	2.4		
Co-op, Main Street, Addingham	0.1	0.1	0.0	0.0	0.1	1.2	0.0	0.0	0.0	1.4		
Other Outside Craven	1.4	1.3	0.0	0.2	0.8	0.4	0.6	0.3	0.3	5.4		
Other Sub-Total	3.3	1.9	0.0	0.2	1.0	1.6	0.6	1.6	1.4	11.7		
Total	**21.5**	**13.9**	**13.9**	**20.6**	**12.8**	**13.2**	**12.1**	**9.2**	**8.8**	**125.9**	**29.2**	**155.2**

Notes
Based upon Table 3a and Table 6

Table 10: Convenience Expenditure 2030

Centre/Facilities	£ Million											
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	Tourist Spend	Total (including Tourist Spend)
	22.3	14.5	14.4	21.4	13.3	13.7	12.6	9.5	9.1	130.9	30.4	161.3
Skipton Core Retail Area												
Marks & Spencer, Thanets Yard, Skipton	0.3	0.7	0.8	2.7	0.5	0.1	0.0	0.0	0.0	5.1	1.5	6.6
Other Skipton Core Retail	0.0	0.2	0.6	0.7	0.1	0.3	0.0	0.0	0.0	1.8	0.5	2.4
Skipton Core Retail Area Sub-Total	0.3	0.9	1.4	3.4	0.6	0.4	0.0	0.0	0.0	7.0	2.0	8.9
Elsewhere Skipton												
Aldi, Keighley Road, Skipton	3.5	2.3	1.8	2.9	0.8	1.3	1.7	0.1	0.1	14.5	4.1	18.6
Morrisons, Broughton Road, Skipton	3.3	4.9	6.0	9.5	5.1	4.1	1.5	0.0	0.1	34.4	9.8	44.2
Tesco, Craven Street, Skipton	2.5	2.3	4.8	5.0	2.7	2.3	0.8	0.1	0.1	20.5	5.8	26.3
Other Elsewhere Skipton	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.2
Elsewhere Skipton Sub-Total	9.3	9.5	12.8	17.4	8.5	7.6	4.0	0.2	0.2	69.5	19.8	89.3
Wider Skipton Area												
Co-op, High Street, Gargrave, Skipton	0.0	0.1	0.1	0.0	0.1	0.9	0.0	0.0	0.0	1.0	0.3	1.3
Wider Skipton Area Sub-Total	0.0	0.1	0.1	0.0	0.1	0.9	0.0	0.0	0.0	1.0	0.3	1.3
Skipton Total	9.5	10.4	14.2	20.9	9.2	8.9	4.0	0.2	0.2	77.5	22.1	99.5
Settle Core Retail Area												
Co-op, Church Street, Settle	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.1	0.6
Co-op, Market Place, Settle	0.0	0.0	0.0	0.0	0.0	0.3	1.6	0.2	0.0	2.1	0.6	2.7
Other Settle Core Retail	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.1	0.3
Settle Core Retail Area Sub-Total	0.0	0.0	0.0	0.0	0.0	0.4	2.2	0.2	0.0	2.8	0.8	3.6
Elsewhere Settle												
Booths, Kirkgate, Settle	0.0	0.0	0.0	0.0	0.2	2.0	5.3	1.5	0.4	9.5	2.7	12.2
Elsewhere Settle Sub-Total	0.0	0.0	0.0	0.0	0.2	2.0	5.3	1.5	0.4	9.5	2.7	12.2
Settle Total	0.0	0.0	0.0	0.0	0.2	2.5	7.5	1.7	0.4	12.3	3.5	15.8
Bentham												
Co-op, Main Street, High Bentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	3.2	3.3	0.9	4.3
Other Bentham	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.1	1.2	0.3	1.6
Bentham Sub-Total	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	4.3	4.5	1.3	5.8
Croshills												
Co-op, Main Street, Cross Hills	4.1	0.8	0.0	0.0	0.0	0.0	0.0	0.1	0.0	4.9	1.4	6.3
Other Croshills	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Croshills Sub-Total	4.2	0.9	0.0	0.0	0.0	0.0	0.0	0.1	0.0	5.1	1.4	6.5
Elsewhere Crosshills												
Other Elsewhere Crosshills	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Elsewhere Croshills Sub-Total	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Ingleton												
Co-op, Main Street, Ingleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.1	2.6	0.7	3.3
Other Stores, Ingleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.1	0.3
Ingleton Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.1	2.8	0.8	3.6
Other Destinations in Craven												
Other in Craven	0.3	0.5	0.1	0.1	0.2	0.3	0.0	0.2	0.2	1.8	0.5	2.3
Other Destinations in Craven Sub-Total	0.3	0.5	0.1	0.1	0.2	0.3	0.0	0.2	0.2	1.8	0.5	2.3
Grassington												
Other Grassington	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	2.6	0.7	3.3
Grassington Sub-Total	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	2.6	0.7	3.3
Craven Total	**14.0**	**11.8**	**14.3**	**21.0**	**12.2**	**11.6**	**11.5**	**5.0**	**5.3**	**106.7**	**30.4**	**137.1**
Outside of Craven												
Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.6	0.4	2.2		
Other Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.3	0.8		
Kendal Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.1	0.8	3.0		
Keighley												
Asda, Bingley Street, Keighley	2.1	0.3	0.2	0.0	0.1	0.1	0.2	0.0	0.0	2.9		
Sainsbury's, Cavendish Street, Keighley	1.3	0.3	0.0	0.3	0.0	0.1	0.0	0.0	0.0	1.9		
Other Keighley	1.4	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	1.7		
Keighley Sub-Total	4.7	0.7	0.2	0.3	0.1	0.4	0.2	0.0	0.0	6.5		
Lancaster												
Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	1.0	1.4		
Lancaster Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	1.0	1.4		
Morecambe												
Morecambe	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.6	1.1		
Morecambe Sub-Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.6	1.1		
Other												
Aldi, Keighley Road, Silsden	1.9	0.5	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.6		
Booths, Dodgson Croft, Kirkby Lonsdale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.2	2.5		
Co-op, Main Street, Addingham	0.1	0.1	0.0	0.0	0.1	1.2	0.0	0.0	0.0	1.5		
Other Outside Craven	1.5	1.3	0.0	0.2	0.8	0.5	0.7	0.4	0.3	5.6		
Other Sub-Total	3.5	2.0	0.0	0.2	1.0	1.7	0.7	1.7	1.5	12.2		
Total	**22.3**	**14.5**	**14.4**	**21.4**	**13.3**	**13.7**	**12.6**	**9.5**	**9.1**	**130.9**	**30.4**	**161.3**

Notes
Based upon Table 3a and Table 6

Table 11: Convenience Expenditure 2032

Centre/Facilities	£ Million											
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	Tourist Spend	Total (including Tourist Spend)
	22.6	14.7	14.6	21.7	13.4	13.9	12.8	9.6	9.2	132.5	30.7	163.2
Skipton Core Retail Area												
Marks & Spencer, Thanets Yard, Skipton	0.3	0.7	0.8	2.8	0.5	0.1	0.0	0.0	0.0	5.2	1.5	6.6
Other Skipton Core Retail	0.0	0.2	0.6	0.7	0.1	0.3	0.0	0.0	0.0	1.9	0.5	2.4
Skipton Core Retail Area Sub-Total	0.3	0.9	1.4	3.5	0.6	0.4	0.0	0.0	0.0	7.0	2.0	9.0
Elsewhere Skipton												
Aldi, Keighley Road, Skipton	3.6	2.4	1.8	3.0	0.8	1.3	1.7	0.1	0.1	14.6	4.2	18.8
Morrisons, Broughton Road, Skipton	3.3	4.9	6.1	9.6	5.1	4.1	1.5	0.0	0.1	34.8	9.9	44.7
Tesco, Craven Street, Skipton	2.5	2.3	4.9	5.0	2.7	2.3	0.8	0.1	0.1	20.7	5.9	26.6
Other Elsewhere Skipton	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.2
Elsewhere Skipton Sub-Total	9.4	9.6	12.9	17.6	8.6	7.7	4.0	0.2	0.2	70.3	20.0	90.4
Wider Skipton Area												
Co-op, High Street, Gargrave, Skipton	0.0	0.1	0.1	0.0	0.1	0.9	0.0	0.0	0.0	1.0	0.3	1.3
Wider Skipton Area Sub-Total	0.0	0.1	0.1	0.0	0.1	0.9	0.0	0.0	0.0	1.0	0.3	1.3
Skipton Total	9.7	10.6	14.4	21.1	9.3	9.0	4.0	0.2	0.2	78.4	22.3	100.7
Settle Core Retail Area												
Co-op, Church Street, Settle	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.1	0.6
Co-op, Market Place, Settle	0.0	0.0	0.0	0.0	0.0	0.3	1.6	0.2	0.0	2.1	0.6	2.7
Other Settle Core Retail	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.1	0.3
Settle Core Retail Area Sub-Total	0.0	0.0	0.0	0.0	0.0	0.4	2.2	0.2	0.0	2.8	0.8	3.7
Elsewhere Settle												
Booths, Kirkgate, Settle	0.0	0.0	0.0	0.0	0.2	2.1	5.4	1.5	0.4	9.6	2.7	12.4
Elsewhere Settle Sub-Total	0.0	0.0	0.0	0.0	0.2	2.1	5.4	1.5	0.4	9.6	2.7	12.4
Settle Total	0.0	0.0	0.0	0.0	0.2	2.5	7.6	1.7	0.4	12.5	3.5	16.0
Bentham												
Co-op, Main Street, High Bentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	3.3	3.4	1.0	4.3
Other Bentham	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.1	1.2	0.4	1.6
Bentham Sub-Total	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	4.3	4.6	1.3	5.9
Croshills												
Co-op, Main Street, Cross Hills	4.1	0.8	0.0	0.0	0.0	0.0	0.0	0.1	0.0	5.0	1.4	6.4
Other Croshills	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Croshills Sub-Total	4.2	0.9	0.0	0.0	0.0	0.0	0.0	0.1	0.0	5.1	1.5	6.6
Elsewhere Crosshills												
Other Elsewhere Crosshills	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Elsewhere Croshills Sub-Total	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Ingleton												
Co-op, Main Street, Ingleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.1	2.6	0.8	3.4
Other Stores, Ingleton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.1	0.3
Ingleton Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.1	2.8	0.8	3.7
Other Destinations in Craven												
Other in Craven	0.3	0.5	0.1	0.1	0.2	0.3	0.0	0.2	0.2	1.8	0.5	2.3
Other Destinations in Craven Sub-Total	0.3	0.5	0.1	0.1	0.2	0.3	0.0	0.2	0.2	1.8	0.5	2.3
Grassington												
Other Grassington	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	2.6	0.7	3.3
Grassington Sub-Total	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	2.6	0.7	3.3
Craven Total	**14.2**	**12.0**	**14.5**	**21.2**	**12.3**	**11.8**	**11.6**	**5.1**	**5.4**	**108.0**	**30.7**	**138.8**
Outside of Craven												
Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.6	0.4	2.2		
Other Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.3	0.9		
Kendal Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.1	0.8	3.0		
Keighley												
Asda, Bingley Street, Keighley	2.1	0.3	0.2	0.0	0.1	0.1	0.2	0.0	0.0	2.9		
Sainsbury's, Cavendish Street, Keighley	1.3	0.3	0.0	0.3	0.0	0.1	0.0	0.0	0.0	2.0		
Other Keighley	1.4	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	1.7		
Keighley Sub-Total	4.8	0.7	0.2	0.3	0.1	0.4	0.2	0.0	0.0	6.6		
Lancaster												
Lancaster	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	1.0	1.4		
Lancaster Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	1.0	1.4		
Morecambe												
Morecambe	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.6	1.1		
Morecambe Sub-Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.6	1.1		
Other												
Aldi, Keighley Road, Silsden	1.9	0.5	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.6		
Booths, Dodgson Croft, Kirkby Lonsdale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.2	2.5		
Co-op, Main Street, Addingham	0.1	0.1	0.0	0.0	0.1	1.2	0.0	0.0	0.0	1.5		
Other Outside Craven	1.5	1.4	0.0	0.2	0.9	0.5	0.7	0.4	0.3	5.7		
Other Sub-Total	3.5	2.0	0.0	0.2	1.0	1.7	0.7	1.7	1.5	12.3		
Total	**22.6**	**14.7**	**14.6**	**21.7**	**13.4**	**13.9**	**12.8**	**9.6**	**9.2**	**132.5**	**30.7**	**163.2**

Notes
Based upon Table 3a and Table 6

Table 12: Summary of Convenience Retail Performance 2015 to 2032

Centre	2015	2020	2025	2030	2032
Survey Derived Turnover					
Skipton Core Retail Area					
Marks & Spencer, Thanets Yard, Skipton	5.9	6.1	6.3	6.6	6.6
Other Skipton Core Retail	2.1	2.2	2.3	2.4	2.4
Skipton Core Retail Area Sub-Total	8.1	8.3	8.6	8.9	9.0
Elsewhere Skipton		0.0	0.0	0.0	0.0
Aldi, Keighley Road, Skipton	16.8	17.2	17.9	18.6	18.8
Morrisons, Broughton Road, Skipton	39.8	40.9	42.5	44.2	44.7
Tesco, Craven Street, Skipton	23.7	24.4	25.3	26.3	26.6
Other Elsewhere Skipton	0.2	0.2	0.2	0.2	0.2
Elsewhere Skipton Sub-Total	80.5	82.7	85.9	89.3	90.4
Wider Skipton Area	0.0	0.0	0.0	0.0	0.0
Co-op, High Street, Gargrave, Skipton	1.2	1.2	1.3	1.3	1.3
Wider Skipton Area Sub-Total	1.2	1.2	1.3	1.3	1.3
Skipton Total	89.8	92.2	95.8	99.5	100.7
Settle Core Retail Area	0.0	0.0	0.0	0.0	0.0
Co-op, Church Street, Settle	0.6	0.6	0.6	0.6	0.6
Co-op, Market Place, Settle	2.4	2.5	2.6	2.7	2.7
Other Settle Core Retail	0.3	0.3	0.3	0.3	0.3
Settle Core Retail Area Sub-Total	3.3	3.3	3.5	3.6	3.7
Elsewhere Settle	0.0	0.0	0.0	0.0	0.0
Booths, Kirkgate, Settle	11.0	11.3	11.7	12.2	12.4
Elsewhere Settle Sub-Total	11.0	11.3	11.7	12.2	12.4
Settle Total	14.3	14.6	15.2	15.8	16.0
Bentham	0.0	0.0	0.0	0.0	0.0
Co-op, Main Street, High Bentham	3.8	3.9	4.1	4.3	4.3
Other Bentham	1.4	1.5	1.5	1.6	1.6
Bentham Sub-Total	5.3	5.4	5.6	5.8	5.9
Croshills	0.0	0.0	0.0	0.0	0.0
Co-op, Main Street, Cross Hills	5.7	5.9	6.1	6.3	6.4
Other Croshills	0.2	0.2	0.2	0.2	0.2
Croshills Sub-Total	5.9	6.1	6.3	6.5	6.6
Elsewhere Crosshills	0.0	0.0	0.0	0.0	0.0
Other Stores, Glusburn	0.2	0.2	0.2	0.2	0.2
Elsewhere Croshills Sub-Total	0.2	0.2	0.2	0.2	0.2
Ingleton	0.0	0.0	0.0	0.0	0.0
Co-op, Main Street, Ingleton	3.0	3.1	3.2	3.3	3.4
Other Stores, Ingleton	0.2	0.2	0.3	0.3	0.3
Ingleton Sub-Total	3.3	3.3	3.5	3.6	3.7
Other Destinations in Craven	0.0	0.0	0.0	0.0	0.0
Other in Craven	2.1	2.1	2.2	2.3	2.3
Other Destinations in Craven Sub-Total	2.1	2.1	2.2	2.3	2.3
Grassington	0.0	0.0	0.0	0.0	0.0
Other Grassington	3.0	3.0	3.2	3.3	3.3
Grassington Sub-Total	3.0	3.0	3.2	3.3	3.3
Craven District Sub-Total	**123.7**	**127.0**	**131.9**	**137.1**	**138.8**
Benchmark Turnover					
Skipton Core Retail Area					
Marks & Spencer, Thanets Yard, Skipton	5.7	5.7	5.7	5.7	5.7
Othe Skipton Core Retail	2.1	2.1	2.1	2.1	2.1
Skipton Core Retail Area Sub-Total	7.9	7.9	7.9	7.9	7.9
Elsewhere Skipton					
Aldi, Keighley Road, Skipton	6.9	6.9	6.9	6.9	6.9
Morrisons, Broughton Road, Skipton	32.7	32.7	32.7	32.7	32.7
Tesco, Craven Street, Skipton	23.0	23.0	23.0	23.0	23.0
Other Elsewhere Skipton	0.2	0.2	0.2	0.2	0.2
Elsewhere Skipton Sub-Total	62.8	62.8	62.8	62.8	62.8
Wider Skipton Area					
Co-op, High Street, Gargrave, Skipton	2.0	2.0	2.0	2.0	2.0
Wider Skipton Area Sub-Total	2.0	2.0	2.0	2.0	2.0
Skipton Total	72.7	72.7	72.7	72.7	72.7
Settle Core Retail Area					
Co-op, Church Street, Settle	3.2	3.2	3.2	3.2	3.2
Co-op, Market Place, Settle	5.3	5.3	5.3	5.3	5.3
Other Settle Core Retail	0.3	0.3	0.3	0.3	0.3
Settle Core Retail Area Sub-Total	8.8	8.8	8.8	8.8	8.8
Elsewhere Settle					
Booths, Kirkgate, Settle	14.0	14.0	14.0	14.0	14.0
Elsewhere Settle Sub-Total	14.0	14.0	14.0	14.0	14.0
Settle Total	22.8	22.8	22.8	22.8	22.8
Bentham					
Co-op, Main Street, High Bentham	1.6	1.6	1.6	1.6	1.6

Centre	2015	2020	2025	2030	2032
Other Bentham	1.4	1.4	1.4	1.4	1.4
Bentham Sub-Total	3.1	3.1	3.1	3.1	3.1
Croshills					
Co-op, Main Street, Cross Hills	4.3	4.3	4.3	4.3	4.3
Other Croshills	0.2	0.2	0.2	0.2	0.2
Croshills Sub-Total	4.5	4.5	4.5	4.5	4.5
Elsewhere Crosshills					
Other Stores, Glusburn	0.2	0.2	0.2	0.2	0.2
Elsewhere Croshills Sub-Total	0.2	0.2	0.2	0.2	0.2
Ingleton					
Co-op, Main Street, Ingleton	1.1	1.1	1.1	1.1	1.1
Other Stores, Ingleton	0.2	0.2	0.2	0.2	0.2
Ingleton Sub-Total	1.3	1.3	1.3	1.3	1.3
Other Destinations in Craven					
Other in Craven	2.1	2.1	2.1	2.1	2.1
Other Destinations in Craven Sub-Total	2.1	2.1	2.1	2.1	2.1
Grassington					
Other Grassington	3.0	3.0	3.0	3.0	3.0
Grassington Sub-Total	3.0	3.0	3.0	3.0	3.0
Craven District Sub-Total	**109.6**	**109.6**	**109.6**	**109.6**	**109.6**
Expenditure Deficit/Surplus					
Skipton Core Retail Area					
Marks & Spencer, Thanets Yard, Skipton	0.2	0.4	0.6	0.8	0.9
Other Skipton Core Retail	0.0	0.1	0.1	0.2	0.3
Skipton Core Retail Area Sub-Total	0.2	0.4	0.7	1.1	1.2
Elsewhere Skipton					
Aldi, Keighley Road, Skipton	9.9	10.3	11.0	11.7	11.9
Morrisons, Broughton Road, Skipton	7.1	8.2	9.8	11.4	12.0
Tesco, Craven Street, Skipton	0.8	1.4	2.3	3.3	3.7
Other Elsewhere Skipton	0.0	0.0	0.0	0.0	0.0
Elsewhere Skipton Sub-Total	17.7	19.9	23.1	26.5	27.6
Wider Skipton Area					
Co-op, High Street, Gargrave, Skipton	-0.8	-0.8	-0.7	-0.7	-0.7
Wider Skipton Area Sub-Total	-0.8	-0.8	-0.7	-0.7	-0.7
Skipton Total	17.1	19.5	23.1	26.9	28.1
Settle Core Retail Area					
Co-op, Church Street, Settle	-2.6	-2.6	-2.6	-2.6	-2.6
Co-op, Market Place, Settle	-2.9	-2.8	-2.7	-2.6	-2.6
Other Settle Core Retail	0.0	0.0	0.0	0.0	0.0
Settle Core Retail Area Sub-Total	-5.5	-5.4	-5.3	-5.2	-5.1
Elsewhere Settle					
Booths, Kirkgate, Settle	-3.0	-2.7	-2.2	-1.8	-1.6
Elsewhere Settle Sub-Total	-3.0	-2.7	-2.2	-1.8	-1.6
Settle Total	-8.5	-8.1	-7.5	-6.9	-6.8
Bentham					
Co-op, Main Street, High Bentham	2.2	2.3	2.5	2.6	2.7
Other Bentham	0.0	0.0	0.1	0.2	0.2
Bentham Sub-Total	2.2	2.3	2.6	2.8	2.8
Croshills					
Co-op, Main Street, Cross Hills	1.4	1.5	1.8	2.0	2.1
Other Croshills	0.0	0.0	0.0	0.0	0.0
Croshills Sub-Total	1.4	1.5	1.8	2.0	2.1
Elsewhere Crosshills					
Other Elsewhere Crosshills	0.0	0.0	0.0	0.0	0.0
Elsewhere Croshills Sub-Total	0.0	0.0	0.0	0.0	0.0
Ingleton					
Co-op, Main Street, Ingleton	1.9	2.0	2.1	2.3	2.3
Other Stores, Ingleton	0.0	0.0	0.0	0.0	0.0
Ingleton Sub-Total	1.9	2.0	2.2	2.3	2.3
Other Destinations in Craven					
Other in Craven	0.0	0.1	0.1	0.2	0.3
Other Destinations in Craven Sub-Total	0.0	0.1	0.1	0.2	0.3
Grassington					
Other Grassington	0.0	0.1	0.2	0.3	0.4
Grassington Sub-Total	0.0	0.1	0.2	0.3	0.4
Craven District Sub-Total	**14.1**	**17.4**	**22.4**	**27.6**	**29.2**

Notes:
(i) Sourced from Tables 7 to 11
(ii) Benchmark turnover based upon company average sales density of national multiple retailers and independent floorspace trading at typical average sales densities
(iii) 'Other' freestanding/local centre destinations from Tables 7, 8, 9, 10 and 11 assumed to be trading at benchmark levels
(iv) No growth in floorspace efficiency over the period to 2032

2013 Prices Inclusive of VAT where applicable

Table 13: Convenience Retail Capacity (sq.m) at 2015, 2020, 2025, 2030 and 2032

Centre	At 2015			By 2020			By 2025			By 2030			By 2032		
	Expected Surplus/ Deficit	Turnover Density sq.m	Net Sales Floorspace sq.m	Expected Surplus/ Deficit	Turnover Density sq.m	Net Sales Floorspace sq.m	Expected Surplus/ Deficit	Turnover Density sq.m	Net Sales Floorspace sq.m	Expected Surplus/ Deficit	Turnover Density sq.m	Net Sales Floorspace sq.m	Expected Surplus/ Deficit	Turnover Density sq.m	Net Sales Floorspace sq.m
Skipton and Settle															
Skipton	17.1	11,500	**1,489**	19.5	11,500	**1,696**	23.1	11,500	**2,008**	26.9	11,500	**2,336**	28.1	11,500	**2,441**
Settle	-8.5	11,500	**-739**	-8.1	11,500	**-706**	-7.5	11,500	**-656**	-6.9	11,500	**-604**	-6.8	11,500	**-588**
Other Centres															
Bentham	2.2	6,000	**367**	2.3	6,000	**390**	2.6	6,000	**425**	2.8	6,000	**462**	2.8	6,000	**474**
Croshills	1.4	6,000	**230**	1.5	6,000	**257**	1.8	6,000	**297**	2.0	6,000	**340**	2.1	6,000	**353**
Ingleton	1.9	6,000	**322**	2.0	6,000	**337**	2.2	6,000	**359**	2.3	6,000	**381**	2.3	6,000	**389**
Local Retail Provision	0.0	6,000	**0**	0.1	6,000	**9**	0.1	6,000	**23**	0.2	6,000	**37**	0.3	6,000	**42**
National Park															
Grassington	0.0	6,000	**0**	0.1	6,000	**13**	0.2	6,000	**33**	0.3	6,000	**53**	0.4	6,000	**60**

Notes:
(i) Source Table 12
(ii) Capacity is assessed using a foodstore convenience retail sales density of the average £ per sq. m for Skipton and Settle Core Retail Areas of the nine principal food retailers (Aldi, Asda, Co-op, Lidl, M&S, Morrisons, Sainsbury's, Tesco and Waitrose).
The local centre average sales density is based upon a Co-op/Spar average.

2013 Prices Inclusive of VAT where applicable

Table 14: Comparison Shopping Patterns

Centre/Facilities	Market Share (%)								
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Craven District									
Skipton	20.79%	38.37%	52.74%	55.22%	50.43%	39.73%	21.77%	4.21%	2.60%
Elsewhere Skipton	0.00%	0.10%	0.65%	0.20%	0.00%	0.19%	0.00%	0.09%	0.00%
Settle	0.45%	0.54%	0.00%	0.52%	0.53%	11.12%	30.23%	12.85%	4.29%
Bentham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.34%	17.57%
Crosshills	2.22%	0.80%	0.00%	0.17%	0.00%	0.17%	0.00%	0.00%	0.00%
Grassington	0.00%	0.00%	0.15%	0.00%	3.36%	0.00%	0.00%	0.00%	0.00%
Ingleton	0.00%	0.00%	0.00%	0.00%	1.10%	0.92%	1.46%	16.12%	4.34%
Other Destinations Craven	1.35%	0.88%	0.74%	0.63%	0.18%	3.12%	0.00%	0.15%	0.27%
Craven District Total	**24.8%**	**40.7%**	**54.3%**	**56.7%**	**55.6%**	**55.2%**	**53.5%**	**35.8%**	**29.1%**
Outside Craven District									
Bradford	4.85%	1.25%	3.35%	0.16%	0.59%	0.87%	0.39%	0.15%	0.00%
Burnley	1.15%	0.86%	0.00%	0.26%	0.00%	1.07%	3.50%	0.24%	0.00%
Clitheroe	0.00%	0.40%	0.00%	0.10%	0.13%	2.51%	1.58%	0.00%	0.00%
Colne	4.58%	1.16%	1.72%	1.71%	0.42%	2.14%	1.09%	0.11%	0.00%
Harrogate	1.03%	6.29%	2.50%	9.22%	12.79%	5.40%	0.86%	0.45%	1.18%
Ilkley	0.75%	3.68%	1.67%	3.10%	5.12%	1.00%	0.13%	0.00%	0.00%
Kendal	0.00%	0.00%	0.13%	0.00%	0.00%	0.60%	2.49%	22.71%	17.25%
Keighley	30.70%	12.23%	10.32%	8.13%	6.11%	3.90%	5.84%	0.00%	0.00%
Lancaster	0.00%	0.23%	0.00%	0.00%	0.00%	0.47%	1.23%	17.19%	26.18%
Leeds	10.23%	9.80%	7.91%	5.14%	3.06%	8.55%	11.61%	2.38%	1.12%
Manchester	0.99%	1.65%	1.00%	0.65%	1.49%	1.89%	0.73%	1.19%	1.36%
Morecambe	0.00%	0.00%	0.47%	0.13%	0.00%	0.00%	0.36%	2.41%	2.58%
Boundary Mill, Vivary Way, Colne	1.34%	3.80%	0.41%	2.30%	1.62%	2.55%	3.56%	0.67%	0.66%
B&Q, Alston Road, Keighley	5.23%	3.49%	2.89%	2.70%	2.75%	1.71%	1.73%	0.00%	0.00%
B&Q, Burton Road, Kendal	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	1.53%	1.17%
Keighley Retail Park, Hard Ings Road, Keighley	6.85%	4.37%	2.58%	2.56%	2.83%	1.88%	2.60%	0.00%	0.00%
Currys / PC World, Keighley Retail Park, Keighley	4.96%	4.13%	5.95%	3.09%	2.55%	1.48%	1.28%	0.00%	0.00%
Other outside	2.52%	5.98%	4.83%	4.02%	4.93%	8.73%	7.46%	15.20%	19.43%
Outside Craven District Total	**75.2%**	**59.3%**	**45.7%**	**43.3%**	**44.4%**	**44.8%**	**46.5%**	**64.2%**	**70.9%**

Notes:
(i) Source: NEMS Household Telephone Survey - excludes 'don't know/'don't do' and 'other' responses
(ii) Weighting afforded to non-food shopping is: clothing and footwear (25%); electrical items (16%); furniture/soft furnishings/carpets (12%); DIY/garden/hardware items (11%); health, beauty and chemist items (11%); and recreational goods (25%).
(iii) Weighting afforded to primary/secondary destination is 70% and 30%
(iv) Definition of Centres taken from the Craven Local Plan

2013 Prices Inclusive of VAT where applicable

Table 14a: Comparison Goods Spending Potential of Tourists/Visitors to Craven District

Total Tourist Spending on Shopping in Craven at 2014 (£m)	Proportion Directed to Convenience Retail Spending (%)	Proportion Directed to Comparison Retail Spending (%)	Tourist Spending on Comparison Retail Goods at 2014	Tourist Spending on Comparison Retail Goods at 2015
64.65	39.2	60.8	47.2	59.1

Notes

(i) Total Tourist Shopping Craven (2014) from STEAM Model Trend for the period 2012-2014 (STEAM Model outputs for Craven District) - Global Tourism Solutions UK Ltd
STEAM Model Trend for the Period 2012-2014 attached at Appendix 7
(ii) Proportion of Tourist Spending directed to comparison goods purchases assumed to be the same as the proportion of Study Area retail expenditure directed to convenience goods from (Tables 3a and 3b)
(iii) Growth 2014 to 2015 assumed to be at same growth rate as local retail expenditure, without any allowance for growth in internet sales
(iv) includes VAT at 20%

2013 Prices Inclusive of VAT where applicable

Table 15: Comparison Retail Turnover 2015

Centre/Facilities	£ million											
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	Tourist Spend	Total (including Tourist Spend)
	31.5	21.8	17.7	31.0	19.2	19.7	16.8	13.1	12.5	183.3	59.1	242.4
Craven District												
Skipton	6.6	8.4	9.3	17.1	9.7	7.8	3.6	0.6	0.3	63.4	45.3	108.7
Elsewhere Skipton	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.4
Settle	0.1	0.1	0.0	0.2	0.1	2.2	5.1	1.7	0.5	10.0	7.1	17.1
Bentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.2	2.5	1.8	4.3
Crosshills	0.7	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.0	0.7	1.6
Grassington	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.7	0.5	1.2
Ingleton	0.0	0.0	0.0	0.0	0.2	0.2	0.2	2.1	0.5	3.3	2.4	5.6
Other Destinations Craven	0.4	0.2	0.1	0.2	0.0	0.6	0.0	0.0	0.0	1.6	1.2	2.8
Craven District Total	**7.8**	**8.9**	**9.6**	**17.6**	**10.7**	**10.9**	**9.0**	**4.7**	**3.6**	**82.7**	**59.1**	**141.8**
Outside Craven District												
Bradford	1.5	0.3	0.6	0.0	0.1	0.2	0.1	0.0	0.0	2.8		
Burnley	0.4	0.2	0.0	0.1	0.0	0.2	0.6	0.0	0.0	1.5		
Clitheroe	0.0	0.1	0.0	0.0	0.0	0.5	0.3	0.0	0.0	0.9		
Colne	1.4	0.3	0.3	0.5	0.1	0.4	0.2	0.0	0.0	3.2		
Harrogate	0.3	1.4	0.4	2.9	2.5	1.1	0.1	0.1	0.1	8.9		
Ilkley	0.2	0.8	0.3	1.0	1.0	0.2	0.0	0.0	0.0	3.5		
Kendal	0.0	0.0	0.0	0.0	0.0	0.1	0.4	3.0	2.2	5.7		
Keighley	9.7	2.7	1.8	2.5	1.2	0.8	1.0	0.0	0.0	19.6		
Lancaster	0.0	0.1	0.0	0.0	0.0	0.1	0.2	2.3	3.3	5.9		
Leeds	3.2	2.1	1.4	1.6	0.6	1.7	1.9	0.3	0.1	13.0		
Manchester	0.3	0.4	0.2	0.2	0.3	0.4	0.1	0.2	0.2	2.2		
Morecambe	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.3	0.3	0.8		
Boundary Mill, Vivary Way, Colne	0.4	0.8	0.1	0.7	0.3	0.5	0.6	0.1	0.1	3.6		
B&Q, Alston Road, Keighley	1.6	0.8	0.5	0.8	0.5	0.3	0.3	0.0	0.0	4.9		
B&Q, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.4		
Keighley Retail Park, Hard Ings Road, Keighley	2.2	1.0	0.5	0.8	0.5	0.4	0.4	0.0	0.0	5.7		
Currys / PC World, Keighley Retail Park, Keighley	1.6	0.9	1.1	1.0	0.5	0.3	0.2	0.0	0.0	5.5		
Other outside	0.8	1.3	0.9	1.2	0.9	1.7	1.3	2.0	2.4	12.5		
Outside Craven District Total	**23.7**	**12.9**	**8.1**	**13.4**	**8.5**	**8.8**	**7.8**	**8.4**	**8.9**	**100.6**		
Total	**31.5**	**21.8**	**17.7**	**31.0**	**19.2**	**19.7**	**16.8**	**13.1**	**12.5**	**183.3**	**59.1**	**242.4**

Notes:
(i) Source: Tables 3b, 14
(ii) Definition of Centres taken from the Craven Local Plan

2013 Prices Inclusive of VAT where applicable

Nathaniel Lichfield & Partners Limited
Craven Retail and Leisure Study 2015

Table 16: Comparison Retail Turnover 2020

Centre/Facilities	£ million											
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	Tourist Spend	Total (including Tourist Spend)
	36.1	24.9	20.2	35.4	21.9	22.5	19.2	15.0	14.3	209.5	67.6	277.1
Craven District												
Skipton	7.5	9.6	10.7	19.6	11.1	8.9	4.2	0.6	0.4	72.5	51.8	124.2
Elsewhere Skipton	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.5
Settle	0.2	0.1	0.0	0.2	0.1	2.5	5.8	1.9	0.6	11.4	8.2	19.6
Bentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	2.5	2.9	2.0	4.9
Crosshills	0.8	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.1	0.8	1.9
Grassington	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.8	0.5	1.3
Ingleton	0.0	0.0	0.0	0.0	0.2	0.2	0.3	2.4	0.6	3.8	2.7	6.5
Other Destinations Craven	0.5	0.2	0.2	0.2	0.0	0.7	0.0	0.0	0.0	1.9	1.3	3.2
Craven District Total	**9.0**	**10.1**	**11.0**	**20.1**	**12.2**	**12.4**	**10.2**	**5.4**	**4.2**	**94.6**	**67.6**	**162.1**
Outside Craven District												
Bradford	1.8	0.3	0.7	0.1	0.1	0.2	0.1	0.0	0.0	3.2		
Burnley	0.4	0.2	0.0	0.1	0.0	0.2	0.7	0.0	0.0	1.7		
Clitheroe	0.0	0.1	0.0	0.0	0.0	0.6	0.3	0.0	0.0	1.0		
Colne	1.7	0.3	0.3	0.6	0.1	0.5	0.2	0.0	0.0	3.7		
Harrogate	0.4	1.6	0.5	3.3	2.8	1.2	0.2	0.1	0.2	10.1		
Ilkley	0.3	0.9	0.3	1.1	1.1	0.2	0.0	0.0	0.0	4.0		
Kendal	0.0	0.0	0.0	0.0	0.0	0.1	0.5	3.4	2.5	6.5		
Keighley	11.1	3.0	2.1	2.9	1.3	0.9	1.1	0.0	0.0	22.4		
Lancaster	0.0	0.1	0.0	0.0	0.0	0.1	0.2	2.6	3.7	6.7		
Leeds	3.7	2.4	1.6	1.8	0.7	1.9	2.2	0.4	0.2	14.9		
Manchester	0.4	0.4	0.2	0.2	0.3	0.4	0.1	0.2	0.2	2.5		
Morecambe	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.4	0.9		
Boundary Mill, Vivary Way, Colne	0.5	0.9	0.1	0.8	0.4	0.6	0.7	0.1	0.1	4.1		
B&Q, Alston Road, Keighley	1.9	0.9	0.6	1.0	0.6	0.4	0.3	0.0	0.0	5.6		
B&Q, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.4		
Keighley Retail Park, Hard Ings Road, Keighley	2.5	1.1	0.5	0.9	0.6	0.4	0.5	0.0	0.0	6.5		
Currys / PC World, Keighley Retail Park, Keighley	1.8	1.0	1.2	1.1	0.6	0.3	0.2	0.0	0.0	6.3		
Other outside	0.9	1.5	1.0	1.4	1.1	2.0	1.4	2.3	2.8	14.3		
Outside Craven District Total	**27.1**	**14.8**	**9.3**	**15.3**	**9.7**	**10.1**	**8.9**	**9.6**	**10.1**	**115.0**		
Total	**36.1**	**24.9**	**20.2**	**35.4**	**21.9**	**22.5**	**19.2**	**15.0**	**14.3**	**209.5**	**67.6**	**277.1**

Notes:
(i) Source: Tables 3b, 14
(ii) Definition of Centres taken from the Craven Local Plan

2013 Prices Inclusive of VAT where applicable

Table 17: Comparison Retail Turnover 2025

Centre/Facilities	£ million											
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	Tourist Spend	Total (including Tourist Spend)
	43.1	29.8	24.2	42.3	26.2	26.9	22.9	17.9	17.1	250.2	80.7	330.9
Craven District												
Skipton	9.0	11.4	12.7	23.4	13.2	10.7	5.0	0.8	0.4	86.5	61.8	148.4
Elsewhere Skipton	0.0	0.0	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.3	0.2	0.6
Settle	0.2	0.2	0.0	0.2	0.1	3.0	6.9	2.3	0.7	13.7	9.8	23.4
Bentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	3.0	3.4	2.4	5.9
Crosshills	1.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.3	0.9	2.2
Grassington	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.9	0.7	1.6
Ingleton	0.0	0.0	0.0	0.0	0.3	0.2	0.3	2.9	0.7	4.5	3.2	7.7
Other Destinations Craven	0.6	0.3	0.2	0.3	0.0	0.8	0.0	0.0	0.0	2.2	1.6	3.9
Craven District Total	**10.7**	**12.1**	**13.1**	**24.0**	**14.6**	**14.8**	**12.2**	**6.4**	**5.0**	**112.9**	**80.7**	**193.6**
Outside Craven District												
Bradford	2.1	0.4	0.8	0.1	0.2	0.2	0.1	0.0	0.0	3.8		
Burnley	0.5	0.3	0.0	0.1	0.0	0.3	0.8	0.0	0.0	2.0		
Clitheroe	0.0	0.1	0.0	0.0	0.0	0.7	0.4	0.0	0.0	1.2		
Colne	2.0	0.3	0.4	0.7	0.1	0.6	0.2	0.0	0.0	4.4		
Harrogate	0.4	1.9	0.6	3.9	3.3	1.5	0.2	0.1	0.2	12.1		
Ilkley	0.3	1.1	0.4	1.3	1.3	0.3	0.0	0.0	0.0	4.8		
Kendal	0.0	0.0	0.0	0.0	0.0	0.2	0.6	4.1	2.9	7.8		
Keighley	13.2	3.6	2.5	3.4	1.6	1.0	1.3	0.0	0.0	26.8		
Lancaster	0.0	0.1	0.0	0.0	0.0	0.1	0.3	3.1	4.5	8.0		
Leeds	4.4	2.9	1.9	2.2	0.8	2.3	2.7	0.4	0.2	17.8		
Manchester	0.4	0.5	0.2	0.3	0.4	0.5	0.2	0.2	0.2	2.9		
Morecambe	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.4	0.4	1.1		
Boundary Mill, Vivary Way, Colne	0.6	1.1	0.1	1.0	0.4	0.7	0.8	0.1	0.1	4.9		
B&Q, Alston Road, Keighley	2.3	1.0	0.7	1.1	0.7	0.5	0.4	0.0	0.0	6.7		
B&Q, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.5		
Keighley Retail Park, Hard Ings Road, Keighley	3.0	1.3	0.6	1.1	0.7	0.5	0.6	0.0	0.0	7.8		
Currys / PC World, Keighley Retail Park, Keighley	2.1	1.2	1.4	1.3	0.7	0.4	0.3	0.0	0.0	7.5		
Other outside	1.1	1.8	1.2	1.7	1.3	2.3	1.7	2.7	3.3	17.1		
Outside Craven District Total	**32.4**	**17.7**	**11.1**	**18.3**	**11.6**	**12.0**	**10.7**	**11.5**	**12.1**	**137.3**		
Total	**43.1**	**29.8**	**24.2**	**42.3**	**26.2**	**26.9**	**22.9**	**17.9**	**17.1**	**250.2**	**80.7**	**330.9**

Notes:
(i) Source: Tables 3b, 14
(ii) Definition of Centres taken from the Craven Local Plan

2013 Prices Inclusive of VAT where applicable

Table 18: Comparison Retail Turnover 2030

Centre/Facilities	£ million											
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	Tourist Spend	Total (including Tourist Spend)
	51.6	35.6	28.9	50.6	31.4	32.2	27.4	21.4	20.4	299.5	96.6	396.1
Craven District												
Skipton	10.7	13.7	15.3	28.0	15.8	12.8	6.0	0.9	0.5	103.6	74.0	177.6
Elsewhere Skipton	0.0	0.0	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.4	0.3	0.7
Settle	0.2	0.2	0.0	0.3	0.2	3.6	8.3	2.8	0.9	16.3	11.7	28.0
Bentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	3.6	4.1	2.9	7.0
Crosshills	1.1	0.3	0.0	0.1	0.0	0.1	0.0	0.0	0.0	1.6	1.1	2.7
Grassington	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	1.1	0.8	1.9
Ingleton	0.0	0.0	0.0	0.0	0.3	0.3	0.4	3.5	0.9	5.4	3.8	9.2
Other Destinations Craven	0.7	0.3	0.2	0.3	0.1	1.0	0.0	0.0	0.1	2.7	1.9	4.6
Craven District Total	**12.8**	**14.5**	**15.7**	**28.7**	**17.4**	**17.8**	**14.6**	**7.7**	**5.9**	**135.2**	**96.6**	**231.7**
Outside Craven District												
Bradford	2.5	0.4	1.0	0.1	0.2	0.3	0.1	0.0	0.0	4.6		
Burnley	0.6	0.3	0.0	0.1	0.0	0.3	1.0	0.1	0.0	2.4		
Clitheroe	0.0	0.1	0.0	0.1	0.0	0.8	0.4	0.0	0.0	1.5		
Colne	2.4	0.4	0.5	0.9	0.1	0.7	0.3	0.0	0.0	5.3		
Harrogate	0.5	2.2	0.7	4.7	4.0	1.7	0.2	0.1	0.2	14.5		
Ilkley	0.4	1.3	0.5	1.6	1.6	0.3	0.0	0.0	0.0	5.7		
Kendal	0.0	0.0	0.0	0.0	0.0	0.2	0.7	4.9	3.5	9.3		
Keighley	15.8	4.4	3.0	4.1	1.9	1.3	1.6	0.0	0.0	32.1		
Lancaster	0.0	0.1	0.0	0.0	0.0	0.2	0.3	3.7	5.4	9.6		
Leeds	5.3	3.5	2.3	2.6	1.0	2.7	3.2	0.5	0.2	21.3		
Manchester	0.5	0.6	0.3	0.3	0.5	0.6	0.2	0.3	0.3	3.5		
Morecambe	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.5	0.5	1.3		
Boundary Mill, Vivary Way, Colne	0.7	1.4	0.1	1.2	0.5	0.8	1.0	0.1	0.1	5.9		
B&Q, Alston Road, Keighley	2.7	1.2	0.8	1.4	0.9	0.5	0.5	0.0	0.0	8.0		
B&Q, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.6		
Keighley Retail Park, Hard Ings Road, Keighley	3.5	1.6	0.7	1.3	0.9	0.6	0.7	0.0	0.0	9.3		
Currys / PC World, Keighley Retail Park, Keighley	2.6	1.5	1.7	1.6	0.8	0.5	0.3	0.0	0.0	8.9		
Other outside	1.3	2.1	1.4	2.0	1.5	2.8	2.0	3.3	4.0	20.5		
Outside Craven District Total	**38.8**	**21.1**	**13.2**	**21.9**	**13.9**	**14.4**	**12.7**	**13.8**	**14.5**	**164.4**		
Total	**51.6**	**35.6**	**28.9**	**50.6**	**31.4**	**32.2**	**27.4**	**21.4**	**20.4**	**299.5**	**96.6**	**396.1**

Notes:
(i) Source: Tables 3b, 14
(ii) Definition of Centres taken from the Craven Local Plan

2013 Prices Inclusive of VAT where applicable

Nathaniel Lichfield & Partners Limited
Craven Retail and Leisure Study 2015

Table 19: Comparison Retail Turnover 2032

Centre/Facilities	£ million											
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	Tourist Spend	Total (including Tourist Spend)
	55.3	38.2	31.0	54.3	33.6	34.5	29.4	23.0	21.9	321.1	103.5	424.7
Craven District												
Skipton	11.5	14.7	16.4	30.0	17.0	13.7	6.4	1.0	0.6	111.1	79.3	190.4
Elsewhere Skipton	0.0	0.0	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.4	0.3	0.7
Settle	0.2	0.2	0.0	0.3	0.2	3.8	8.9	3.0	0.9	17.5	12.5	30.0
Bentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	3.9	4.4	3.1	7.5
Crosshills	1.2	0.3	0.0	0.1	0.0	0.1	0.0	0.0	0.0	1.7	1.2	2.9
Grassington	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	1.2	0.8	2.0
Ingleton	0.0	0.0	0.0	0.0	0.4	0.3	0.4	3.7	1.0	5.8	4.1	9.9
Other Destinations Craven	0.7	0.3	0.2	0.3	0.1	1.1	0.0	0.0	0.1	2.9	2.1	4.9
Craven District Total	**13.7**	**15.5**	**16.8**	**30.8**	**18.7**	**19.1**	**15.7**	**8.2**	**6.4**	**144.9**	**103.5**	**248.5**
Outside Craven District												
Bradford	2.7	0.5	1.0	0.1	0.2	0.3	0.1	0.0	0.0	4.9		
Burnley	0.6	0.3	0.0	0.1	0.0	0.4	1.0	0.1	0.0	2.6		
Clitheroe	0.0	0.2	0.0	0.1	0.0	0.9	0.5	0.0	0.0	1.6		
Colne	2.5	0.4	0.5	0.9	0.1	0.7	0.3	0.0	0.0	5.7		
Harrogate	0.6	2.4	0.8	5.0	4.3	1.9	0.3	0.1	0.3	15.5		
Ilkley	0.4	1.4	0.5	1.7	1.7	0.3	0.0	0.0	0.0	6.1		
Kendal	0.0	0.0	0.0	0.0	0.0	0.2	0.7	5.2	3.8	10.0		
Keighley	17.0	4.7	3.2	4.4	2.1	1.3	1.7	0.0	0.0	34.4		
Lancaster	0.0	0.1	0.0	0.0	0.0	0.2	0.4	3.9	5.7	10.3		
Leeds	5.7	3.7	2.5	2.8	1.0	2.9	3.4	0.5	0.2	22.8		
Manchester	0.5	0.6	0.3	0.4	0.5	0.7	0.2	0.3	0.3	3.8		
Morecambe	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.6	0.6	1.4		
Boundary Mill, Vivary Way, Colne	0.7	1.5	0.1	1.2	0.5	0.9	1.0	0.2	0.1	6.3		
B&Q, Alston Road, Keighley	2.9	1.3	0.9	1.5	0.9	0.6	0.5	0.0	0.0	8.6		
B&Q, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.6		
Keighley Retail Park, Hard Ings Road, Keighley	3.8	1.7	0.8	1.4	1.0	0.6	0.8	0.0	0.0	10.0		
Currys / PC World, Keighley Retail Park, Keighley	2.7	1.6	1.8	1.7	0.9	0.5	0.4	0.0	0.0	9.6		
Other outside	1.4	2.3	1.5	2.2	1.7	3.0	2.2	3.5	4.3	22.0		
Outside Craven District Total	**41.6**	**22.7**	**14.2**	**23.5**	**14.9**	**15.4**	**13.7**	**14.8**	**15.5**	**176.2**		
Total	**55.3**	**38.2**	**31.0**	**54.3**	**33.6**	**34.5**	**29.4**	**23.0**	**21.9**	**321.1**	**103.5**	**424.7**

Notes:
(i) Source: Tables 3b, 14
(ii) Definition of Centres taken from the Craven Local Plan

2013 Prices Inclusive of VAT where applicable

Table 20: Summary of Comparison Retail Performance 2015 to 2032

Centre	2015	2020	2025	2030	2032
Survey Derived Turnover					
Craven District					
Skipton	108.7	124.2	148.4	177.6	190.4
Elsewhere Skipton	0.4	0.5	0.6	0.7	0.7
Settle	17.1	19.6	23.4	28.0	30.0
Bentham	4.3	4.9	5.9	7.0	7.5
Crosshills	1.6	1.9	2.2	2.7	2.9
Grassington	1.2	1.3	1.6	1.9	2.0
Ingleton	5.6	6.5	7.7	9.2	9.9
Other Destinations Craven	2.8	3.2	3.9	4.6	4.9
Craven District Total	141.8	162.1	193.6	231.7	248.5
Benchmark Turnover (including floorspace efficiencies)					
Craven District					
Skipton	108.7	123.0	139.1	157.4	165.4
Elsewhere Skipton	0.4	0.5	0.5	0.6	0.6
Settle	17.1	19.4	21.9	24.8	26.1
Bentham	4.3	4.9	5.5	6.2	6.5
Crosshills	1.6	1.9	2.1	2.4	2.5
Grassington	1.2	1.3	1.5	1.7	1.8
Ingleton	5.6	6.4	7.2	8.2	8.6
Other Destinations Craven	2.8	3.2	3.6	4.1	4.3
Craven District Total	141.8	160.4	181.5	205.4	215.8
Expenditure Deficit/Surplus					
Skipton	-	1.3	9.3	20.2	25.0
Elsewhere Skipton	-	0.0	0.0	0.1	0.1
Settle	-	0.2	1.5	3.2	4.0
Bentham	-	0.1	0.4	0.8	1.0
Crosshills	-	0.0	0.1	0.3	0.4
Grassington	-	0.0	0.1	0.2	0.3
Ingleton	-	0.1	0.5	1.1	1.3
Other Destinations Craven	-	0.0	0.2	0.5	0.7
Craven District Total		1.7	12.1	26.4	32.7

Notes:
(i) Source: Tables 15, 16, 17, 18 and 19
(ii) Floorspace at 2015 assumed to be trading at household survey derived turnover
(iii) Growth in floorspace efficiency is 2.5% annually

2013 Prices Inclusive of VAT where applicable

Table 21: Comparison Retail Capacity (sq.m net) at 2015, 2020, 2025, 2030 and 2032

Centre	At 2015			By 2020			By 2025			By 2030			By 2032		
	Surplus/ Deficit	Turnover Density sq.m	Net Sales Floorspace sq.m	Surplus/ Deficit	Turnover Density sq.m	Net Sales Floorspace sq.m	Surplus/ Deficit	Turnover Density sq.m	Net Sales Floorspace sq.m	Surplus/ Deficit	Turnover Density sq.m	Net Sales Floorspace sq.m	Surplus/ Deficit	Turnover Density sq.m	Net Sales Floorspace sq.m
Craven District															
Skipton	-	5,000	-	1.3	5,657	228	9.3	6,400	1,448	20.2	7,241	2,791	25.0	7,608	3,291
Elsewhere Skipton	-	3,000	-	0.0	3,394	1	0.0	3,840	9	0.1	4,345	18	0.1	4,565	22
Settle	-	4,000	-	0.2	4,526	45	1.5	5,120	286	3.2	5,793	551	4.0	6,086	650
Bentham	-	3,000	-	0.1	3,394	15	0.4	3,840	95	0.8	4,345	184	1.0	4,565	217
Crosshills	-	3,000	-	0.0	3,394	6	0.1	3,840	37	0.3	4,345	71	0.4	4,565	83
Grassington	-	3,000	-	0.0	3,394	4	0.1	3,840	26	0.2	4,345	49	0.3	4,565	58
Ingleton	-	3,000	-	0.1	3,394	20	0.5	3,840	126	1.1	4,345	242	1.3	4,565	285
Other Destinations Craven	-	3,000	-	0.0	3,394	10	0.2	3,840	63	0.5	4,345	121	0.7	4,565	142

Notes:
(i) Source: Tables 15, 16, 17, 18 and 19
(ii) Capacity assessed assuming sales density of £5,000 per sq. m for Skipton, £4,000 per sq. m for Settle and 3,000 per sq. m for local centres and other destinations
(iii) Floorspace at 2015 assumed to be trading at equilibrium

2013 Prices Inclusive of VAT where applicable

Appendix 7 STEAM Data

STEAM DRAFT TREND REPORT FOR 2012-2014

Draft

Craven District Council

Global Tourism Solutions (UK) Ltd
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STEAM DRAFT TREND REPORT FOR 2012-2014

CRAVEN DISTRICT COUNCIL

CONTENTS

Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

Report Section Design and Features

Headers

At the top of each page is a band containing key information about your report

The period covered by the report
The geographical / administrative area covered by the report

The ***Years*** shown and ***Indexation*** being applied (if applicable)

The ***Visitor Type*** being presented. This will change in those report sections with *User Controls* relating to Visitor Type (Excel File)

The section of the report you are viewing

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL
2012 to 2014
Historic Prices
DAY VISITOR
ECONOMIC IMPACT
Historic Prices

User Controls (Excel File)

Above the *Headers* is a band containing *User Controls*, these allow you to adjust various features of your report to suit your needs. When using these controls the report recalculates and represents your STEAM report outputs automatically. You may notice some delay between changing a setting and seeing the result, or being able to adjust a further setting, this is entirely normal.

Drop down fields allow you to change the **Years** shown in the tables and charts and in some sections of the report allow you to focus on specific **Visitor Types**. Where there is a financial component to the section you are viewing, you will be able to **Index** the historic financial data, by applying an inflationary factor based on the most recent report year shown in that report section. Where there is a **trend** or comparative element to the section and percentage changes are shown, you have the option to apply **highlighting** to those values that are above a certain percentage threshold (+/-3% for example). In the Comparative Headlines section, the **Focus Year** can be any year from the trend period, the **Comparison Year** can only be set as a year which is <u>earlier</u> than the focus year.

REPORT CONTROLS - *Please adjust the report outputs using the drop-down controls below*
FOCUS YEAR 2014
COMPARISON YEAR 2013
INDEXATION Reflect Price Inflation? NO
HIGHLIGHT % CHANGES GREATER THAN OR EQUAL TO: 3%
home

A link back to the "Home" page, allowing navigation to each section of the report

Units

Each section of the report automatically adjusts number formatting to present data in the most easily understandable way. Different visitor types can generate impacts at very different scales and as a result you may see figures for one group of visitors in thousands and another in millions. The units we use are:

FTEs	= Full Time Equivalent jobs supported
£000s / 000s	= thousands of pounds or thousands of tourist days / tourist numbers
£m / m	= millions of pounds or millions of tourist days / tourist numbers
£bn / bn	= billions of pounds or billions of tourist days / tourist numbers

Visitor Numbers / Visitor Days / Average Length of Stay

The term *Visitor Numbers* relates to the estimated number of individual **visits** to the area. Each type of visitor tends to stay, on average, a different length of time (Average Length of Stay). The term *Visitor Days* relates to the estimated number of **days** spent within the area by the different visitor types. If you divide the visitor numbers by visitor days, you have the ***Average Length of Stay*** for that Visitor Type

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

Comparing 2014 and 2013

All £'s Historic Prices

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2014 & 2013 - IN HISTORIC PRICES

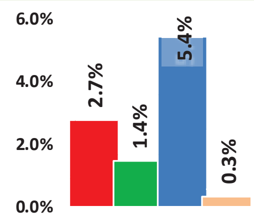
KEY
- An increase of 3% or more
- Less than 3% change
- A Fall of 3% or more

		Staying in Paid Accommodation: Serviced			Staying in Paid Accommodation: Non-Serviced			Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		2014	2013	+/- %	2014	2013	+/- %	2014	2013	+/- %	2014	2013	+/- %	2014	2013	+/- %	2014	2013	+/- %
Visitor Days	M	0.468	0.455	2.7%	1.270	1.260	0.8%	0.276	0.274	0.7%	2.013	1.989	1.2%	5.061	4.985	1.5%	7.075	6.975	1.4%
Visitor Numbers	M	0.247	0.243	1.4%	0.206	0.206	0.1%	0.061	0.061	0.8%	0.514	0.509	0.8%	5.061	4.985	1.5%	5.575	5.495	1.5%
Direct Expenditure	£M																227.25	217.67	4.4%
Economic Impact	£M	49.34	46.80	5.4%	66.83	64.25	4.0%	12.63	12.20	3.5%	128.81	123.25	4.5%	175.78	168.48	4.3%	304.58	291.73	4.4%
Direct Employment	FTEs	999	996	0.3%	1,250	1,252	-0.1%	125	126	-0.6%	2,375	2,374	0.0%	1,722	1,718	0.2%	4,096	4,092	0.1%
Total Employment	FTEs																4,977	4,970	0.1%

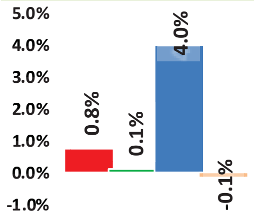
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2014 & 2013 - IN HISTORIC PRICES

KEY
- Visitor Days
- Visitor Numbers
- Total Economic Impact
- Direct Employment

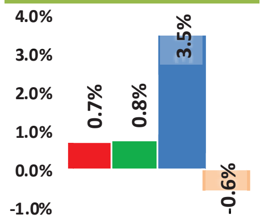
Serviced



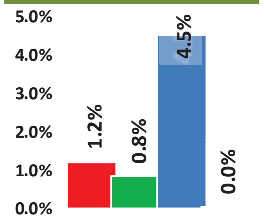
Non-Serviced



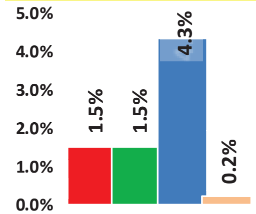
SFR



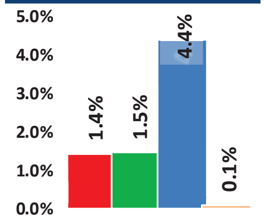
All Staying Visitors



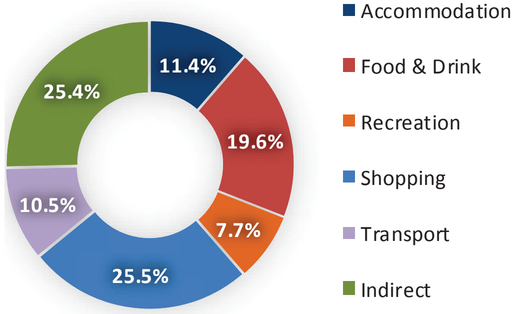
Day Visitors



All Visitor Types

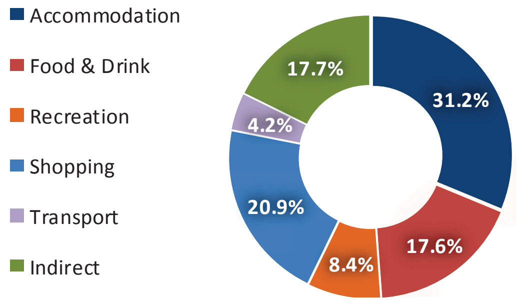


Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectoral Distribution of Employment - FTEs

Sectors	Economic Impact 2014	Economic Impact 2013	+/- %	Employment 2014	Employment 2013	+/- %
Accommodation	34.63	32.86	5.4%	1,555	1,553	0.1%
Food & Drink	59.64	57.19	4.3%	876	875	0.1%
Recreation	23.37	22.43	4.2%	416	416	0.1%
Shopping	77.58	74.43	4.2%	1,039	1,038	0.1%
Transport	32.04	30.75	4.2%	210	210	0.1%
TOTAL DIRECT	227.25	217.67	4.4%	4,096	4,092	0.1%
Indirect	77.33	74.07	4.4%	881	878	0.3%
TOTAL	304.58	291.73	4.4%	4,977	4,970	0.1%



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Unindexed Key Measures by Year and Visitor Type for the Period 2012 to 2014

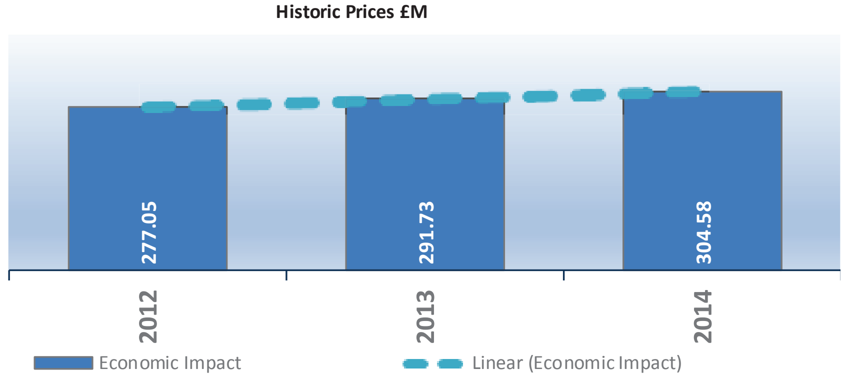
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL	2012 to 2014 Historic Prices	TOTAL	KEY MEASURES Historic Prices

Economic Impact - Historic Prices - Total

% Change Year on Year

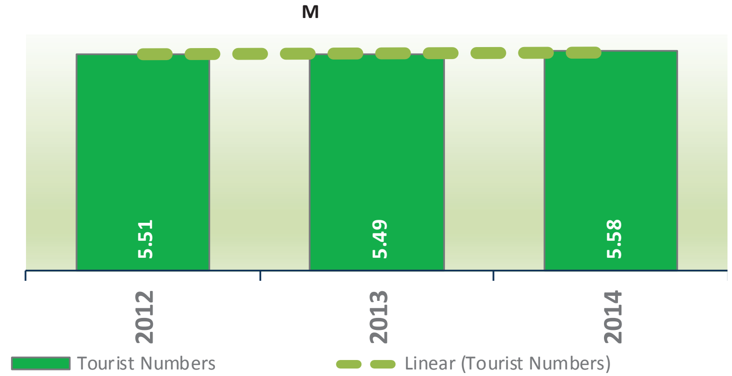
2013	5.3%
2014	4.4%



Visitor Numbers - Total

% Change Year on Year

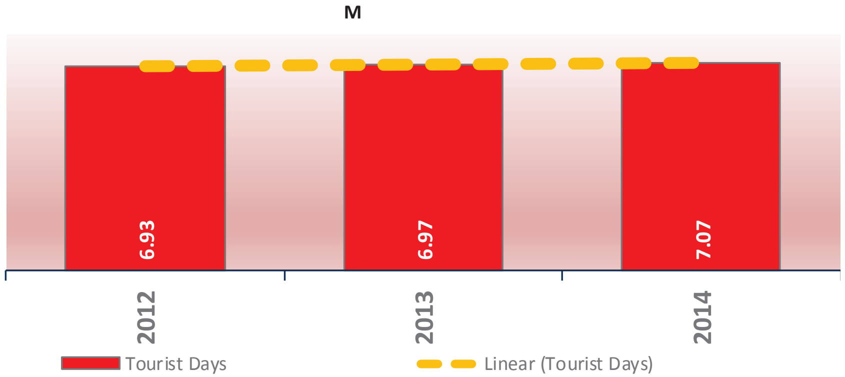
2013	-0.2%
2014	1.5%



Visitor Days - Total

% Change Year on Year

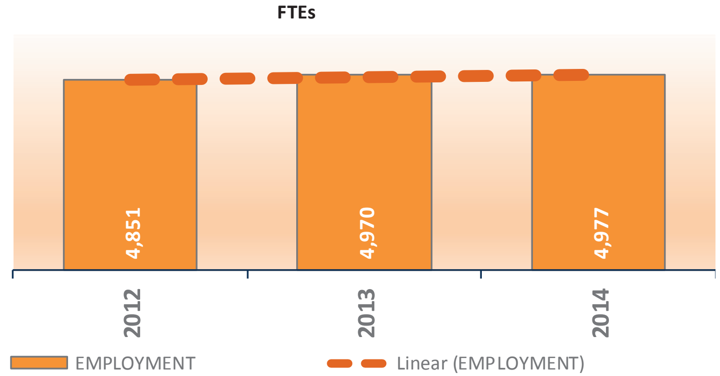
2013	0.6%
2014	1.4%



Total Employment Supported - Total

% Change Year on Year

2013	2.5%
2014	0.1%



% Change from 2012	2012	2013	2014
Economic Impact - Historic Prices		5.3%	9.9%
Visitor Numbers		-0.2%	1.2%
Visitor Days		0.6%	2.0%
Total Employment		2.5%	2.6%

"Linear" = *Linear Trendline*

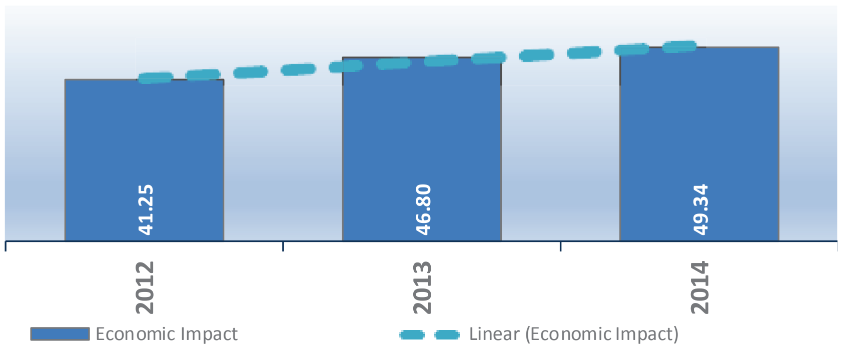
Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL	2012 to 2014 Historic Prices	SERVICED ACCOMMODATION	KEY MEASURES Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation

% Change Year on Year	
2013	13.5%
2014	5.4%

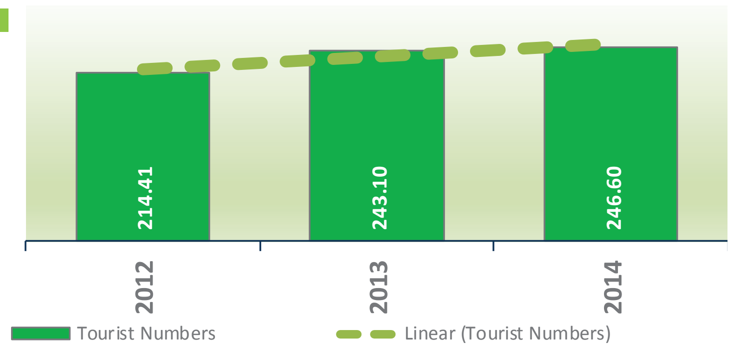
Historic Prices £M



Visitor Numbers - Serviced Accommodation

% Change Year on Year	
2013	13.4%
2014	1.4%

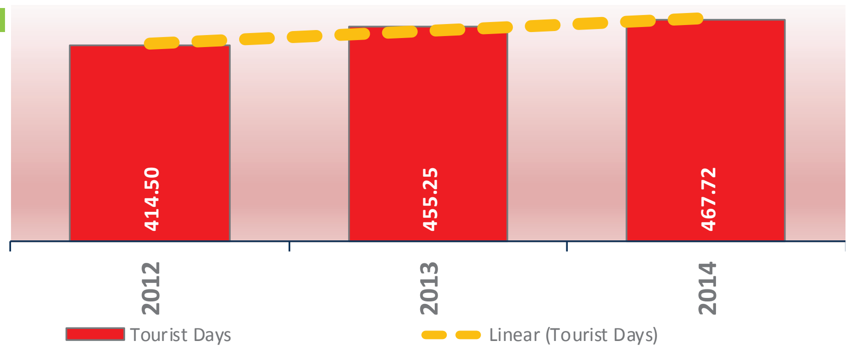
000s



Visitor Days - Serviced Accommodation

% Change Year on Year	
2013	9.8%
2014	2.7%

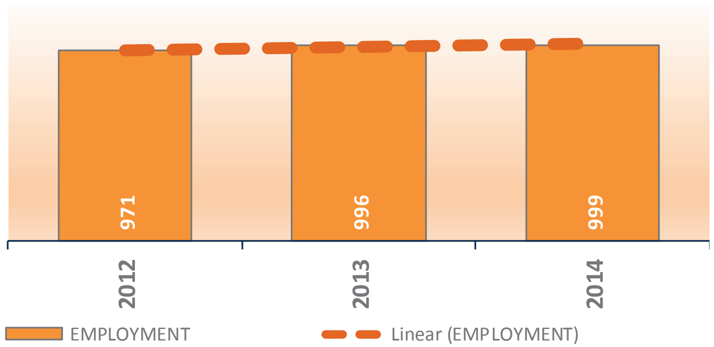
000s



Direct Employment Supported - Serviced Accommodation

% Change Year on Year	
2013	2.6%
2014	0.3%

FTEs



% Change from 2012	2012	2013	2014
Economic Impact - Historic Prices		13.5%	19.6%
Visitor Numbers		13.4%	15.0%
Visitor Days		9.8%	12.8%
Direct Employment		2.6%	2.9%

"Linear" = *Linear Trendline*

Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

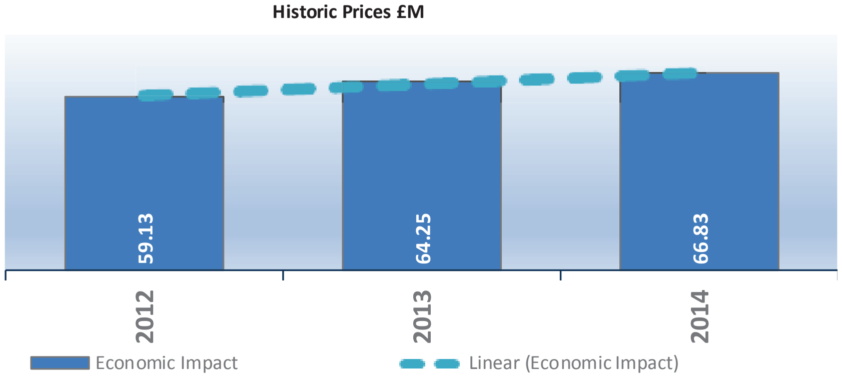
2012 to 2014
Historic Prices

NON-SERVICED ACCOMMODATION

KEY MEASURES
Historic Prices

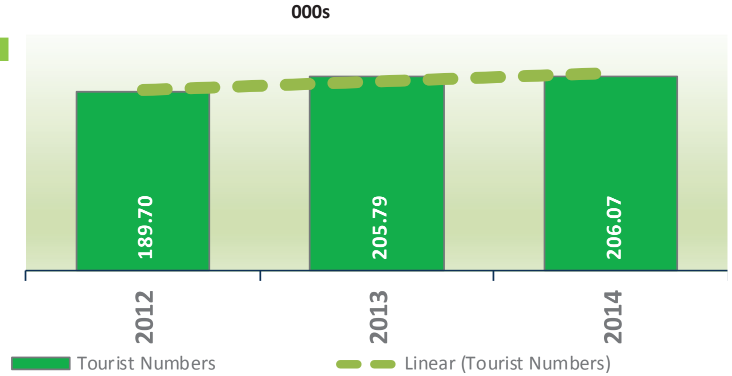
Economic Impact - Historic Prices - Non-Serviced Accommodation

% Change Year on Year	
2013	8.7%
2014	4.0%



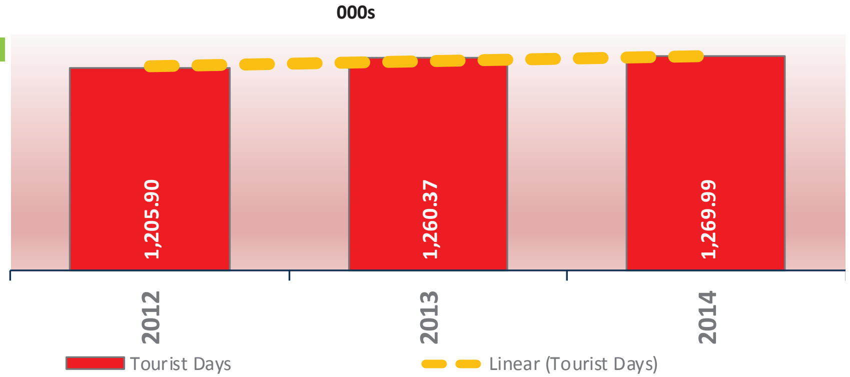
Visitor Numbers - Non-Serviced Accommodation

% Change Year on Year	
2013	8.5%
2014	0.1%



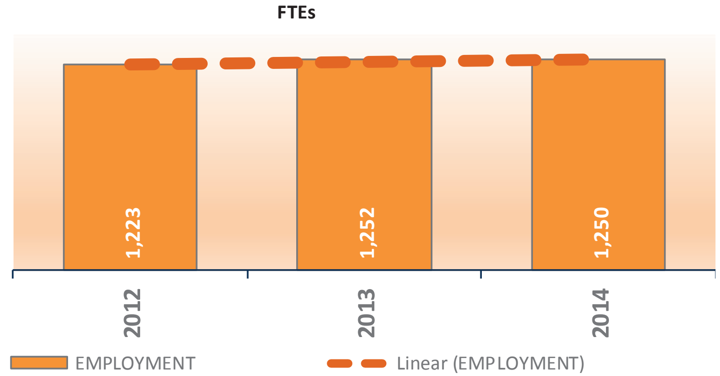
Visitor Days - Non-Serviced Accommodation

% Change Year on Year	
2013	4.5%
2014	0.8%



Direct Employment Supported - Non-Serviced Accommodation

% Change Year on Year	
2013	2.4%
2014	-0.1%



% Change from 2012	2012	2013	2014
Economic Impact - Historic Prices		8.7%	13.0%
Visitor Numbers		8.5%	8.6%
Visitor Days		4.5%	5.3%
Direct Employment		2.4%	2.2%

"Linear" = *Linear Trendline*

Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

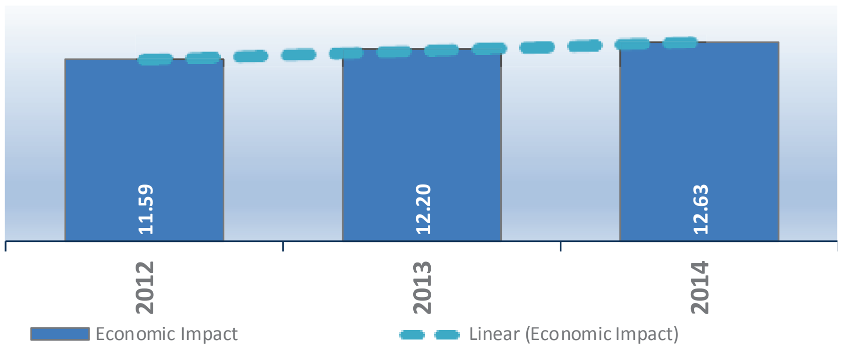
STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL	2012 to 2014 Historic Prices	SFR	KEY MEASURES Historic Prices

Economic Impact - Historic Prices - SFR

% Change Year on Year

2013	5.3%
2014	3.5%

Historic Prices £M

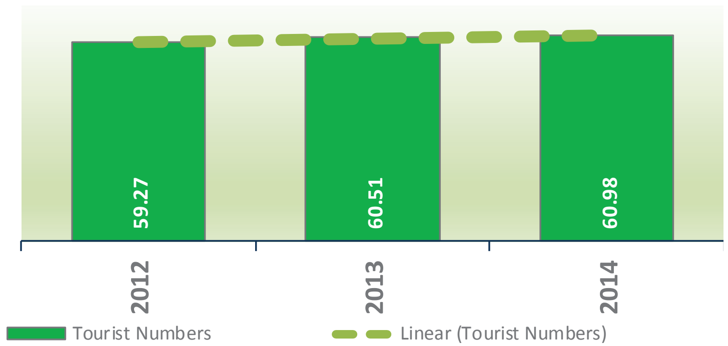


Visitor Numbers - SFR

% Change Year on Year

2013	2.1%
2014	0.8%

000s

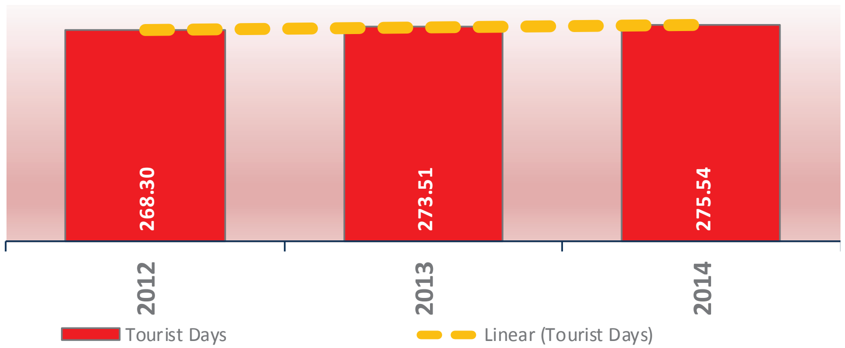


Visitor Days - SFR

% Change Year on Year

2013	1.9%
2014	0.7%

000s

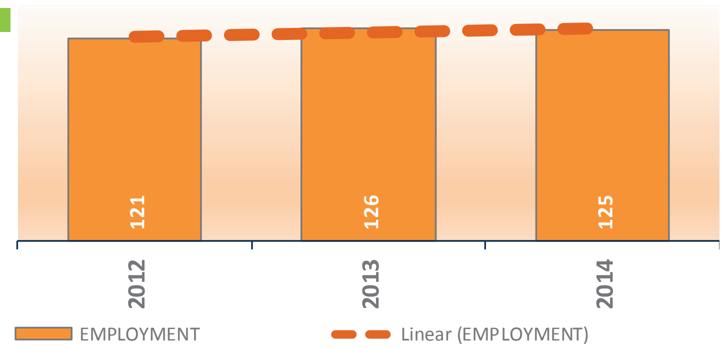


Direct Employment Supported - SFR

% Change Year on Year

2013	4.5%
2014	-0.6%

FTEs



% Change from 2012	2012	2013	2014
Economic Impact - Historic Prices		5.3%	9.0%
Visitor Numbers		2.1%	2.9%
Visitor Days		1.9%	2.7%
Direct Employment		4.5%	3.9%

"Linear" = *Linear Trendline*

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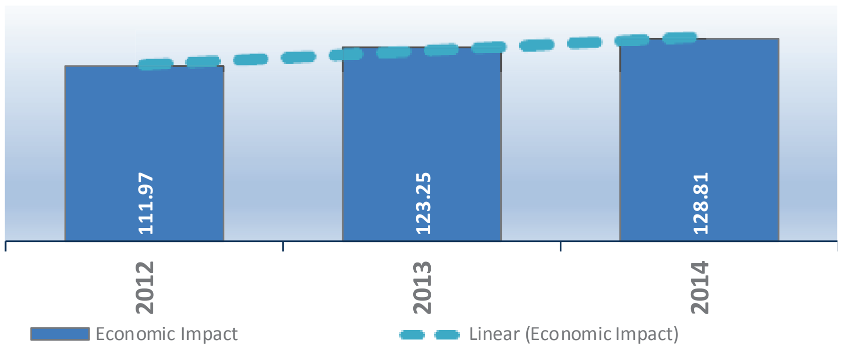
STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL	2012 to 2014 Historic Prices	STAYING VISITOR	KEY MEASURES Historic Prices

Economic Impact - Historic Prices - Staying Visitor

% Change Year on Year	
2013	10.1%
2014	4.5%

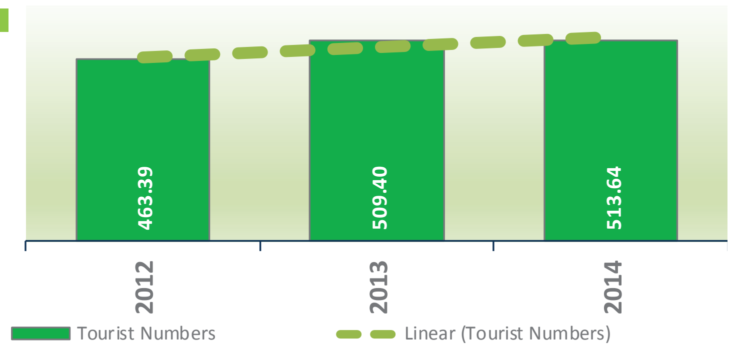
Historic Prices £M



Visitor Numbers - Staying Visitor

% Change Year on Year	
2013	9.9%
2014	0.8%

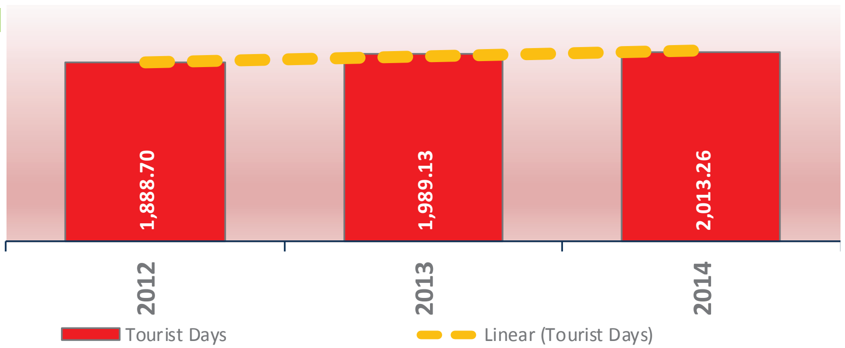
000s



Visitor Days - Staying Visitor

% Change Year on Year	
2013	5.3%
2014	1.2%

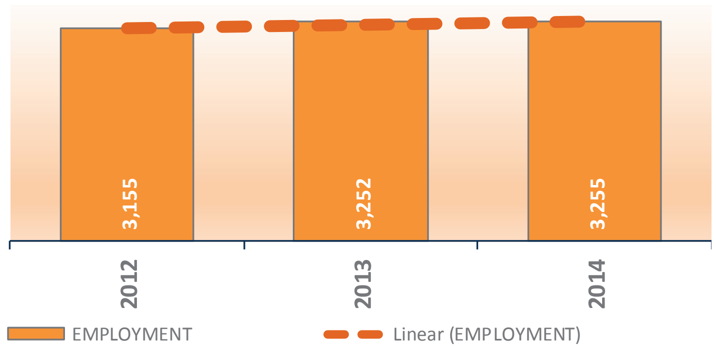
000s



Direct Employment Supported - Staying Visitor

% Change Year on Year	
2013	2.6%
2014	0.0%

FTEs



% Change from 2012	2012	2013	2014
Economic Impact - Historic Prices		10.1%	15.0%
Visitor Numbers		9.9%	10.8%
Visitor Days		5.3%	6.6%
Direct Employment		3.1%	3.2%

"Linear" = *Linear Trendline*

Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

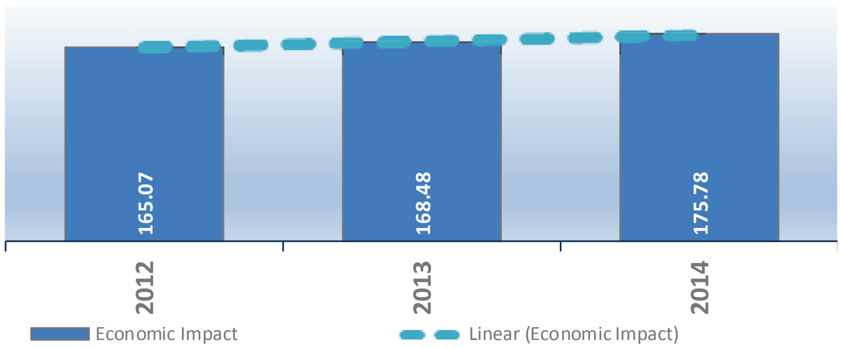
STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL	2012 to 2014 Historic Prices	DAY VISITOR	KEY MEASURES Historic Prices

Economic Impact - Historic Prices - Day Visitor

% Change Year on Year

2013	2.1%
2014	4.3%

Historic Prices £M

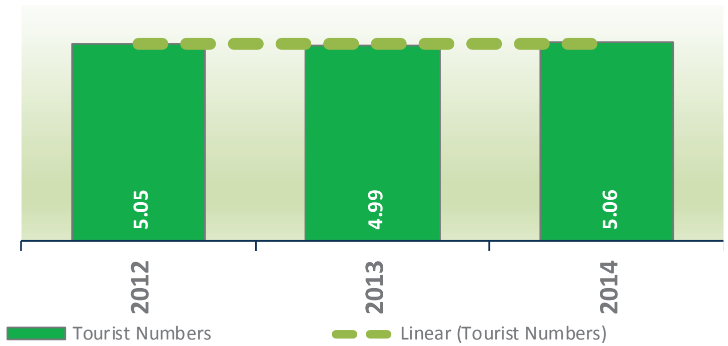


Visitor Numbers - Day Visitor

% Change Year on Year

2013	-1.2%
2014	1.5%

M

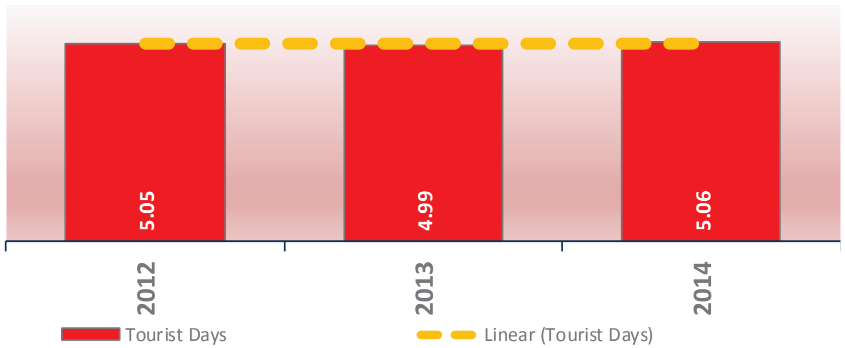


Visitor Days - Day Visitor

% Change Year on Year

2013	-1.2%
2014	1.5%

M

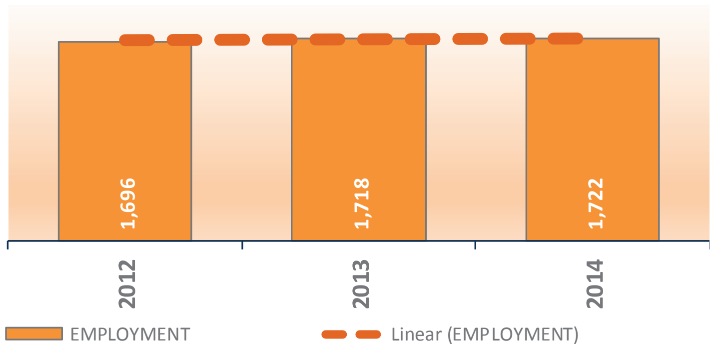


Direct Employment Supported - Day Visitor

% Change Year on Year

2013	1.3%
2014	0.2%

FTEs



% Change from 2012	2012	2013	2014
Economic Impact - Historic Prices		2.1%	6.5%
Visitor Numbers		-1.2%	0.3%
Visitor Days		-1.2%	0.3%
Direct Employment		1.3%	1.5%

"Linear" = *Linear Trendline*

Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2012 to 2014

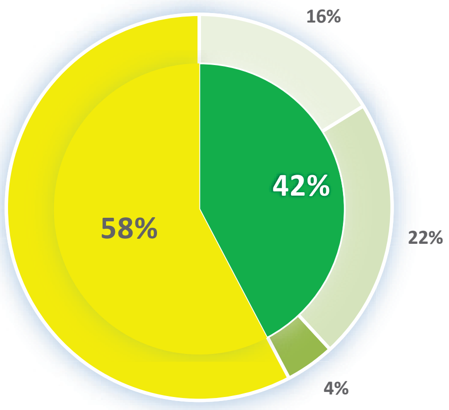
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL	2014 Historic Prices	TOTAL	DISTRIBUTION BY VISITOR TYPE Historic Prices

Economic Impact - Historic Prices - £M - Share of Total

TOTAL
£304.58m

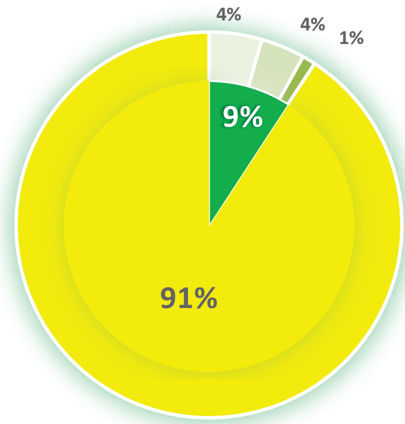
	£M
Serviced	49.34
Non-Serviced	66.83
SFR	12.63
Staying Visitor	128.81
Day Visitor	175.78
Total	304.58



Visitor Numbers - 2014 - M - Share of Total

TOTAL
5.58m

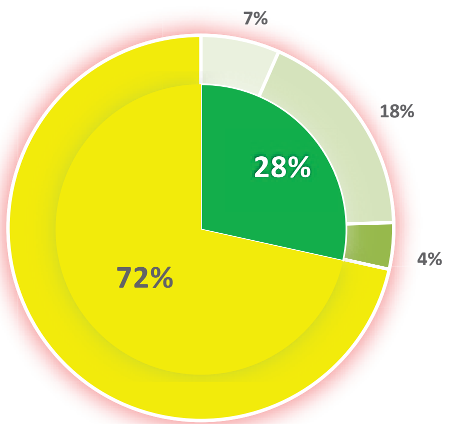
	M
Serviced	0.25
Non-Serviced	0.21
SFR	0.06
Staying Visitor	0.51
Day Visitor	5.06
Total	5.58



Visitor Days - 2014 - M - Share of Total

TOTAL
7.07m

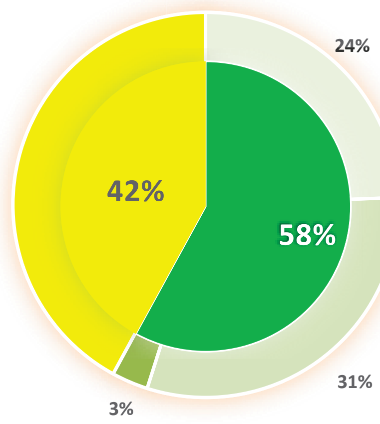
	M
Serviced	0.47
Non-Serviced	1.27
SFR	0.28
Staying Visitor	2.01
Day Visitor	5.06
Total	7.07



Direct Employment Supported - 2014 - FTEs - Share of Total

TOTAL
4,096 Direct FTEs
4,977 Total FTEs

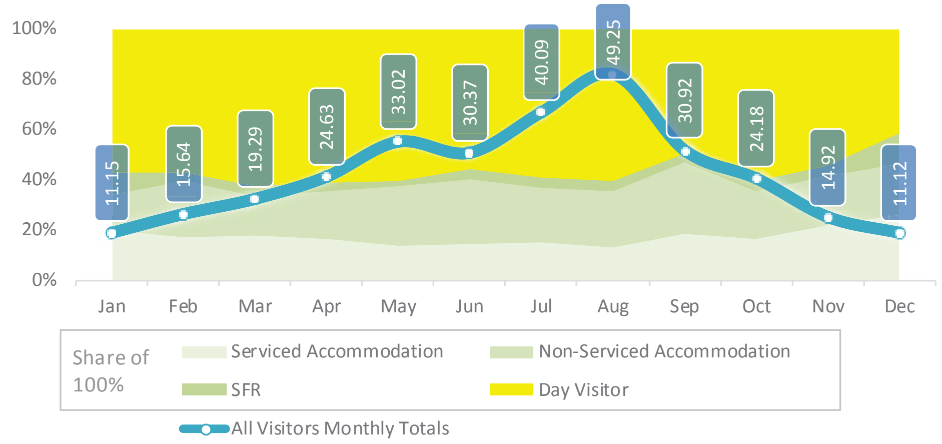
	FTEs
Serviced	999
Non-Serviced	1,250
SFR	125
Staying Visitor	2,375
Day Visitor	1,722
Total	4,096



Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

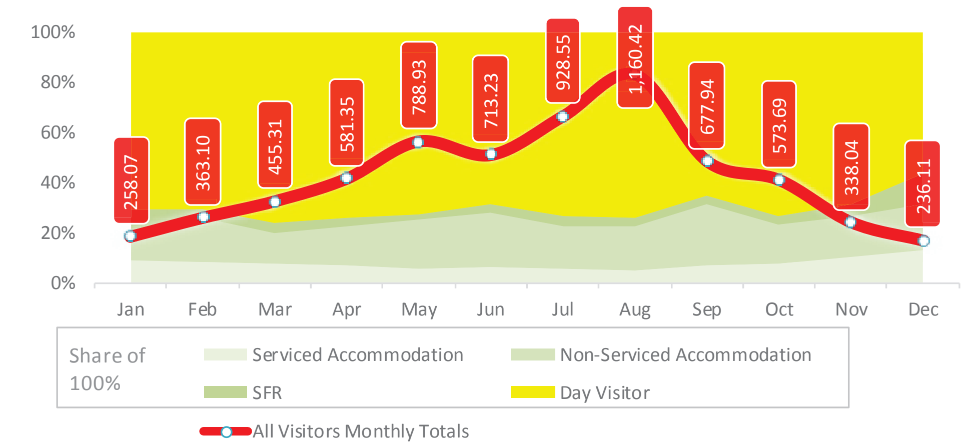
STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL	2014 Historic Prices	TOTAL	DISTRIBUTION BY MONTH Historic Prices

Economic Impact - Historic Prices - £M - Distribution of Impact by Month

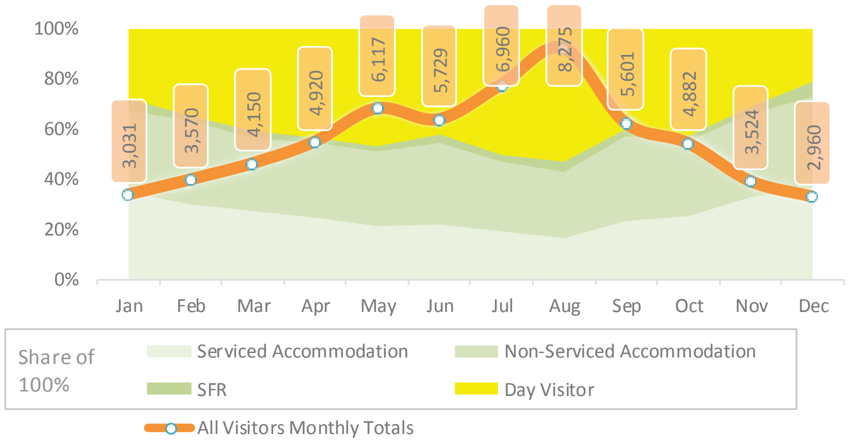


Visitor Numbers - 2014 - 000s - Distribution of Impact by Month

Visitor Days - 2014 - 000s - Distribution of Impact by Month



Direct Employment Supported - 2014 - FTEs - Distribution of Impact by Month



Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

2012 to 2014
Historic Prices

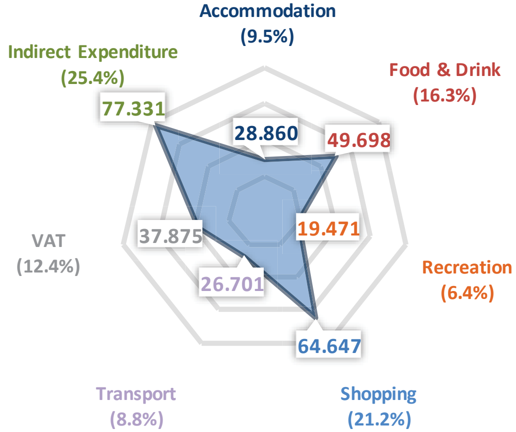
TOTAL

SECTORAL ANALYSIS
Historic Prices

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2012	2013	2014
Accommodation	£M	24.27	27.38	28.86
Food & Drink	£M	45.55	47.66	49.70
Recreation	£M	17.95	18.69	19.47
Shopping	£M	59.88	62.03	64.65
Transport	£M	24.59	25.63	26.70
Direct Revenue	£M	172.25	181.39	189.38
VAT	£M	34.45	36.28	37.88
Direct Expenditure	£M	206.70	217.67	227.25
Indirect Expenditure	£M	70.35	74.07	77.33
TOTAL	£M	277.05	291.73	304.58

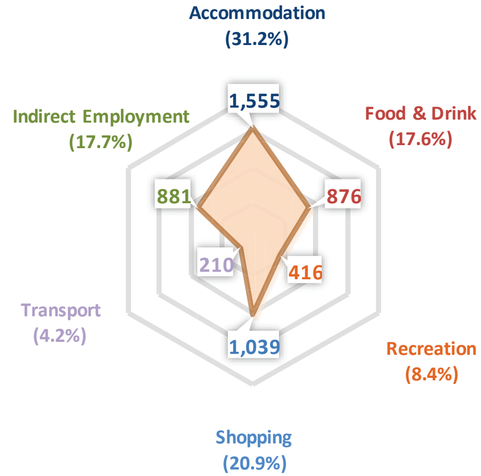
2014 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2012	2013	2014
Accommodation	FTEs	1,553	1,553	1,555
Food & Drink	FTEs	842	875	876
Recreation	FTEs	403	416	416
Shopping	FTEs	1,009	1,038	1,039
Transport	FTEs	203	210	210
Direct Employment	FTEs	4,010	4,092	4,096
Indirect Employment	FTEs	840	878	881
TOTAL	FTEs	4,851	4,970	4,977

2014 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2012 to 2014

Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

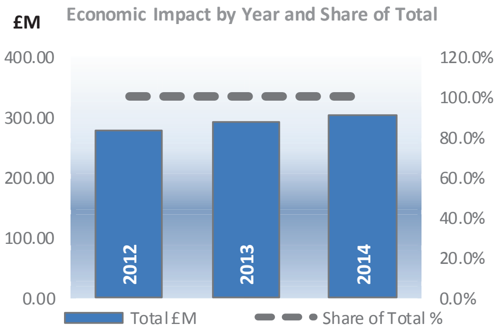
STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL	2012 to 2014 Historic Prices	TOTAL	ECONOMIC IMPACT Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		5.1%	1.5%	3.5%	0.5%	6.8%	7.8%	23.4%	17.7%	8.1%	9.6%	10.0%	8.7%	9.9%	Annual Change	3.2%	5.3%	16.8%	9.5%
% Change 2013 to 2014		9.3%	-10.0%	-3.6%	3.3%	2.4%	6.6%	12.5%	13.7%	-2.8%	3.8%	4.5%	-0.9%	4.4%		-3.2%	4.1%	8.6%	2.9%
Average Annual Change		2.6%	0.8%	1.7%	0.3%	3.4%	3.9%	11.7%	8.9%	4.0%	4.8%	5.0%	4.3%	5.0%		1.6%	2.6%	8.4%	4.8%
2012	£M	10.60	15.40	18.64	24.50	30.92	28.18	32.50	41.83	28.61	22.07	13.56	10.23	277.05		44.64	83.60	102.95	45.86
2013	£M	10.20	17.38	20.01	23.83	32.25	28.49	35.65	43.31	31.81	23.29	14.28	11.22	291.73	5.3%	47.59	84.58	110.77	48.79
2014	£M	11.15	15.64	19.29	24.63	33.02	30.37	40.09	49.25	30.92	24.18	14.92	11.12	304.58	4.4%	46.08	88.02	120.27	50.22

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2012	2013	2014
Total	£M	277.05	291.73	304.58
All Visitor Types	£M	277.05	291.73	304.58
Share of Total	%	100.0%	100.0%	100.0%
Annual Change in Share	%			
Change in Share from 2012	%			
Avg Ann. Change in Share	%			

TOTAL



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

2012 to 2014
Historic Prices

SERVICED ACCOMMODATION

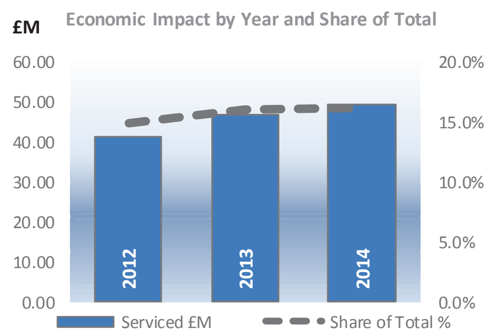
ECONOMIC IMPACT
Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		19.5%	11.4%	38.2%	31.7%	41.2%	11.6%	13.0%	17.6%	10.7%	14.8%	22.2%	19.9%	19.6%		23.5%	27.0%	13.9%	18.5%
% Change 2013 to 2014		16.0%	7.8%	2.5%	15.3%	4.6%	1.3%	5.9%	2.3%	4.7%	5.7%	1.5%	6.4%	5.4%	Annual Change	7.5%	6.6%	4.3%	4.5%
Average Annual Change		9.7%	5.7%	19.1%	15.8%	20.6%	5.8%	6.5%	8.8%	5.4%	7.4%	11.1%	9.9%	9.8%		11.7%	13.5%	6.9%	9.3%
2012	£M	1.851	2.398	2.463	3.073	3.202	3.843	5.395	5.519	5.086	3.409	2.622	2.389	41.25		6.712	10.12	16.00	8.420
2013	£M	1.908	2.477	3.324	3.508	4.319	4.233	5.757	6.345	5.378	3.703	3.156	2.692	46.80	13.5%	7.708	12.06	17.48	9.551
2014	£M	2.212	2.670	3.405	4.046	4.519	4.288	6.099	6.493	5.631	3.913	3.204	2.864	49.34	5.4%	8.287	12.85	18.22	9.980

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2012	2013	2014
Serviced	£M	41.25	46.80	49.34
All Visitor Types	£M	277.05	291.73	304.58
Share of Total	%	14.9%	16.0%	16.2%
Annual Change in Share	%		7.7%	1.0%
Change in Share from 2012	%		7.7%	8.8%
Avg Ann. Change in Share	%		7.7%	4.4%

SERVICED ACCOMMODATION



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STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

2012 to 2014 Historic Prices | NON-SERVICED ACCOMMODATION | ECONOMIC IMPACT Historic Prices

ECONOMIC IMPACT BY: MONTH AND QUARTER — NON-SERVICED ACCOMMODATION — ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES

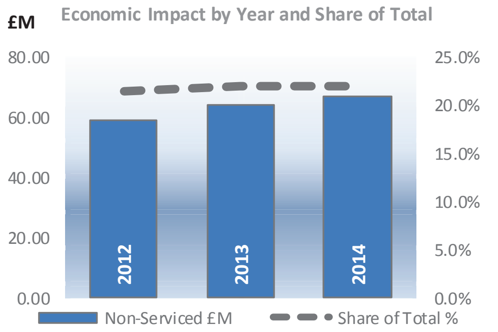
KEY: An increase of 3% or more; Less than 3% change; A Fall of 3% or more

		Q1			Q2			Q3			Q4			CALENDAR YEAR		QUARTER			
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2012 to 2014		14.0%	92.4%	9.1%	-3.7%	6.1%	0.7%	14.9%	17.5%	13.4%	9.8%	22.2%	29.4%	13.0%	Annual Change	35.1%	1.6%	15.4%	17.4%
% Change 2013 to 2014		3.8%	3.7%	4.3%	2.6%	-1.1%	0.2%	3.7%	6.5%	6.8%	7.3%	7.3%	7.3%	4.0%		4.0%	0.3%	5.7%	7.3%
Average Annual Change		7.0%	46.2%	4.5%	-1.8%	3.1%	0.4%	7.4%	8.8%	6.7%	4.9%	11.1%	14.7%	6.5%		17.5%	0.8%	7.7%	8.7%
2012	£M	1.411	1.789	2.803	4.879	7.397	7.784	7.595	9.264	7.751	4.290	2.395	1.774	59.13		6.004	20.06	24.61	8.460
2013	£M	1.550	3.319	2.931	4.579	7.934	7.820	8.411	10.22	8.233	4.389	2.727	2.139	64.25	8.7%	7.800	20.33	26.86	9.255
2014	£M	1.608	3.443	3.058	4.700	7.849	7.838	8.723	10.89	8.791	4.708	2.926	2.297	66.83	4.0%	8.110	20.39	28.40	9.931

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2012	2013	2014
Non-Serviced	£M	59.13	64.25	66.83
All Visitor Types	£M	277.05	291.73	304.58
Share of Total	%	21.3%	22.0%	21.9%
Annual Change in Share	%		3.2%	-0.4%
Change in Share from 2012	%		3.2%	2.8%
Avg Ann. Change in Share	%		3.2%	1.4%

NON-SERVICED ACCOMMODATION



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STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

2012 to 2014
Historic Prices

SFR

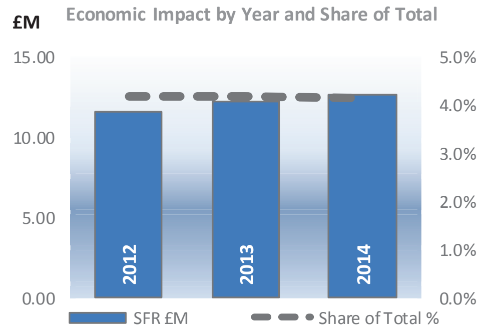
ECONOMIC IMPACT
Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		9.0%	22.4%	9.5%	5.9%	8.4%	4.9%	8.6%	9.4%	8.0%	7.6%	10.9%	10.8%	9.0%	Annual Change	12.2%	6.1%	8.8%	9.9%
% Change 2013 to 2014		4.6%	3.5%	2.9%	4.2%	2.2%	2.0%	3.3%	3.8%	4.0%	4.1%	3.6%	4.0%	3.5%		3.8%	2.7%	3.7%	3.9%
Average Annual Change		4.5%	11.2%	4.7%	2.9%	4.2%	2.4%	4.3%	4.7%	4.0%	3.8%	5.4%	5.4%	4.5%		6.1%	3.0%	4.4%	4.9%
2012	£M	0.892	0.465	0.673	0.811	0.672	1.231	1.388	1.856	0.963	0.798	0.622	1.217	11.59		2.031	2.714	4.207	2.637
2013	£M	0.929	0.550	0.716	0.824	0.713	1.266	1.458	1.958	1.000	0.825	0.666	1.296	12.20	5.3%	2.196	2.803	4.416	2.787
2014	£M	0.972	0.570	0.737	0.859	0.728	1.291	1.506	2.031	1.040	0.859	0.690	1.348	12.63	3.5%	2.279	2.879	4.578	2.897

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2012	2013	2014
SFR	£M	11.59	12.20	12.63
All Visitor Types	£M	277.05	291.73	304.58
Share of Total	%	4.2%	4.2%	4.1%
Annual Change in Share	%		0.0%	-0.8%
Change in Share from 2012	%		0.0%	-0.8%
Avg Ann. Change in Share	%		0.0%	-0.4%

SFR



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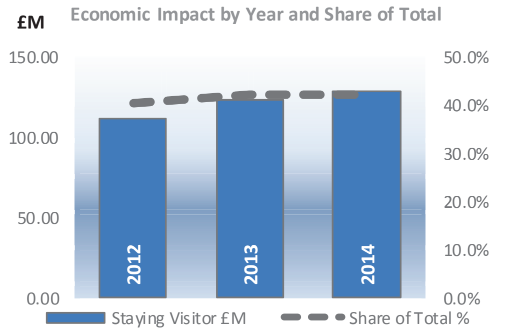
STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL														2012 to 2014 Historic Prices	STAYING VISITOR		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:		MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES													TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC				Q1	Q2	Q3	Q4
% Change 2012 to 2014		15.4%	43.7%	21.2%	9.6%	16.2%	4.4%	13.6%	16.7%	12.0%	11.6%	20.9%	21.0%		15.0%	Annual Change	26.6%	9.8%	14.2%	16.9%
% Change 2013 to 2014		9.2%	5.3%	3.3%	7.8%	1.0%	0.7%	4.5%	4.8%	5.8%	6.3%	4.1%	6.2%		4.5%		5.5%	2.6%	5.0%	5.6%
Average Annual Change		7.7%	21.8%	10.6%	4.8%	8.1%	2.2%	6.8%	8.3%	6.0%	5.8%	10.5%	10.5%		7.5%		13.3%	4.9%	7.1%	8.4%
2012	£M	4.154	4.652	5.940	8.763	11.27	12.86	14.38	16.64	13.80	8.497	5.639	5.380		111.97		14.75	32.89	44.82	19.52
2013	£M	4.387	6.346	6.971	8.912	12.97	13.32	15.63	18.52	14.61	8.917	6.549	6.128		123.25	10.1%	17.70	35.20	48.76	21.59
2014	£M	4.793	6.683	7.200	9.605	13.10	13.42	16.33	19.41	15.46	9.480	6.820	6.508		128.81	4.5%	18.68	36.12	51.20	22.81

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2012	2013	2014
Staying Visitor	£M	111.97	123.25	128.81
All Visitor Types	£M	277.05	291.73	304.58
Share of Total	%	40.4%	42.2%	42.3%
Annual Change in Share	%		4.5%	0.1%
Change in Share from 2012	%		4.5%	4.6%
Avg Ann. Change in Share	%		4.5%	2.3%

STAYING VISITOR



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STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

2012 to 2014 Historic Prices | DAY VISITOR | ECONOMIC IMPACT Historic Prices

ECONOMIC IMPACT BY: MONTH AND QUARTER | CALENDAR YEAR | QUARTER

KEY: DAY VISITOR

- An increase of 3% or more
- Less than 3% change
- A Fall of 3% or more

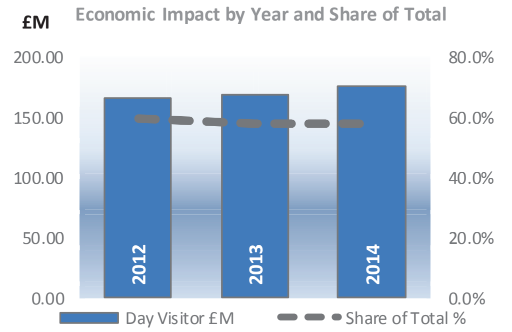
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES

		Q1			Q2			Q3			Q4							
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2012 to 2014		-1.5%	-16.7%	-4.8%	-4.6%	1.4%	10.7%	31.1%	18.5%	4.4%	8.3%	2.3%	-4.9%	6.5%	Annual Change	-8.4%	2.3%	18.8%	4.1%
% Change 2013 to 2014		9.3%	-18.8%	-7.3%	0.7%	3.3%	11.7%	18.7%	20.4%	-10.1%	2.3%	4.8%	-9.4%	4.3%		-8.3%	5.1%	11.4%	0.8%
Average Annual Change		-0.7%	-8.3%	-2.4%	-2.3%	0.7%	5.3%	15.6%	9.2%	2.2%	4.2%	1.1%	-2.5%	3.2%		-4.2%	1.2%	9.4%	2.0%
2012	£M	6.450	10.75	12.70	15.74	19.65	15.32	18.12	25.19	14.81	13.57	7.918	4.851	165.07		29.90	50.71	58.13	26.34
2013	£M	5.815	11.04	13.04	14.92	19.29	15.17	20.03	24.79	17.20	14.37	7.728	5.093	168.48	2.1%	29.89	49.38	62.01	27.19
2014	£M	6.356	8.957	12.09	15.02	19.92	16.95	23.77	29.84	15.46	14.70	8.097	4.612	175.78	4.3%	27.40	51.90	69.07	27.41

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET		2012	2013	2014
Day Visitor	£M	165.07	168.48	175.78
All Visitor Types	£M	277.05	291.73	304.58
Share of Total	%	59.6%	57.8%	57.7%
Annual Change in Share	%		-3.1%	-0.1%
Change in Share from 2012	%		-3.1%	-3.1%
Avg Ann. Change in Share	%		-3.1%	-1.6%

DAY VISITOR



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

Visitor Numbers by Month, Year and Visitor Type for the Period 2012 to 2014

Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

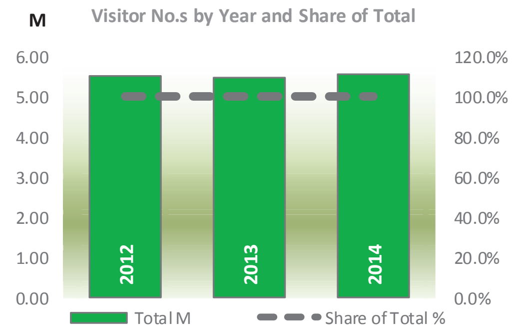
2012 to 2014 | TOTAL | VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		-6.2%	-18.6%	-8.7%	-9.0%	-3.0%	3.4%	22.8%	11.9%	0.5%	2.0%	-2.1%	-6.7%	1.2%	Annual Change	-11.7%	-2.8%	12.3%	-0.9%
% Change 2013 to 2014		6.3%	-19.2%	-9.2%	-1.7%	0.0%	7.2%	14.7%	16.2%	-10.6%	-0.5%	1.2%	-10.0%	1.5%		-9.8%	1.7%	8.2%	-1.9%
Average Annual Change		-3.1%	-9.3%	-4.4%	-4.5%	-1.5%	1.7%	11.4%	5.9%	0.3%	1.0%	-1.0%	-3.4%	0.6%		-5.8%	-1.4%	6.2%	-0.5%
2012	M	0.218	0.353	0.415	0.520	0.648	0.520	0.603	0.828	0.502	0.455	0.272	0.175	5.508		0.986	1.688	1.934	0.901
2013	M	0.193	0.355	0.417	0.482	0.629	0.501	0.646	0.797	0.565	0.466	0.263	0.181	5.495	-0.2%	0.965	1.612	2.008	0.910
2014	M	0.205	0.287	0.379	0.474	0.629	0.537	0.741	0.926	0.505	0.463	0.266	0.163	5.575	1.5%	0.871	1.640	2.172	0.892

VISITOR NUMBERS

SHARE OF MARKET		2012	2013	2014
Total	M	5.508	5.495	5.575
All Visitor Types	M	5.508	5.495	5.575
Share of Total	%	100.0%	100.0%	100.0%
Annual Change in Share	%			
Change in Share from 2012	%			
Avg Ann. Change in Share	%			

TOTAL



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

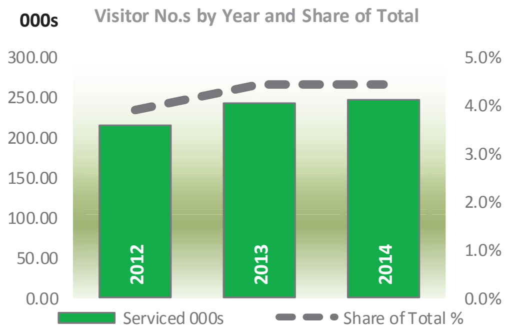
2012 to 2014 | SERVICED | VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		4.7%	3.1%	30.3%	27.6%	39.6%	0.8%	16.6%	13.2%	18.0%	3.0%	10.5%	16.5%	15.0%	Annual Change	12.6%	21.3%	15.8%	9.3%
% Change 2013 to 2014		10.3%	2.7%	-2.6%	7.8%	-2.4%	-5.5%	7.6%	4.1%	6.2%	-2.0%	-5.9%	-1.3%	1.4%		2.5%	-0.3%	6.0%	-3.1%
Average Annual Change		2.4%	1.5%	15.1%	13.8%	19.8%	0.4%	8.3%	6.6%	9.0%	1.5%	5.2%	8.2%	7.5%		6.3%	10.6%	7.9%	4.6%
2012	000s	11.8	15.4	13.5	16.8	17.1	20.4	22.8	24.1	21.1	20.0	16.8	14.7	214.4		40.7	54.3	68.0	51.5
2013	000s	11.2	15.4	18.1	19.9	24.4	21.8	24.7	26.2	23.4	21.0	19.7	17.3	243.1	13.4%	44.7	66.0	74.3	58.0
2014	000s	12.3	15.9	17.6	21.4	23.9	20.6	26.6	27.3	24.9	20.6	18.5	17.1	246.6	1.4%	45.8	65.8	78.8	56.2

VISITOR NUMBERS

SHARE OF MARKET		2012	2013	2014
Serviced	000s	214.4	243.1	246.6
All Visitor Types	M	5.5	5.5	5.6
Share of Total	%	3.9%	4.4%	4.4%
Annual Change in Share	%		13.7%	0.0%
Change in Share from 2012	%		13.7%	13.6%
Avg Ann. Change in Share	%		13.7%	6.8%

SERVICED ACCOMMODATION



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

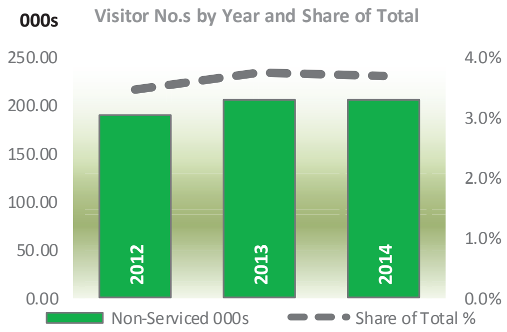
2012 to 2014	NON-SERVICED	VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		-4.6%	77.4%	-5.7%	-15.2%	3.6%	-8.9%	14.5%	20.1%	26.7%	-2.1%	14.6%	17.5%	8.6%	Annual Change	19.0%	-5.8%	20.5%	6.7%
% Change 2013 to 2014		-1.4%	-1.4%	-0.9%	-4.5%	-8.1%	-6.8%	4.7%	7.6%	7.9%	-0.8%	-0.8%	-0.7%	0.1%		-1.2%	-6.8%	6.8%	-0.8%
Average Annual Change		-2.3%	38.7%	-2.9%	-7.6%	1.8%	-4.5%	7.3%	10.0%	13.3%	-1.0%	7.3%	8.7%	4.3%		9.5%	-2.9%	10.3%	3.3%
2012	000s	4.1	5.5	9.1	17.7	26.2	25.3	22.1	27.1	23.3	14.8	8.9	5.5	189.7		18.7	69.3	72.5	29.3
2013	000s	4.0	9.9	8.6	15.7	29.6	24.7	24.2	30.3	27.3	14.6	10.3	6.6	205.8	8.5%	22.5	70.0	81.8	31.5
2014	000s	3.9	9.7	8.6	15.0	27.2	23.0	25.3	32.6	29.5	14.5	10.2	6.5	206.1	0.1%	22.2	65.3	87.4	31.2

VISITOR NUMBERS

SHARE OF MARKET		2012	2013	2014
Non-Serviced	000s	189.7	205.8	206.1
All Visitor Types	M	5.5	5.5	5.6
Share of Total	%	3.4%	3.7%	3.7%
Annual Change in Share	%		8.7%	-1.3%
Change in Share from 2012	%		8.7%	7.3%
Avg Ann. Change in Share	%		8.7%	3.7%

NON-SERVICED ACCOMMODATION



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014

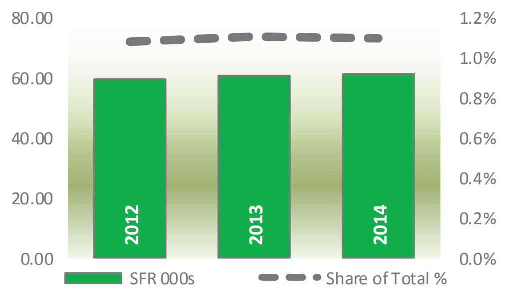
CRAVEN DISTRICT COUNCIL

STEAM DRAFT TREND REPORT FOR 2012-2014 / CRAVEN DISTRICT COUNCIL														2012 to 2014		SFR		VISITOR NUMBERS	
VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		2.7%	15.4%	3.2%	-0.2%	2.1%	-1.2%	2.3%	3.1%	1.8%	1.4%	4.5%	4.4%	2.9%	Annual Change	5.8%	0.0%	2.5%	3.4%
% Change 2013 to 2014		1.8%	0.7%	0.2%	1.4%	-0.6%	-0.7%	0.5%	1.0%	1.2%	1.3%	0.8%	1.2%	0.8%		1.0%	0.0%	0.9%	1.1%
Average Annual Change		1.3%	7.7%	1.6%	-0.1%	1.1%	-0.6%	1.1%	1.5%	0.9%	0.7%	2.2%	2.2%	1.4%		2.9%	0.0%	1.2%	1.7%
2012	000s	5.5	3.1	4.6	4.8	3.9	5.7	4.7	6.7	5.2	4.9	3.9	6.3	59.3		13.2	14.3	16.5	15.1
2013	000s	5.5	3.6	4.8	4.7	4.0	5.6	4.8	6.8	5.2	4.9	4.0	6.5	60.5	2.1%	13.9	14.4	16.8	15.5
2014	000s	5.6	3.6	4.8	4.7	4.0	5.6	4.8	6.9	5.3	5.0	4.1	6.6	61.0	0.8%	14.0	14.4	16.9	15.7

VISITOR NUMBERS

SHARE OF MARKET		2012	2013	2014
SFR	000s	59.3	60.5	61.0
All Visitor Types	M	5.5	5.5	5.6
Share of Total	%	1.1%	1.1%	1.1%
Annual Change in Share	%		2.3%	-0.7%
Change in Share from 2012	%		2.3%	1.6%
Avg Ann. Change in Share	%		2.3%	0.8%

SFR



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

2012 to 2014 | STAYING VISITOR | VISITOR NUMBERS

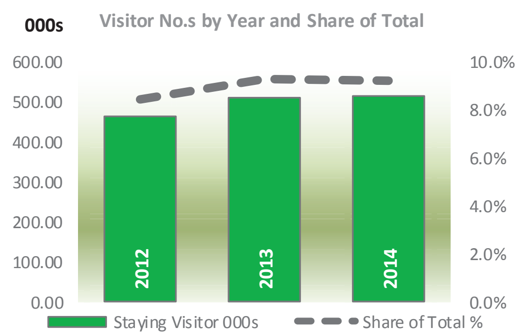
KEY
- An increase of 3% or more
- Less than 3% change
- A Fall of 3% or more

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
		STAYING VISITOR																	
		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																	
		Q1			Q2			Q3			Q4			TOTAL	% Change				
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		2.4%	21.7%	13.6%	4.9%	16.5%	-4.2%	14.3%	15.2%	20.4%	0.9%	10.9%	13.8%	10.8%	Annual Change	13.0%	5.5%	16.6%	7.6%
% Change 2013 to 2014		5.8%	1.0%	-1.7%	2.2%	-5.1%	-5.6%	5.6%	5.5%	6.6%	-1.2%	-3.6%	-0.7%	0.8%		1.2%	-3.3%	5.9%	-1.8%
Average Annual Change		1.2%	10.8%	6.8%	2.4%	8.3%	-2.1%	7.2%	7.6%	10.2%	0.4%	5.5%	6.9%	5.4%		6.5%	2.7%	8.3%	3.8%
2012	000s	21.3	24.0	27.2	39.3	47.3	51.4	49.6	57.9	49.6	39.7	29.6	26.5	463.4		72.6	137.9	157.1	95.9
2013	000s	20.7	28.9	31.5	40.3	58.1	52.1	53.6	63.3	56.0	40.6	34.0	30.4	509.4	9.9%	81.1	150.4	172.9	105.0
2014	000s	21.9	29.2	30.9	41.2	55.1	49.2	56.7	66.8	59.6	40.1	32.8	30.2	513.6	0.8%	82.0	145.4	183.1	103.1

VISITOR NUMBERS

SHARE OF MARKET		2012	2013	2014
Staying Visitor	000s	463.4	509.4	513.6
All Visitor Types	M	5.5	5.5	5.6
Share of Total	%	8.4%	9.3%	9.2%
Annual Change in Share	%		10.2%	-0.6%
Change in Share from 2012	%		10.2%	9.5%
Avg Ann. Change in Share	%		10.2%	4.8%

STAYING VISITOR



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

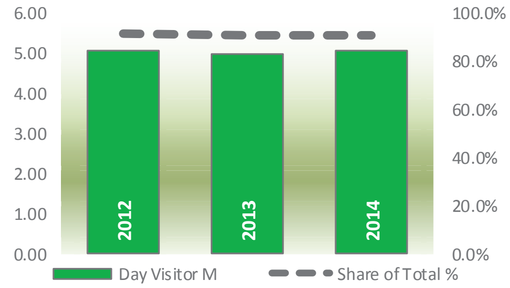
2012 to 2014 | DAY VISITOR | VISITOR NUMBERS

VISITOR NUMBERS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		-7.2%	-21.5%	-10.3%	-10.1%	-4.5%	4.3%	23.5%	11.6%	-1.7%	2.1%	-3.7%	-10.4%	0.3%	Annual Change	-13.7%	-3.6%	11.9%	-1.9%
% Change 2013 to 2014		6.4%	-21.0%	-9.8%	-2.0%	0.5%	8.7%	15.5%	17.1%	-12.5%	-0.5%	2.0%	-11.9%	1.5%		-10.8%	2.3%	8.4%	-1.9%
Average Annual Change		-3.6%	-10.7%	-5.2%	-5.0%	-2.2%	2.1%	11.8%	5.8%	-0.8%	1.0%	-1.8%	-5.2%	0.2%		-6.8%	-1.8%	6.0%	-1.0%
2012	M	0.197	0.329	0.388	0.481	0.601	0.468	0.554	0.770	0.453	0.415	0.242	0.148	5.045		0.914	1.550	1.777	0.805
2013	M	0.172	0.327	0.386	0.442	0.571	0.449	0.593	0.734	0.509	0.425	0.229	0.151	4.985	-1.2%	0.884	1.461	1.835	0.805
2014	M	0.183	0.258	0.348	0.433	0.574	0.488	0.684	0.859	0.445	0.423	0.233	0.133	5.061	1.5%	0.789	1.494	1.989	0.789

VISITOR NUMBERS

SHARE OF MARKET		2012	2013	2014
Day Visitor	M	5.045	4.985	5.061
All Visitor Types	M	5.508	5.495	5.575
Share of Total	%	91.6%	90.7%	90.8%
Annual Change in Share	%		-0.9%	0.1%
Change in Share from 2012	%		-0.9%	-0.9%
Avg Ann. Change in Share	%		-0.9%	-0.4%

DAY VISITOR



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

Visitor Days by Month, Year and Visitor Type for the Period 2012 to 2014

Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

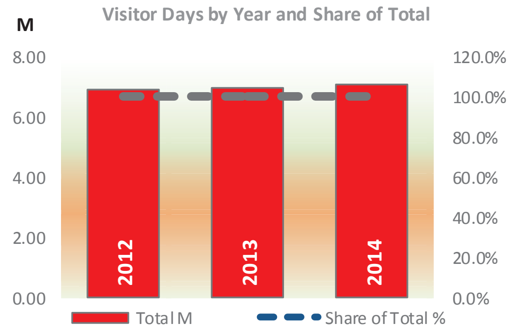
2012 to 2014 | **TOTAL** | **VISITOR DAYS**

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		TOTAL																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		-3.5%	-9.8%	-6.3%	-8.1%	-2.1%	1.7%	18.5%	10.9%	0.5%	2.6%	0.9%	-1.3%	2.0%	Annual Change	-6.9%	-2.6%	10.5%	1.3%
% Change 2013 to 2014		5.8%	-15.5%	-7.6%	-0.8%	-0.4%	5.0%	11.3%	12.9%	-7.7%	0.5%	1.9%	-5.9%	1.4%		-7.7%	1.2%	6.5%	-0.5%
Average Annual Change		-1.7%	-4.9%	-3.2%	-4.0%	-1.1%	0.9%	9.3%	5.4%	0.2%	1.3%	0.5%	-0.7%	1.0%		-3.4%	-1.3%	5.2%	0.6%
2012	M	0.267	0.402	0.486	0.632	0.806	0.701	0.783	1.047	0.675	0.559	0.335	0.239	6.934		1.156	2.140	2.505	1.134
2013	M	0.244	0.430	0.493	0.586	0.792	0.680	0.834	1.028	0.735	0.571	0.332	0.251	6.975	0.6%	1.166	2.058	2.597	1.153
2014	M	0.258	0.363	0.455	0.581	0.789	0.713	0.929	1.160	0.678	0.574	0.338	0.236	7.075	1.4%	1.076	2.084	2.767	1.148

VISITOR DAYS

SHARE OF MARKET		2012	2013	2014
Total	M	6.934	6.975	7.075
All Visitor Types	M	6.934	6.975	7.075
Share of Total	%	100.0%	100.0%	100.0%
Annual Change in Share	%			
Change in Share from 2012	%			
Avg Ann. Change in Share	%			

TOTAL



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

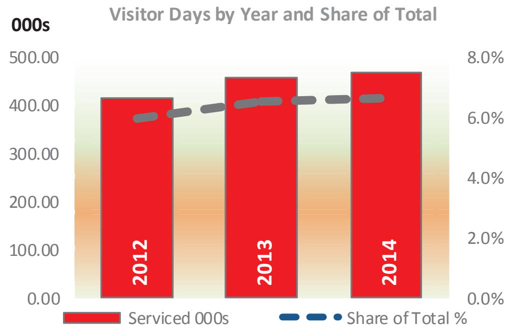
2012 to 2014 | SERVICED | VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		12.3%	4.9%	29.8%	23.9%	32.8%	4.8%	6.4%	10.9%	4.1%	8.1%	14.8%	12.5%	12.8%	Annual Change	15.6%	19.5%	7.3%	11.5%
% Change 2013 to 2014		12.6%	4.9%	-0.8%	12.2%	1.6%	-1.6%	3.4%	0.1%	2.0%	3.0%	-1.3%	3.5%	2.7%		4.6%	3.6%	1.8%	1.7%
Average Annual Change		6.1%	2.4%	14.9%	12.0%	16.4%	2.4%	3.2%	5.5%	2.1%	4.1%	7.4%	6.3%	6.4%		7.8%	9.7%	3.6%	5.7%
2012	000s	21.1	27.3	25.6	32.1	33.5	40.3	46.6	48.0	43.9	38.8	29.9	27.3	414.5		74.0	106.0	138.5	96.0
2013	000s	21.1	27.3	33.5	35.5	43.8	43.0	48.0	53.2	44.8	40.8	34.8	29.7	455.2	9.8%	81.9	122.2	145.9	105.2
2014	000s	23.7	28.7	33.2	39.8	44.5	42.3	49.6	53.2	45.7	42.0	34.3	30.7	467.7	2.7%	85.6	126.6	148.5	107.0

VISITOR DAYS

SHARE OF MARKET		2012	2013	2014
Serviced	000s	414.5	455.2	467.7
All Visitor Types	M	6.9	7.0	7.1
Share of Total	%	6.0%	6.5%	6.6%
Annual Change in Share	%		9.2%	1.3%
Change in Share from 2012	%		9.2%	10.6%
Avg Ann. Change in Share	%		9.2%	5.3%

SERVICED ACCOMMODATION



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

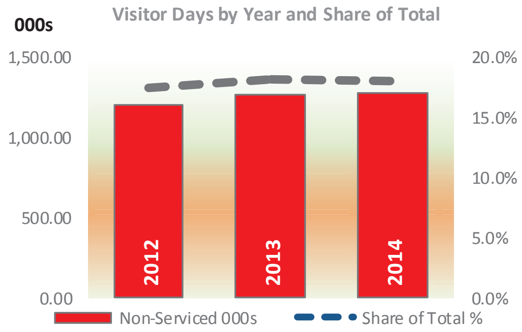
2012 to 2014	NON-SERVICED	VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		6.1%	78.8%	2.0%	-10.2%	-0.9%	-5.9%	7.4%	9.6%	5.5%	2.7%	14.0%	21.2%	5.3%	Annual Change	25.7%	-5.1%	7.6%	9.7%
% Change 2013 to 2014		0.7%	0.7%	1.2%	-0.5%	-4.2%	-2.9%	0.4%	3.3%	3.5%	4.1%	4.1%	4.2%	0.8%		0.9%	-2.9%	2.5%	4.1%
Average Annual Change		3.1%	39.4%	1.0%	-5.1%	-0.4%	-3.0%	3.7%	4.8%	2.8%	1.4%	7.0%	10.6%	2.7%		12.8%	-2.5%	3.8%	4.9%
2012	000s	28.4	35.8	56.8	100.5	156.3	164.3	150.6	185.9	155.7	87.2	48.7	35.6	1,205.9		121.1	421.1	492.2	171.6
2013	000s	29.9	63.7	57.2	90.7	161.7	159.2	161.0	197.3	158.8	86.0	53.3	41.5	1,260.4	4.5%	150.8	411.7	517.1	180.8
2014	000s	30.1	64.1	57.9	90.3	154.9	154.6	161.7	203.7	164.4	89.6	55.5	43.2	1,270.0	0.8%	152.2	399.8	529.8	188.3

VISITOR DAYS

SHARE OF MARKET		2012	2013	2014
Non-Serviced	000s	1,205.9	1,260.4	1,270.0
All Visitor Types	M	6.9	7.0	7.1
Share of Total	%	17.4%	18.1%	18.0%
Annual Change in Share	%		3.9%	-0.7%
Change in Share from 2012	%		3.9%	3.2%
Avg Ann. Change in Share	%		3.9%	1.6%

NON-SERVICED ACCOMMODATION



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

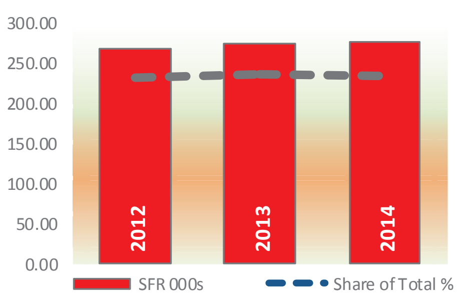
2012 to 2014 | **SFR** | **VISITOR DAYS**

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		2.7%	15.4%	3.2%	-0.2%	2.1%	-1.2%	2.3%	3.1%	1.8%	1.4%	4.5%	4.4%	2.7%		5.7%	-0.1%	2.5%	3.5%
% Change 2013 to 2014		1.8%	0.7%	0.2%	1.4%	-0.6%	-0.7%	0.5%	1.0%	1.2%	1.3%	0.8%	1.2%	0.7%	Annual Change	1.0%	-0.1%	0.9%	1.1%
Average Annual Change		1.3%	7.7%	1.6%	-0.1%	1.1%	-0.6%	1.1%	1.5%	0.9%	0.7%	2.2%	2.2%	1.4%		2.9%	0.0%	1.3%	1.7%
2012	000s	20.7	10.8	15.6	18.8	15.6	28.5	32.1	43.0	22.3	18.5	14.4	28.2	268.3		47.0	62.8	97.4	61.1
2013	000s	20.8	12.3	16.1	18.5	16.0	28.4	32.7	43.9	22.4	18.5	14.9	29.1	273.5	1.9%	49.2	62.8	99.0	62.5
2014	000s	21.2	12.4	16.1	18.7	15.9	28.2	32.9	44.3	22.7	18.7	15.1	29.4	275.5	0.7%	49.7	62.8	99.9	63.2

VISITOR DAYS

SHARE OF MARKET		2012	2013	2014
SFR	000s	268.3	273.5	275.5
All Visitor Types	M	6.9	7.0	7.1
Share of Total	%	3.9%	3.9%	3.9%
Annual Change in Share	%		1.3%	-0.7%
Change in Share from 2012	%		1.3%	0.7%
Avg Ann. Change in Share	%		1.3%	0.3%

SFR



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

2012 to 2014 | **STAYING VISITOR** | **VISITOR DAYS**

VISITOR DAYS BY: MONTH AND QUARTER — STAYING VISITOR — VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES

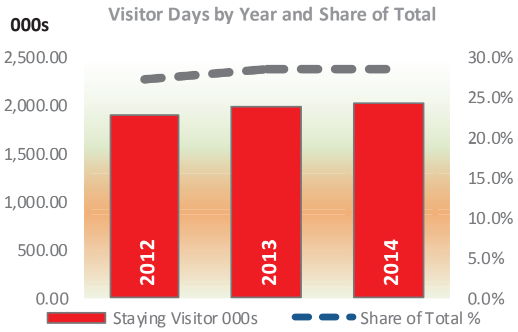
KEY
- An increase of 3% or more
- Less than 3% change
- A Fall of 3% or more

		Q1 JAN	Q1 FEB	Q1 MAR	Q2 APR	Q2 MAY	Q2 JUN	Q3 JUL	Q3 AUG	Q3 SEP	Q4 OCT	Q4 NOV	Q4 DEC	CALENDAR YEAR TOTAL	CALENDAR YEAR % Change	QUARTER Q1	QUARTER Q2	QUARTER Q3	QUARTER Q4
% Change 2012 to 2014		7.0%	42.2%	9.4%	-1.7%	4.8%	-3.5%	6.5%	8.8%	4.9%	4.0%	12.8%	13.4%	6.6%	Annual Change	18.7%	-0.1%	6.9%	9.1%
% Change 2013 to 2014		4.5%	1.8%	0.4%	2.9%	-2.8%	-2.4%	1.0%	2.3%	3.0%	3.4%	1.8%	3.1%	1.2%		2.0%	-1.3%	2.1%	2.9%
Average Annual Change		3.5%	21.1%	4.7%	-0.8%	2.4%	-1.7%	3.2%	4.4%	2.4%	2.0%	6.4%	6.7%	3.3%		9.4%	-0.1%	3.4%	4.5%
2012	000s	70.2	73.9	98.0	151.4	205.4	233.1	229.4	276.8	221.9	144.5	93.0	91.1	1,888.7		242.1	589.8	728.1	328.6
2013	000s	71.8	103.3	106.8	144.7	221.5	230.5	241.7	294.3	226.0	145.3	103.0	100.2	1,989.1	5.3%	281.9	596.7	762.0	348.5
2014	000s	75.1	105.2	107.2	148.8	215.3	225.0	244.2	301.2	232.7	150.3	104.9	103.3	2,013.3	1.2%	287.5	589.1	778.1	358.5

VISITOR DAYS

SHARE OF MARKET		2012	2013	2014
Staying Visitor	000s	1,888.7	1,989.1	2,013.3
All Visitor Types	M	6.9	7.0	7.1
Share of Total	%	27.2%	28.5%	28.5%
Annual Change in Share	%		4.7%	-0.2%
Change in Share from 2012	%		4.7%	4.5%
Avg Ann. Change in Share	%		4.7%	2.2%

STAYING VISITOR



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

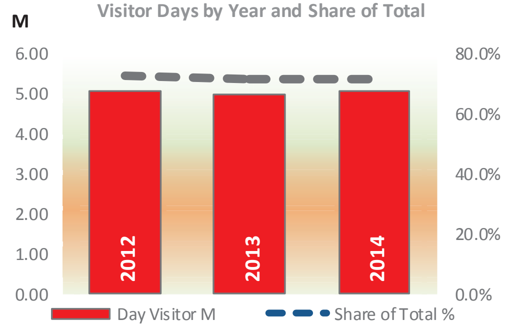
STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL	2012 to 2014	DAY VISITOR	VISITOR DAYS

VISITOR DAYS BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		-7.2%	-21.5%	-10.3%	-10.1%	-4.5%	4.3%	23.5%	11.6%	-1.7%	2.1%	-3.7%	-10.4%	0.3%	Annual Change	-13.7%	-3.6%	11.9%	-1.9%
% Change 2013 to 2014		6.4%	-21.0%	-9.8%	-2.0%	0.5%	8.7%	15.5%	17.1%	-12.5%	-0.5%	2.0%	-11.9%	1.5%		-10.8%	2.3%	8.4%	-1.9%
Average Annual Change		-3.6%	-10.7%	-5.2%	-5.0%	-2.2%	2.1%	11.8%	5.8%	-0.8%	1.0%	-1.8%	-5.2%	0.2%		-6.8%	-1.8%	6.0%	-1.0%
2012	M	0.197	0.329	0.388	0.481	0.601	0.468	0.554	0.770	0.453	0.415	0.242	0.148	5.045		0.914	1.550	1.777	0.805
2013	M	0.172	0.327	0.386	0.442	0.571	0.449	0.593	0.734	0.509	0.425	0.229	0.151	4.985	-1.2%	0.884	1.461	1.835	0.805
2014	M	0.183	0.258	0.348	0.433	0.574	0.488	0.684	0.859	0.445	0.423	0.233	0.133	5.061	1.5%	0.789	1.494	1.989	0.789

VISITOR DAYS

SHARE OF MARKET		2012	2013	2014
Day Visitor	M	5.045	4.985	5.061
All Visitor Types	M	6.934	6.975	7.075
Share of Total	%	72.8%	71.5%	71.5%
Annual Change in Share	%		-1.8%	0.1%
Change in Share from 2012	%		-1.8%	-1.7%
Avg Ann. Change in Share	%		-1.8%	-0.8%

DAY VISITOR



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

Direct and Total Employment by Month, Year and Visitor Type for the Period 2012 to 2014

Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014

CRAVEN DISTRICT COUNCIL

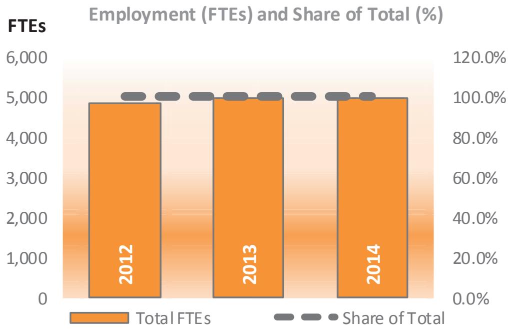
2012 to 2014 — **TOTAL** — **TOTAL EMPLOYMENT**

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	TOTAL																	
An increase of 3% or more	TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014	-0.6%	-3.9%	-2.4%	-4.1%	0.0%	1.9%	14.0%	9.6%	1.5%	2.7%	1.9%	0.8%	2.6%	Annual Change	-2.4%	-0.6%	8.7%	2.0%
% Change 2013 to 2014	2.3%	-9.6%	-5.3%	-1.1%	-1.3%	2.2%	6.9%	8.3%	-5.8%	-0.3%	0.3%	-3.0%	0.1%		-4.8%	-0.1%	3.7%	-0.8%
Average Annual Change	-0.3%	-2.0%	-1.2%	-2.1%	0.0%	1.0%	7.0%	4.8%	0.8%	1.4%	0.9%	0.4%	1.3%		-1.2%	-0.3%	4.3%	1.0%
2012 FTEs	3,047	3,715	4,250	5,133	6,117	5,621	6,106	7,553	5,516	4,753	3,460	2,936	4,851		3,671	5,623	6,392	3,716
2013 FTEs	2,962	3,950	4,381	4,975	6,199	5,608	6,514	7,638	5,947	4,899	3,513	3,051	4,970	2.5%	3,764	5,594	6,700	3,821
2014 FTEs	3,031	3,570	4,150	4,920	6,117	5,729	6,960	8,275	5,601	4,882	3,524	2,960	4,977	0.1%	3,584	5,589	6,946	3,789

EMPLOYMENT

SHARE OF MARKET		2012	2013	2014
Total	FTEs	4,851	4,970	4,977
Total Employment	FTEs	4,851	4,970	4,977
Share of Total	%	100.0%	100.0%	100.0%
Annual Change in Share	%			
Change in Share from 2012	%			
Avg Ann. Change in Share	%			

TOTAL



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STEAM DRAFT TREND REPORT FOR 2012-2014

CRAVEN DISTRICT COUNCIL

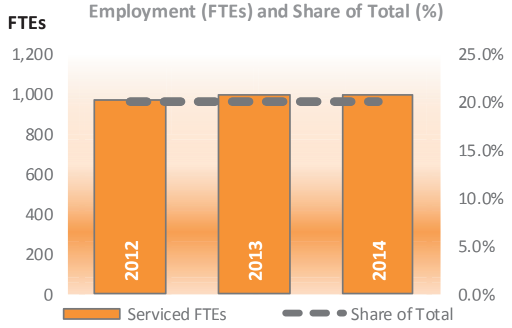
2012 to 2014 | **SERVICED** | **DIRECT EMPLOYMENT**

EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		1.8%	1.0%	5.0%	4.9%	6.8%	1.4%	2.0%	3.2%	1.3%	2.1%	3.0%	2.4%	2.9%		2.6%	4.3%	2.2%	2.5%
% Change 2013 to 2014		1.6%	0.7%	-0.5%	2.3%	0.1%	-0.7%	0.6%	-0.3%	0.2%	0.4%	-0.5%	0.4%	0.3%	Annual Change	0.6%	0.5%	0.1%	0.1%
Average Annual Change		0.9%	0.5%	2.5%	2.4%	3.4%	0.7%	1.0%	1.6%	0.7%	1.0%	1.5%	1.2%	1.5%		1.3%	2.2%	1.1%	1.2%
2012	FTEs	900	896	904	958	970	1,010	1,049	1,056	1,032	1,003	950	920	971		900	979	1,046	957
2013	FTEs	902	900	954	982	1,036	1,031	1,063	1,094	1,044	1,020	983	938	996	2.6%	919	1,016	1,067	980
2014	FTEs	916	906	950	1,004	1,037	1,024	1,069	1,091	1,046	1,024	978	942	999	0.3%	924	1,022	1,069	981

EMPLOYMENT

SHARE OF MARKET		2012	2013	2014
Serviced	FTEs	971	996	999
Total Employment	FTEs	4,851	4,970	4,977
Share of Total	%	20.0%	20.0%	20.1%
Annual Change in Share	%		0.1%	0.2%
Change in Share from 2012	%		0.1%	0.3%
Avg Ann. Change in Share	%		0.1%	0.2%

SERVICED ACCOMMODATION



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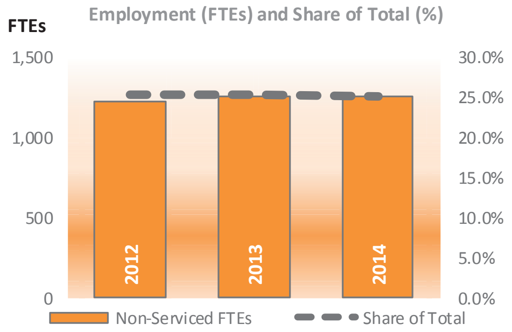
STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL														2012 to 2014		NON-SERVICED			DIRECT EMPLOYMENT
EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		1.3%	13.7%	0.9%	-3.3%	-0.2%	-2.5%	3.8%	5.3%	2.9%	1.4%	3.4%	4.0%	2.2%	Annual Change	5.1%	-1.9%	4.0%	2.8%
% Change 2013 to 2014		0.2%	0.1%	0.3%	-0.6%	-2.8%	-2.0%	-0.4%	1.1%	1.1%	1.0%	0.8%	0.7%	-0.1%		0.2%	-1.9%	0.6%	0.9%
Average Annual Change		0.6%	6.8%	0.5%	-1.7%	-0.1%	-1.3%	1.9%	2.6%	1.4%	0.7%	1.7%	2.0%	1.1%		2.5%	-1.0%	2.0%	1.4%
2012	FTEs	857	874	1,013	1,234	1,509	1,544	1,472	1,637	1,503	1,169	964	899	1,223		915	1,429	1,537	1,011
2013	FTEs	866	993	1,020	1,200	1,548	1,535	1,534	1,705	1,529	1,172	989	928	1,252	2.4%	960	1,428	1,589	1,030
2014	FTEs	868	994	1,023	1,193	1,506	1,505	1,528	1,724	1,546	1,185	997	935	1,250	-0.1%	961	1,401	1,600	1,039

EMPLOYMENT

SHARE OF MARKET		2012	2013	2014
Non-Serviced	FTEs	1,223	1,252	1,250
Total Employment	FTEs	4,851	4,970	4,977
Share of Total	%	25.2%	25.2%	25.1%
Annual Change in Share	%		-0.1%	-0.3%
Change in Share from 2012	%		-0.1%	-0.4%
Avg Ann. Change in Share	%		-0.1%	-0.2%

NON-SERVICED ACCOMMODATION



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014

CRAVEN DISTRICT COUNCIL

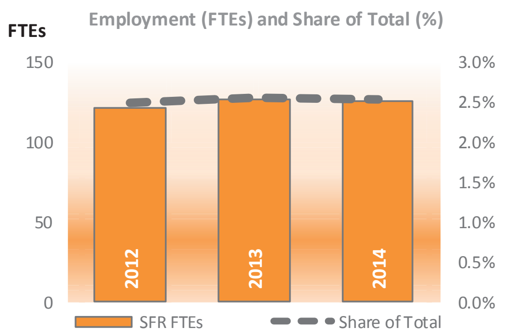
2012 to 2014 | **SFR** | **DIRECT EMPLOYMENT**

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	SFR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014	3.9%	16.7%	4.4%	0.9%	3.3%	0.0%	3.5%	4.3%	3.0%	2.6%	5.7%	5.6%	3.9%	Annual Change	7.0%	1.1%	3.7%	4.7%
% Change 2013 to 2014	0.5%	-0.6%	-1.1%	0.1%	-1.9%	-2.0%	-0.8%	-0.3%	-0.1%	0.0%	-0.5%	-0.1%	-0.6%		-0.3%	-1.4%	-0.4%	-0.2%
Average Annual Change	2.0%	8.4%	2.2%	0.5%	1.7%	0.0%	1.7%	2.2%	1.5%	1.3%	2.8%	2.8%	2.0%		3.5%	0.5%	1.9%	2.4%
2012 FTEs	112	58	84	101	84	154	174	232	120	100	78	152	121		85	113	175	110
2013 FTEs	115	68	89	102	88	157	181	243	124	102	83	161	126	4.5%	91	116	183	115
2014 FTEs	116	68	88	102	87	154	180	242	124	102	82	161	125	-0.6%	91	114	182	115

EMPLOYMENT

SHARE OF MARKET		2012	2013	2014
SFR	FTEs	121	126	125
Total Employment	FTEs	4,851	4,970	4,977
Share of Total	%	2.5%	2.5%	2.5%
Annual Change in Share	%		2.0%	-0.7%
Change in Share from 2012	%		2.0%	1.3%
Avg Ann. Change in Share	%		2.0%	0.6%

SFR



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014

CRAVEN DISTRICT COUNCIL

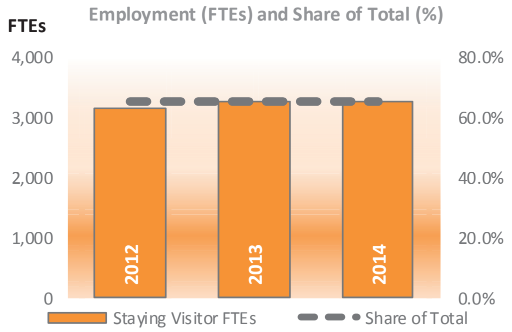
2012 to 2014 | STAYING VISITOR | DIRECT EMPLOYMENT

EMPLOYMENT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		STAYING VISITOR																	
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		1.7%	7.6%	2.9%	0.3%	2.6%	-0.9%	3.1%	4.5%	2.3%	1.7%	3.3%	3.4%	2.6%	Annual Change	4.0%	0.6%	3.3%	2.8%
% Change 2013 to 2014		0.8%	0.3%	-0.1%	0.7%	-1.6%	-1.5%	0.0%	0.5%	0.7%	0.7%	0.1%	0.5%	0.0%		0.3%	-0.9%	0.4%	0.5%
Average Annual Change		0.8%	3.8%	1.5%	0.1%	1.3%	-0.5%	1.5%	2.2%	1.1%	0.9%	1.6%	1.7%	1.3%		2.0%	0.3%	1.7%	1.4%
2012	FTEs	1,868	1,829	2,002	2,293	2,563	2,708	2,694	2,926	2,656	2,271	1,992	1,971	2,314		1,899	2,522	2,759	2,078
2013	FTEs	1,884	1,961	2,063	2,284	2,673	2,724	2,778	3,043	2,697	2,294	2,055	2,027	2,374	2.6%	1,969	2,560	2,839	2,125
2014	FTEs	1,900	1,968	2,060	2,300	2,629	2,683	2,777	3,057	2,716	2,311	2,057	2,038	2,375	0.0%	1,976	2,537	2,850	2,135

EMPLOYMENT

SHARE OF MARKET		2012	2013	2014
Staying Visitor	FTEs	3,155	3,252	3,255
Total Employment	FTEs	4,851	4,970	4,977
Share of Total	%	65.0%	65.4%	65.4%
Annual Change in Share	%		0.6%	0.0%
Change in Share from 2012	%		0.6%	0.6%
Avg Ann. Change in Share	%		0.6%	0.3%

STAYING VISITOR



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STEAM DRAFT TREND REPORT FOR 2012-2014

CRAVEN DISTRICT COUNCIL

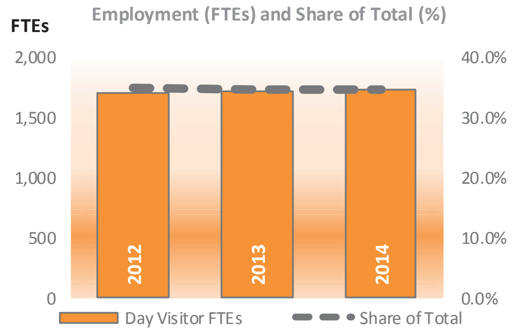
2012 to 2014	DAY VISITOR	DIRECT EMPLOYMENT

EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES												TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4								
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014	-6.1%	-20.6%	-9.2%	-9.0%	-3.4%	5.5%	25.0%	12.9%	-0.5%	3.3%	-2.5%	-9.4%	1.5%	Annual Change	-12.6%	-2.4%	13.3%	-0.8%
% Change 2013 to 2014	5.0%	-22.1%	-10.9%	-3.3%	-0.8%	7.3%	14.0%	15.6%	-13.7%	-1.7%	0.6%	-13.0%	0.2%		-11.9%	0.9%	7.0%	-3.2%
Average Annual Change	-3.0%	-10.3%	-4.6%	-4.5%	-1.7%	2.8%	12.5%	6.5%	-0.3%	1.6%	-1.3%	-4.7%	0.8%		-6.3%	-1.2%	6.6%	-0.4%
2012 FTEs	795	1,325	1,565	1,941	2,423	1,888	2,234	3,106	1,826	1,673	976	598	1,696		1,229	2,084	2,389	1,082
2013 FTEs	712	1,351	1,595	1,826	2,360	1,857	2,451	3,033	2,104	1,759	946	623	1,718	1.3%	1,219	2,014	2,529	1,109
2014 FTEs	747	1,053	1,421	1,765	2,341	1,993	2,793	3,507	1,817	1,728	952	542	1,722	0.2%	1,073	2,033	2,706	1,074

EMPLOYMENT

SHARE OF MARKET		2012	2013	2014
Day Visitor	FTEs	1,696	1,718	1,722
Total Employment	FTEs	4,851	4,970	4,977
Share of Total	%	35.0%	34.6%	34.6%
Annual Change in Share	%		-1.1%	0.1%
Change in Share from 2012	%		-1.1%	-1.1%
Avg Ann. Change in Share	%		-1.1%	-0.5%

DAY VISITOR



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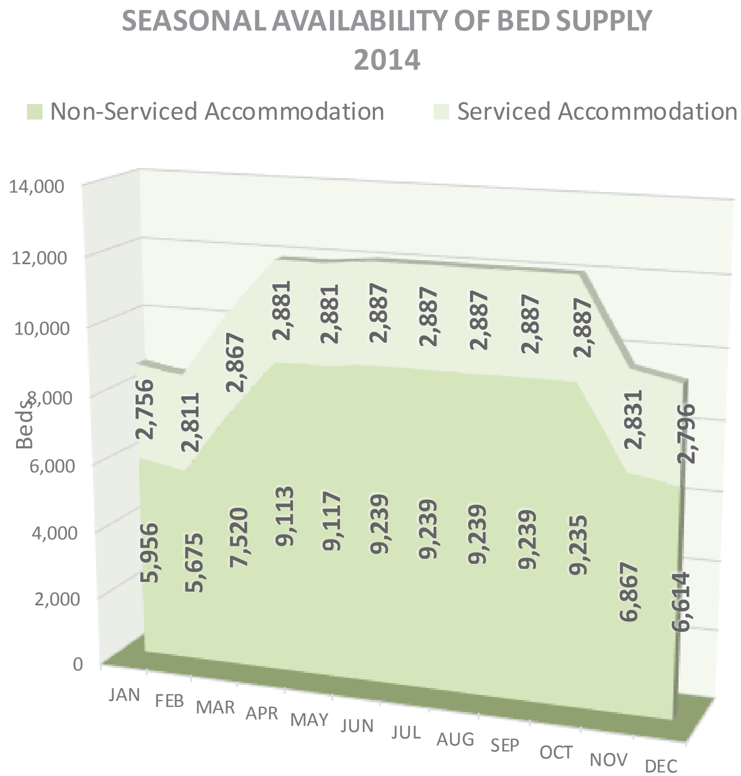
STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL	2014	STAYING VISITORS	ACCOMMODATION SUPPLY DISTRIBUTION BY TYPE

SERVICED ACCOMMODATION 2014	2014		Change on 2013		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	218	2,887	0	0	0	0
+50 room hotels	3	398	0	0	0	0
10-50 room hotels	19	833	0	0	0	0
<10 room hotels/others	196	1,656	0	0	0	0

NON-SERVICED ACCOMMODATION 2014	2014		Change on 2013		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	403	9,239	+1	+4	+1	+4
Self catering	331	2,136	0	0	0	0
Static caravans/chalets	0	1,619	0	-0	0	-0
Touring caravans/camping	43	4,482	0	-30	0	-30
Youth Hostels	29	1,002	+1	+34	+1	+34

DISTRIBUTION BY TYPE OF ACCOMMODATION 2014	2014		Change on 2013		Change on 2012	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	621	12,126	+1	+4	+1	+4
Serviced Accommodation Share of Total	35%	24%				
Non-Serviced Accommodation Share of Total	65%	76%				



SEASONAL AVAILABILITY OF BED SUPPLY 2014	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	8,712	8,486	10,387	11,994	11,998	12,126	12,126	12,126	12,126	12,122	9,698	9,410
Serviced Accommodation	2,756	2,811	2,867	2,881	2,881	2,887	2,887	2,887	2,887	2,887	2,831	2,796
Non-Serviced Accommodation	5,956	5,675	7,520	9,113	9,117	9,239	9,239	9,239	9,239	9,235	6,867	6,614

Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

Report Sections With Historic Financial Data Indexed to 2014 Prices

Sections:

Comparative Headlines
Key Measures
Economic Impact
Sectoral Analysis

Visitor Types:

Total
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

Indexation:

Indexation to: 2014

2012	***1.06***
2013	***1.03***
2014	***1.00***

STEAM DRAFT TREND REPORT FOR 2012-2014

CRAVEN DISTRICT COUNCIL

Comparing 2014 and 2013

2013 in 2014 prices (1.028)

COMPARATIVE HEADLINES

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2014 & 2013 - INDEXED TO 2014

KEY

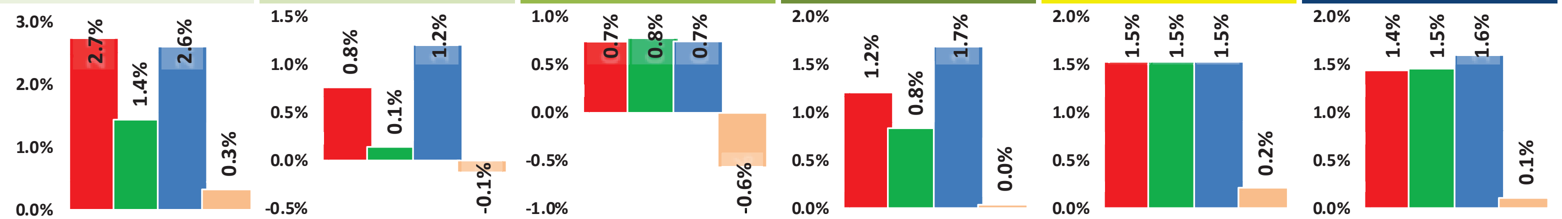
- An increase of 3% or more
- Less than 3% change
- A Fall of 3% or more

		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
		Serviced			Non-Serviced														
		2014	2013	+/- %	2014	2013	+/- %	2014	2013	+/- %	2014	2013	+/- %	2014	2013	+/- %	2014	2013	+/- %
Visitor Days	M	0.468	0.455	2.7%	1.270	1.260	0.8%	0.276	0.274	0.7%	2.013	1.989	1.2%	5.061	4.985	1.5%	7.075	6.975	1.4%
Visitor Numbers	M	0.247	0.243	1.4%	0.206	0.206	0.1%	0.061	0.061	0.8%	0.514	0.509	0.8%	5.061	4.985	1.5%	5.575	5.495	1.5%
Direct Expenditure	£M																227.25	223.69	1.6%
Economic Impact	£M	49.34	48.09	2.6%	66.83	66.03	1.2%	12.63	12.54	0.7%	128.81	126.66	1.7%	175.78	173.14	1.5%	304.58	299.80	1.6%
Direct Employment	FTEs	999	996	0.3%	1,250	1,252	-0.1%	125	126	-0.6%	2,375	2,374	0.0%	1,722	1,718	0.2%	4,096	4,092	0.1%
Total Employment	FTEs																4,977	4,970	0.1%

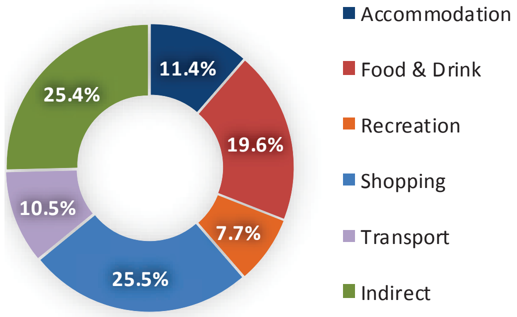
PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2014 & 2013 - INDEXED TO 2014

KEY

- Visitor Days
- Visitor Numbers
- Total Economic Impact
- Direct Employment

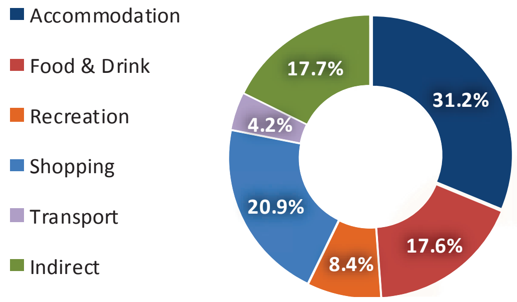


Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2014



Sectoral Distribution of Employment - FTEs

Sectors	Economic Impact 2014	Economic Impact 2013	+/- %	Employment 2014	Employment 2013	+/- %
Accommodation	34.63	33.77	2.6%	1,555	1,553	0.1%
Food & Drink	59.64	58.78	1.5%	876	875	0.1%
Recreation	23.37	23.05	1.4%	416	416	0.1%
Shopping	77.58	76.49	1.4%	1,039	1,038	0.1%
Transport	32.04	31.60	1.4%	210	210	0.1%
TOTAL DIRECT	**227.25**	**223.69**	**1.6%**	**4,096**	**4,092**	**0.1%**
Indirect	77.33	76.11	1.6%	881	878	0.3%
TOTAL	**304.58**	**299.80**	**1.6%**	**4,977**	**4,970**	**0.1%**



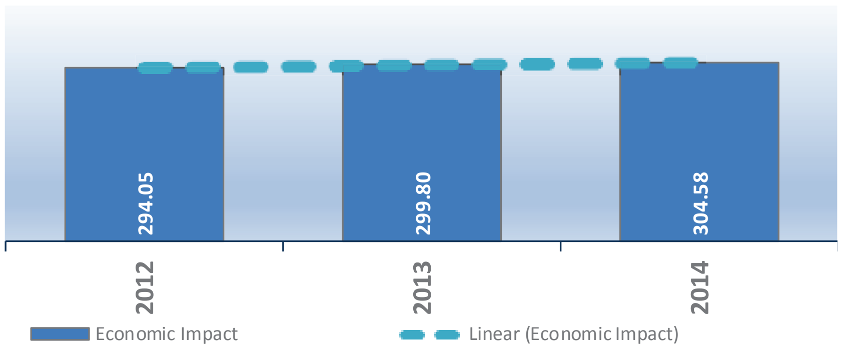
Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL	2012 to 2014 2014 Prices	TOTAL	KEY MEASURES Indexed

Economic Impact - Indexed - Total

% Change Year on Year	
2013	2.0%
2014	1.6%

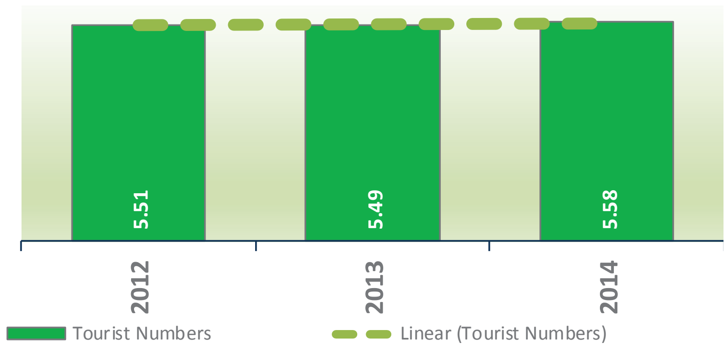
2014 Prices £M



Visitor Numbers - Total

% Change Year on Year	
2013	-0.2%
2014	1.5%

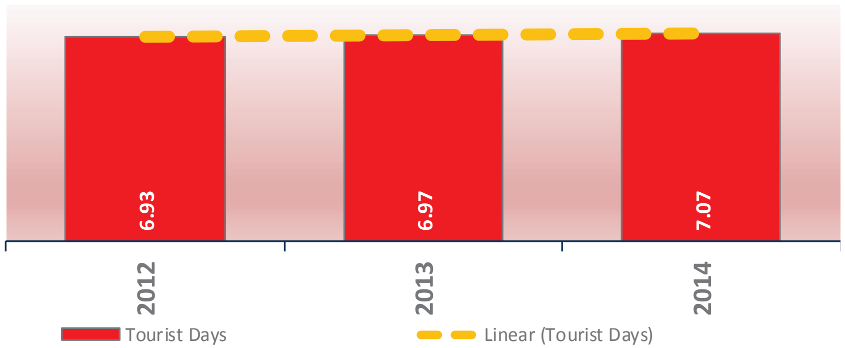
M



Visitor Days - Total

% Change Year on Year	
2013	0.6%
2014	1.4%

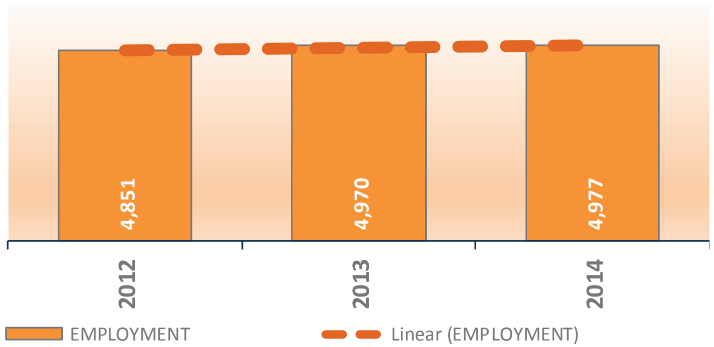
M



Total Employment Supported - Total

% Change Year on Year	
2013	2.5%
2014	0.1%

FTEs



% Change from 2012	2012	2013	2014
Economic Impact - Indexed		2.0%	3.6%
Visitor Numbers		-0.2%	1.2%
Visitor Days		0.6%	2.0%
Total Employment		2.5%	2.6%

"Linear" = *Linear Trendline*

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STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

2012 to 2014
2014 Prices

SERVICED ACCOMMODATION

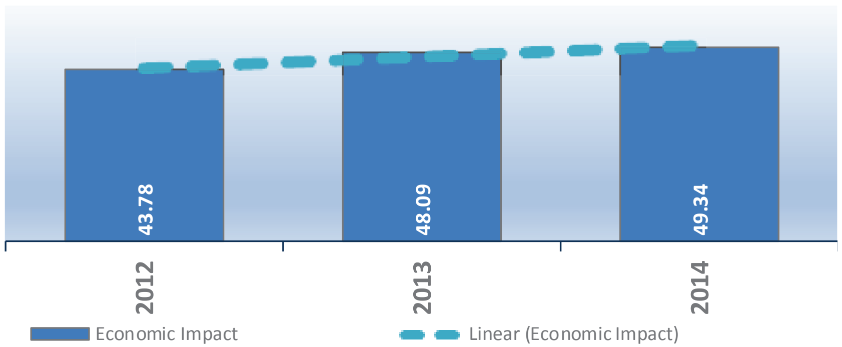
KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

% Change Year on Year

2013	9.9%
2014	2.6%

2014 Prices £M

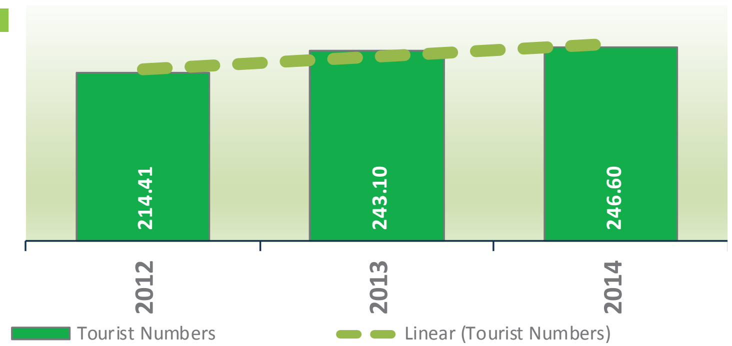


Visitor Numbers - Serviced Accommodation

% Change Year on Year

2013	13.4%
2014	1.4%

000s

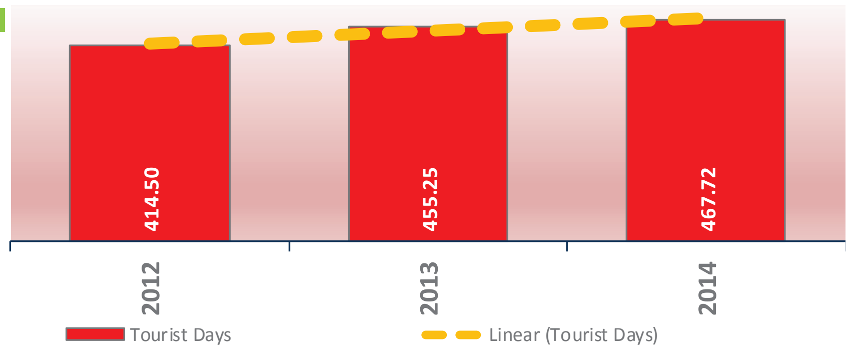


Visitor Days - Serviced Accommodation

% Change Year on Year

2013	9.8%
2014	2.7%

000s

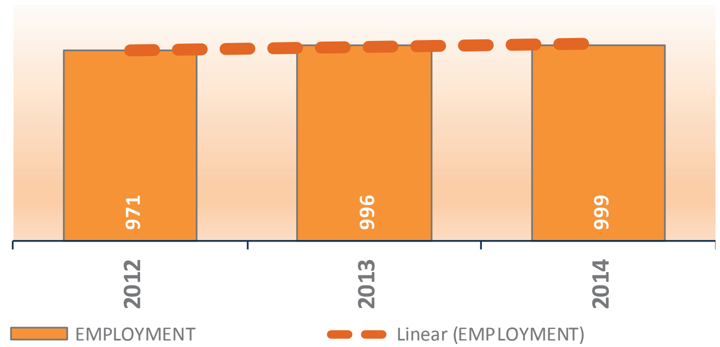


Direct Employment Supported - Serviced Accommodation

% Change Year on Year

2013	2.6%
2014	0.3%

FTEs



% Change from 2012	2012	2013	2014
Economic Impact - Indexed		9.9%	12.7%
Visitor Numbers		13.4%	15.0%
Visitor Days		9.8%	12.8%
Direct Employment		2.6%	2.9%

"Linear" = *Linear Trendline*

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STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

2012 to 2014
2014 Prices

NON-SERVICED ACCOMMODATION

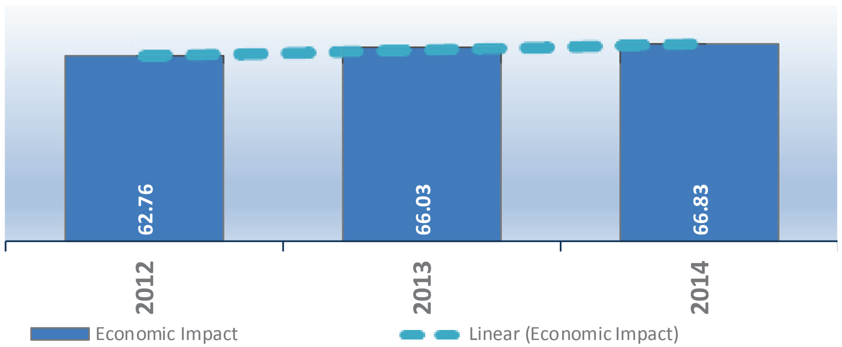
KEY MEASURES
Indexed

Economic Impact - Indexed - Non-Serviced Accommodation

% Change Year on Year

2013	5.2%
2014	1.2%

2014 Prices £M

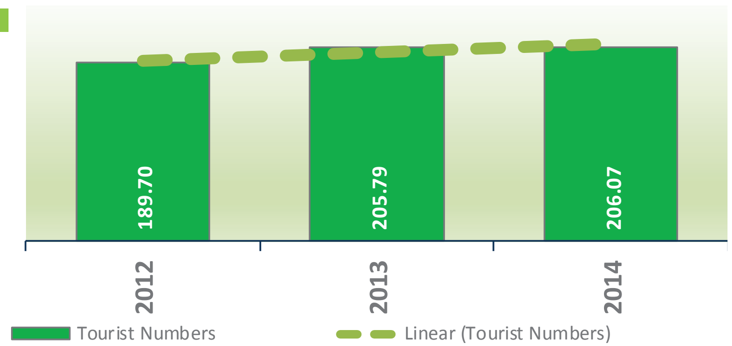


Visitor Numbers - Non-Serviced Accommodation

% Change Year on Year

2013	8.5%
2014	0.1%

000s

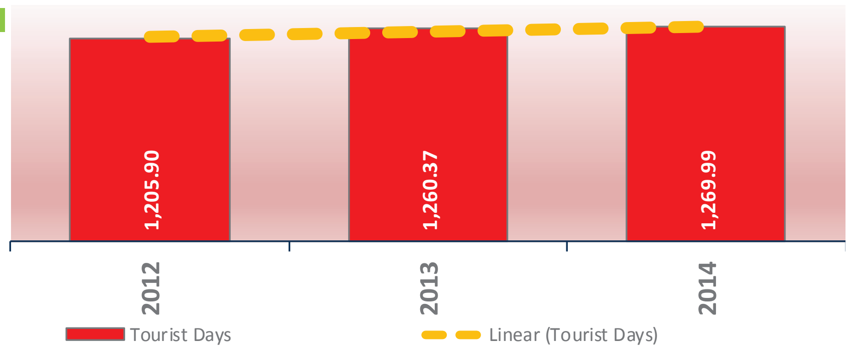


Visitor Days - Non-Serviced Accommodation

% Change Year on Year

2013	4.5%
2014	0.8%

000s

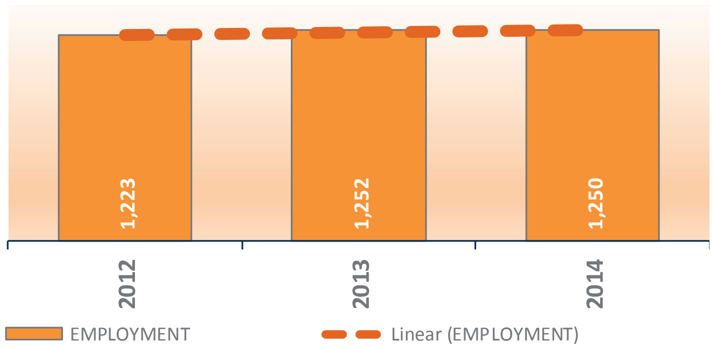


Direct Employment Supported - Non-Serviced Accommodation

% Change Year on Year

2013	2.4%
2014	-0.1%

FTEs



% Change from 2012	2012	2013	2014
Economic Impact - Indexed		5.2%	6.5%
Visitor Numbers		8.5%	8.6%
Visitor Days		4.5%	5.3%
Direct Employment		2.4%	2.2%

"Linear" = *Linear Trendline*

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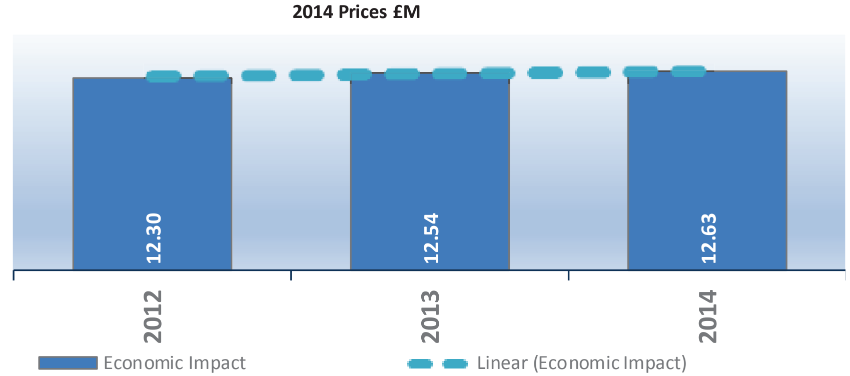
STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL	2012 to 2014 2014 Prices	SFR	KEY MEASURES Indexed

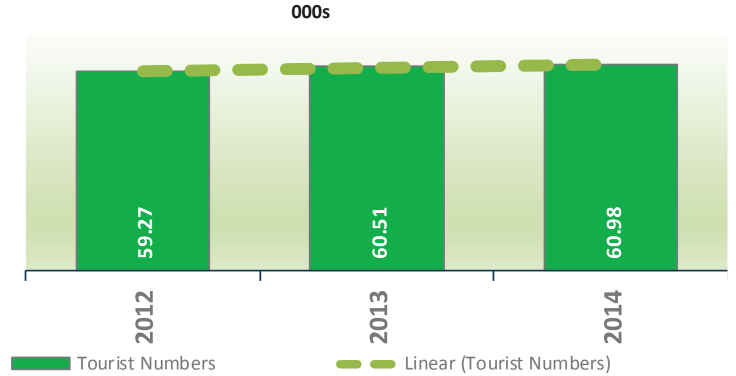
Economic Impact - Indexed - SFR

% Change Year on Year	
2013	1.9%
2014	0.7%



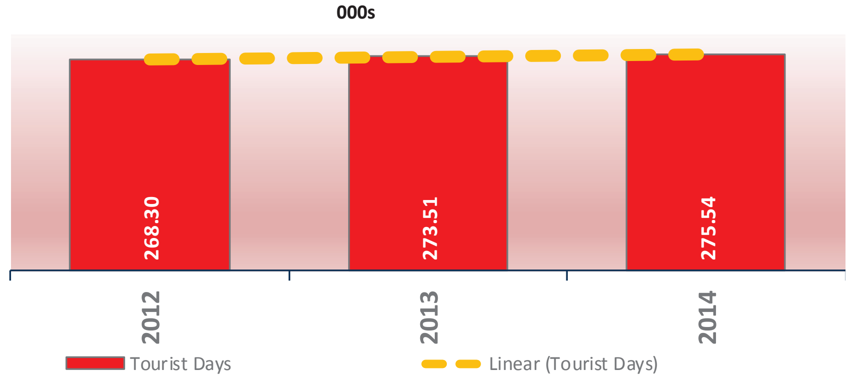
Visitor Numbers - SFR

% Change Year on Year	
2013	2.1%
2014	0.8%



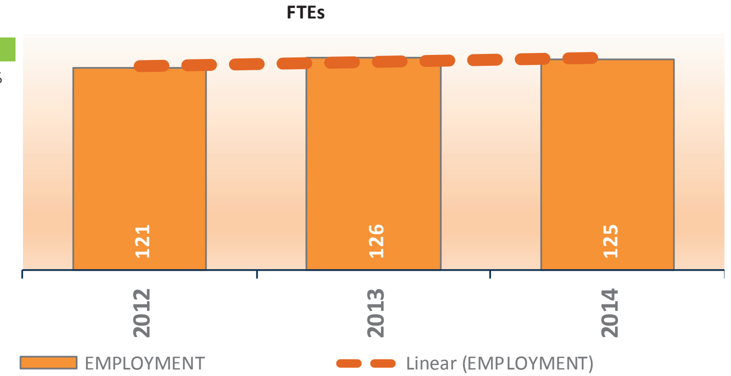
Visitor Days - SFR

% Change Year on Year	
2013	1.9%
2014	0.7%



Direct Employment Supported - SFR

% Change Year on Year	
2013	4.5%
2014	-0.6%



% Change from 2012	2012	2013	2014
Economic Impact - Indexed		1.9%	2.7%
Visitor Numbers		2.1%	2.9%
Visitor Days		1.9%	2.7%
Direct Employment		4.5%	3.9%

"Linear" = *Linear Trendline*

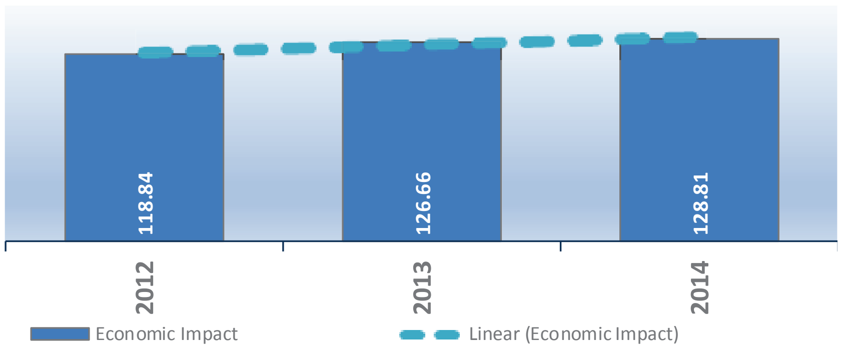
Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL	2012 to 2014 2014 Prices	STAYING VISITOR	KEY MEASURES Indexed

Economic Impact - Indexed - Staying Visitor

% Change Year on Year	
2013	6.6%
2014	1.7%

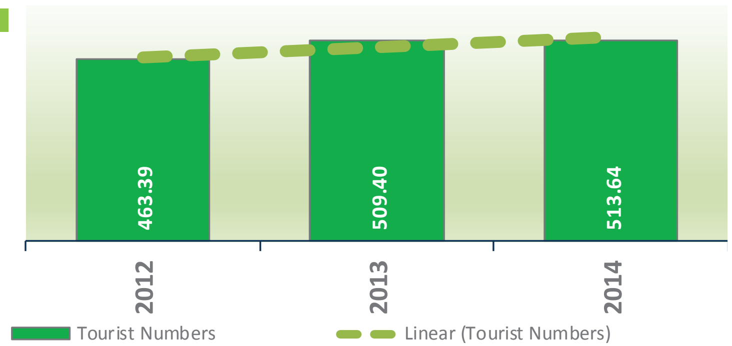
2014 Prices £M



Visitor Numbers - Staying Visitor

% Change Year on Year	
2013	9.9%
2014	0.8%

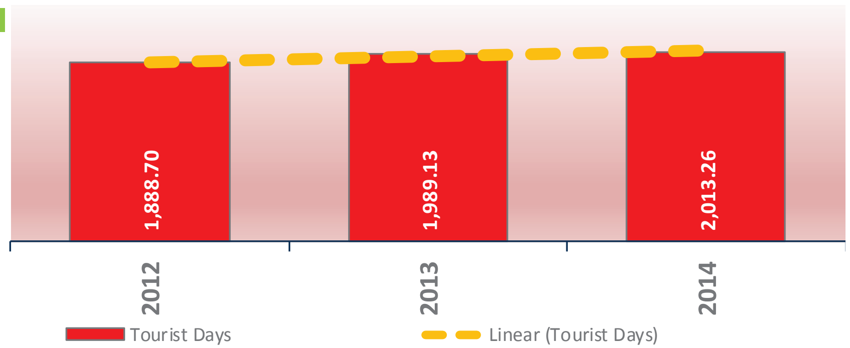
000s



Visitor Days - Staying Visitor

% Change Year on Year	
2013	5.3%
2014	1.2%

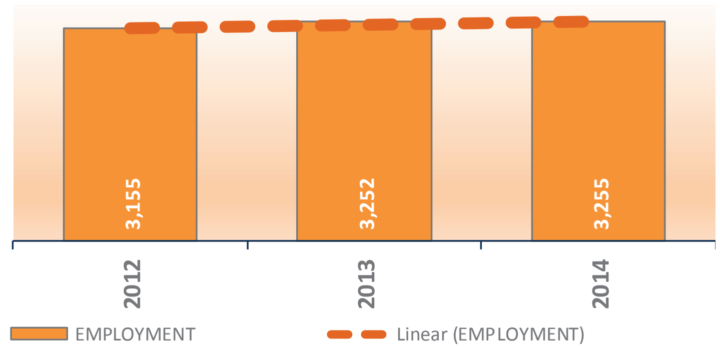
000s



Direct Employment Supported - Staying Visitor

% Change Year on Year	
2013	2.6%
2014	0.0%

FTEs



% Change from 2012	2012	2013	2014
Economic Impact - Indexed		6.6%	8.4%
Visitor Numbers		9.9%	10.8%
Visitor Days		5.3%	6.6%
Direct Employment		3.1%	3.2%

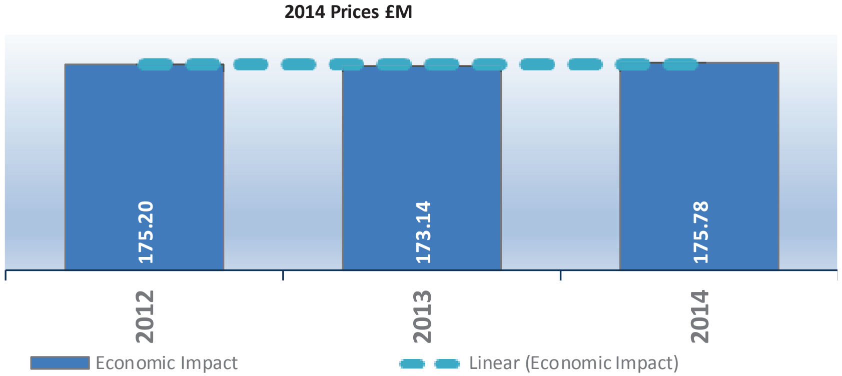
"Linear" = *Linear Trendline*

Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL	2012 to 2014 2014 Prices	DAY VISITOR	KEY MEASURES Indexed

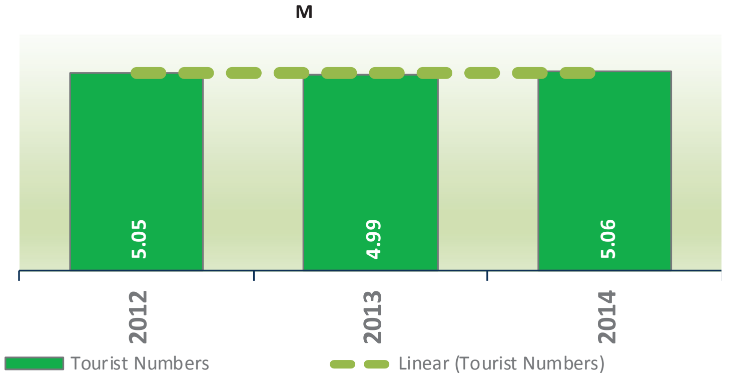
Economic Impact - Indexed - Day Visitor

% Change Year on Year	
2013	-1.2%
2014	1.5%



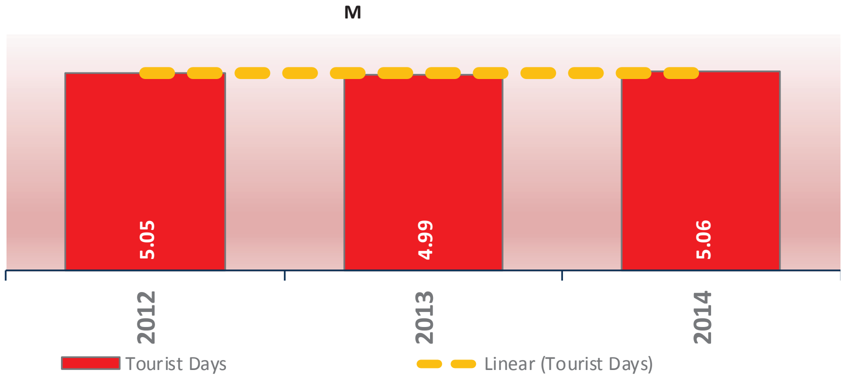
Visitor Numbers - Day Visitor

% Change Year on Year	
2013	-1.2%
2014	1.5%



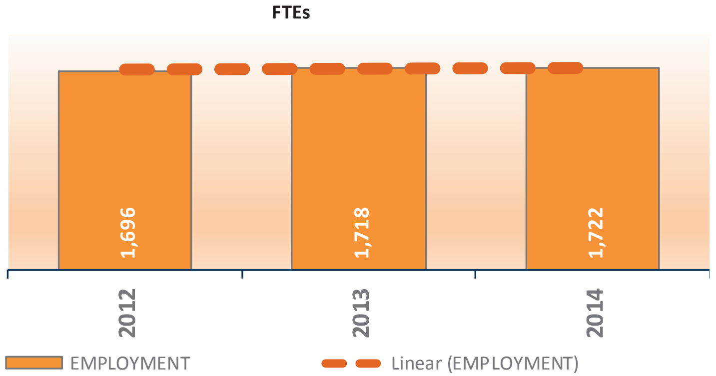
Visitor Days - Day Visitor

% Change Year on Year	
2013	-1.2%
2014	1.5%



Direct Employment Supported - Day Visitor

% Change Year on Year	
2013	1.3%
2014	0.2%



% Change from 2012	2012	2013	2014
Economic Impact - Indexed		-1.2%	0.3%
Visitor Numbers		-1.2%	0.3%
Visitor Days		-1.2%	0.3%
Direct Employment		1.3%	1.5%

"Linear" = *Linear Trendline*

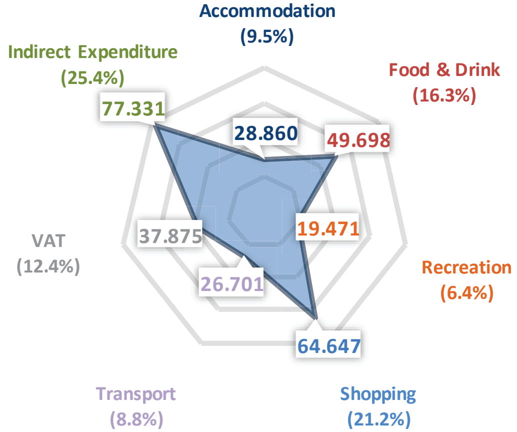
Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL	2012 to 2014 2014 Prices	TOTAL	SECTORAL ANALYSIS Indexed

SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2014

SECTOR / YEAR		2012	2013	2014
Accommodation	£M	25.76	28.14	28.86
Food & Drink	£M	48.34	48.98	49.70
Recreation	£M	19.05	19.21	19.47
Shopping	£M	63.56	63.74	64.65
Transport	£M	26.10	26.34	26.70
Direct Revenue	£M	182.82	186.41	189.38
VAT	£M	36.56	37.28	37.88
Direct Expenditure	£M	219.38	223.69	227.25
Indirect Expenditure	£M	74.67	76.11	77.33
TOTAL	£M	294.05	299.80	304.58

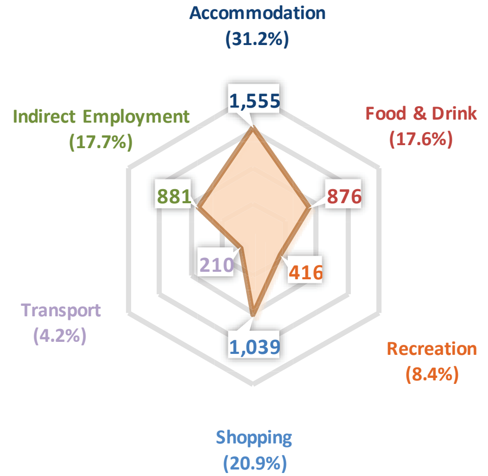
2014 SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2014



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2012	2013	2014
Accommodation	FTEs	1,553	1,553	1,555
Food & Drink	FTEs	842	875	876
Recreation	FTEs	403	416	416
Shopping	FTEs	1,009	1,038	1,039
Transport	FTEs	203	210	210
Direct Employment	FTEs	4,010	4,092	4,096
Indirect Employment	FTEs	840	878	881
TOTAL	FTEs	4,851	4,970	4,977

2014 SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES



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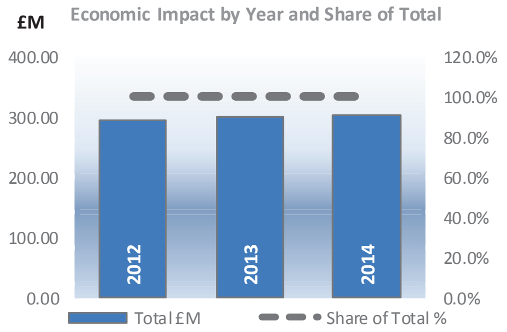
Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL														2012 to 2014 2014 Prices	TOTAL		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY		TOTAL																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2014 / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4				TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC				Q1	Q2	Q3	Q4
% Change 2012 to 2014		-1.0%	-4.3%	-2.5%	-5.3%	0.6%	1.6%	16.2%	10.9%	1.8%	3.2%	3.7%	2.4%		3.6%	Annual Change	-2.8%	-0.8%	10.1%	3.2%
% Change 2013 to 2014		6.3%	-12.4%	-6.2%	0.5%	-0.4%	3.7%	9.4%	10.7%	-5.4%	1.0%	1.7%	-3.6%		1.6%		-5.8%	1.3%	5.6%	0.2%
Average Annual Change		-0.5%	-2.2%	-1.2%	-2.7%	0.3%	0.8%	8.1%	5.5%	0.9%	1.6%	1.8%	1.2%		1.8%		-1.4%	-0.4%	5.0%	1.6%
2012	£M	11.26	16.35	19.78	26.01	32.82	29.90	34.50	44.40	30.37	23.42	14.39	10.86		294.05		47.38	88.73	109.26	48.67
2013	£M	10.48	17.86	20.56	24.49	33.14	29.28	36.64	44.51	32.69	23.93	14.67	11.53		299.80	2.0%	48.91	86.92	113.84	50.14
2014	£M	11.15	15.64	19.29	24.63	33.02	30.37	40.09	49.25	30.92	24.18	14.92	11.12		304.58	1.6%	46.08	88.02	120.27	50.22

ECONOMIC IMPACT - INDEXED TO 2014

SHARE OF MARKET		2012	2013	2014
Total	£M	294.05	299.80	304.58
All Visitor Types	£M	294.05	299.80	304.58
Share of Total	%	100.0%	100.0%	100.0%
Annual Change in Share	%			
Change in Share from 2012	%			
Avg Ann. Change in Share	%			

TOTAL



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014
CRAVEN DISTRICT COUNCIL

2012 to 2014 | 2014 Prices | SERVICED ACCOMMODATION | ECONOMIC IMPACT Indexed

ECONOMIC IMPACT BY: MONTH AND QUARTER / CALENDAR YEAR / QUARTER

SERVICED ACCOMMODATION

ECONOMIC IMPACT £M - INDEXED TO 2014 / PERCENTAGE CHANGES

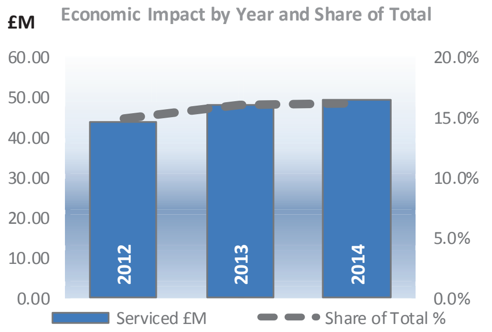
KEY:
- An increase of 3% or more
- Less than 3% change
- A Fall of 3% or more

		Q1			Q2			Q3			Q4			CALENDAR YEAR		QUARTER			
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2012 to 2014		12.6%	4.9%	30.2%	24.1%	33.0%	5.1%	6.5%	10.8%	4.3%	8.1%	15.1%	12.9%	12.7%	Annual Change	16.3%	19.7%	7.3%	11.7%
% Change 2013 to 2014		12.8%	4.9%	-0.3%	12.2%	1.8%	-1.4%	3.1%	-0.4%	1.9%	2.8%	-1.2%	3.5%	2.6%		4.6%	3.7%	1.4%	1.7%
Average Annual Change		6.3%	2.5%	15.1%	12.0%	16.5%	2.6%	3.3%	5.4%	2.2%	4.1%	7.6%	6.5%	6.4%		8.2%	9.8%	3.7%	5.8%
2012	£M	1.965	2.545	2.614	3.261	3.398	4.079	5.726	5.858	5.398	3.618	2.782	2.536	43.78		7.124	10.74	16.98	8.937
2013	£M	1.960	2.545	3.416	3.605	4.438	4.351	5.916	6.520	5.527	3.806	3.243	2.767	48.09	9.9%	7.921	12.39	17.96	9.816
2014	£M	2.212	2.670	3.405	4.046	4.519	4.288	6.099	6.493	5.631	3.913	3.204	2.864	49.34	2.6%	8.287	12.85	18.22	9.980

ECONOMIC IMPACT - INDEXED TO 2014

SHARE OF MARKET		2012	2013	2014
Serviced	£M	43.78	48.09	49.34
All Visitor Types	£M	294.05	299.80	304.58
Share of Total	%	14.9%	16.0%	16.2%
Annual Change in Share	%		7.7%	1.0%
Change in Share from 2012	%		7.7%	8.8%
Avg Ann. Change in Share	%		7.7%	4.4%

SERVICED ACCOMMODATION



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Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

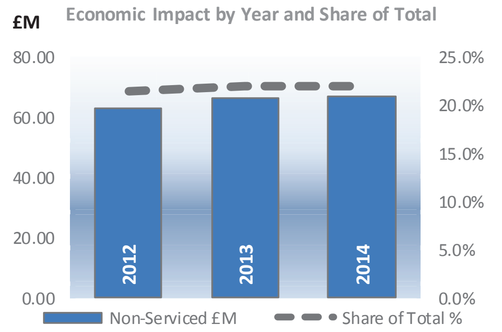
STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL		2012 to 2014 2014 Prices	NON-SERVICED ACCOMMODATION	ECONOMIC IMPACT Indexed

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2014 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		7.4%	81.3%	2.8%	-9.2%	0.0%	-5.1%	8.2%	10.7%	6.9%	3.4%	15.1%	21.9%	6.5%	Annual Change	27.3%	-4.2%	8.7%	10.6%
% Change 2013 to 2014		1.0%	0.9%	1.5%	-0.1%	-3.7%	-2.5%	0.9%	3.7%	3.9%	4.4%	4.4%	4.5%	1.2%		1.2%	-2.4%	2.9%	4.4%
Average Annual Change		3.7%	40.6%	1.4%	-4.6%	0.0%	-2.6%	4.1%	5.4%	3.4%	1.7%	7.6%	11.0%	3.2%		13.6%	-2.1%	4.4%	5.3%
2012	£M	1.498	1.899	2.975	5.178	7.851	8.261	8.061	9.833	8.227	4.553	2.542	1.883	62.76		6.372	21.29	26.12	8.979
2013	£M	1.593	3.411	3.012	4.706	8.153	8.036	8.644	10.50	8.461	4.510	2.803	2.199	66.03	5.2%	8.016	20.90	27.61	9.511
2014	£M	1.608	3.443	3.058	4.700	7.849	7.838	8.723	10.89	8.791	4.708	2.926	2.297	66.83	1.2%	8.110	20.39	28.40	9.931

ECONOMIC IMPACT - INDEXED TO 2014

SHARE OF MARKET		2012	2013	2014
Non-Serviced	£M	62.76	66.03	66.83
All Visitor Types	£M	294.05	299.80	304.58
Share of Total	%	21.3%	22.0%	21.9%
Annual Change in Share	%		3.2%	-0.4%
Change in Share from 2012	%		3.2%	2.8%
Avg Ann. Change in Share	%		3.2%	1.4%

NON-SERVICED ACCOMMODATION



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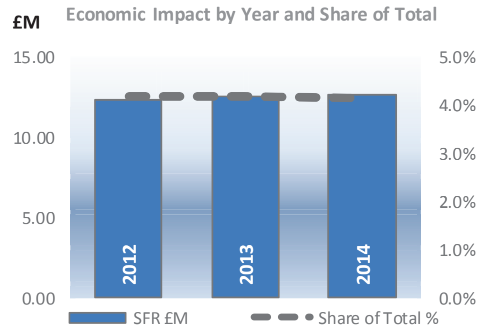
Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL														2012 to 2014 2014 Prices	SFR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		SFR																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2014 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2012 to 2014		2.7%	15.4%	3.2%	-0.2%	2.1%	-1.2%	2.3%	3.1%	1.8%	1.4%	4.5%	4.4%	2.7%		5.7%	-0.1%	2.5%	3.5%
% Change 2013 to 2014		1.8%	0.7%	0.2%	1.4%	-0.6%	-0.7%	0.5%	1.0%	1.2%	1.3%	0.8%	1.2%	0.7%	Annual Change	1.0%	-0.1%	0.9%	1.1%
Average Annual Change		1.3%	7.7%	1.6%	-0.1%	1.1%	-0.6%	1.1%	1.5%	0.9%	0.7%	2.2%	2.2%	1.4%		2.9%	0.0%	1.3%	1.7%
2012	£M	0.947	0.494	0.715	0.861	0.713	1.307	1.473	1.970	1.022	0.847	0.661	1.291	12.30		2.155	2.881	4.465	2.799
2013	£M	0.955	0.565	0.736	0.847	0.732	1.301	1.499	2.012	1.028	0.848	0.684	1.332	12.54	1.9%	2.257	2.880	4.539	2.865
2014	£M	0.972	0.570	0.737	0.859	0.728	1.291	1.506	2.031	1.040	0.859	0.690	1.348	12.63	0.7%	2.279	2.879	4.578	2.897

ECONOMIC IMPACT - INDEXED TO 2014

SHARE OF MARKET		2012	2013	2014
SFR	£M	12.30	12.54	12.63
All Visitor Types	£M	294.05	299.80	304.58
Share of Total	%	4.2%	4.2%	4.1%
Annual Change in Share	%		0.0%	-0.8%
Change in Share from 2012	%		0.0%	-0.8%
Avg Ann. Change in Share	%		0.0%	-0.4%

SFR



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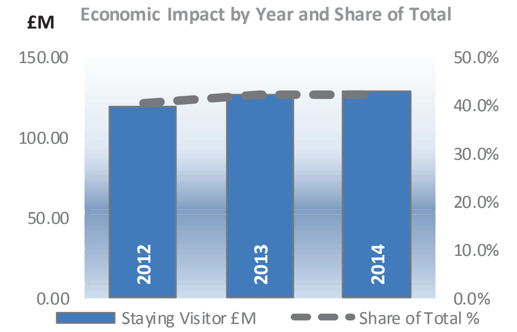
STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL														2012 to 2014 2014 Prices		STAYING VISITOR	ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR			QUARTER			
KEY		STAYING VISITOR																		
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2014 / PERCENTAGE CHANGES												TOTAL	% Change					
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC				Q1	Q2	Q3	Q4
% Change 2012 to 2014		8.7%	35.3%	14.2%	3.3%	9.5%	-1.7%	7.0%	9.9%	5.6%	5.1%	13.9%	14.0%	8.4%	Annual Change		19.3%	3.5%	7.6%	10.1%
% Change 2013 to 2014		6.3%	2.5%	0.5%	4.9%	-1.7%	-2.0%	1.7%	2.0%	3.0%	3.5%	1.3%	3.4%	1.7%			2.7%	-0.1%	2.2%	2.8%
Average Annual Change		4.3%	17.7%	7.1%	1.6%	4.7%	-0.8%	3.5%	5.0%	2.8%	2.6%	7.0%	7.0%	4.2%			9.7%	1.7%	3.8%	5.1%
2012	£M	4.409	4.938	6.305	9.301	11.96	13.65	15.26	17.66	14.65	9.019	5.985	5.711	118.84			15.65	34.91	47.57	20.71
2013	£M	4.508	6.522	7.163	9.159	13.32	13.69	16.06	19.04	15.02	9.164	6.730	6.297	126.66	6.6%		18.19	36.17	50.11	22.19
2014	£M	4.793	6.683	7.200	9.605	13.10	13.42	16.33	19.41	15.46	9.480	6.820	6.508	128.81	1.7%		18.68	36.12	51.20	22.81

ECONOMIC IMPACT - INDEXED TO 2014

SHARE OF MARKET		2012	2013	2014
Staying Visitor	£M	118.84	126.66	128.81
All Visitor Types	£M	294.05	299.80	304.58
Share of Total	%	40.4%	42.2%	42.3%
Annual Change in Share	%		4.5%	0.1%
Change in Share from 2012	%		4.5%	4.6%
Avg Ann. Change in Share	%		4.5%	2.3%

STAYING VISITOR



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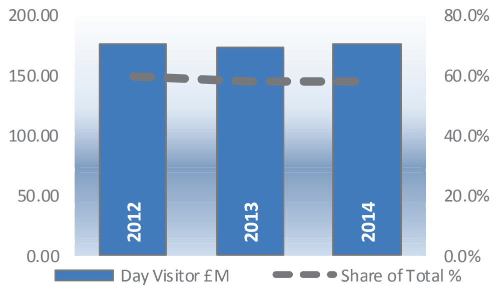
Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

STEAM DRAFT TREND REPORT FOR 2012-2014 CRAVEN DISTRICT COUNCIL													2012 to 2014 2014 Prices	DAY VISITOR		ECONOMIC IMPACT Indexed			
ECONOMIC IMPACT BY:	MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR																		
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2014 / PERCENTAGE CHANGES													TOTAL	% Change				
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC				Q1	Q2	Q3	Q4
% Change 2012 to 2014	-7.2%	-21.5%	-10.3%	-10.1%	-4.5%	4.3%	23.5%	11.6%	-1.7%	2.1%	-3.7%	-10.4%		0.3%	Annual Change	-13.6%	-3.6%	11.9%	-1.9%
% Change 2013 to 2014	6.4%	-21.0%	-9.8%	-2.0%	0.5%	8.7%	15.5%	17.1%	-12.5%	-0.5%	2.0%	-11.9%		1.5%		-10.8%	2.3%	8.4%	-1.9%
Average Annual Change	-3.6%	-10.7%	-5.1%	-5.0%	-2.2%	2.1%	11.8%	5.8%	-0.8%	1.0%	-1.8%	-5.2%		0.2%		-6.8%	-1.8%	6.0%	-1.0%
2012 £M	6.846	11.41	13.48	16.71	20.86	16.26	19.24	26.74	15.72	14.40	8.404	5.148		175.20		31.73	53.82	61.70	27.96
2013 £M	5.976	11.34	13.40	15.34	19.82	15.59	20.58	25.47	17.67	14.77	7.941	5.234		173.14	-1.2%	30.71	50.75	63.73	27.95
2014 £M	6.356	8.957	12.09	15.02	19.92	16.95	23.77	29.84	15.46	14.70	8.097	4.612		175.78	1.5%	27.40	51.90	69.07	27.41

ECONOMIC IMPACT - INDEXED TO 2014				
SHARE OF MARKET		2012	2013	2014
Day Visitor	£M	175.20	173.14	175.78
All Visitor Types	£M	294.05	299.80	304.58
Share of Total	%	59.6%	57.8%	57.7%
Annual Change in Share	%		-3.1%	-0.1%
Change in Share from 2012	%		-3.1%	-3.1%
Avg Ann. Change in Share	%		-3.1%	-1.6%

DAY VISITOR

£M Economic Impact by Year and Share of Total

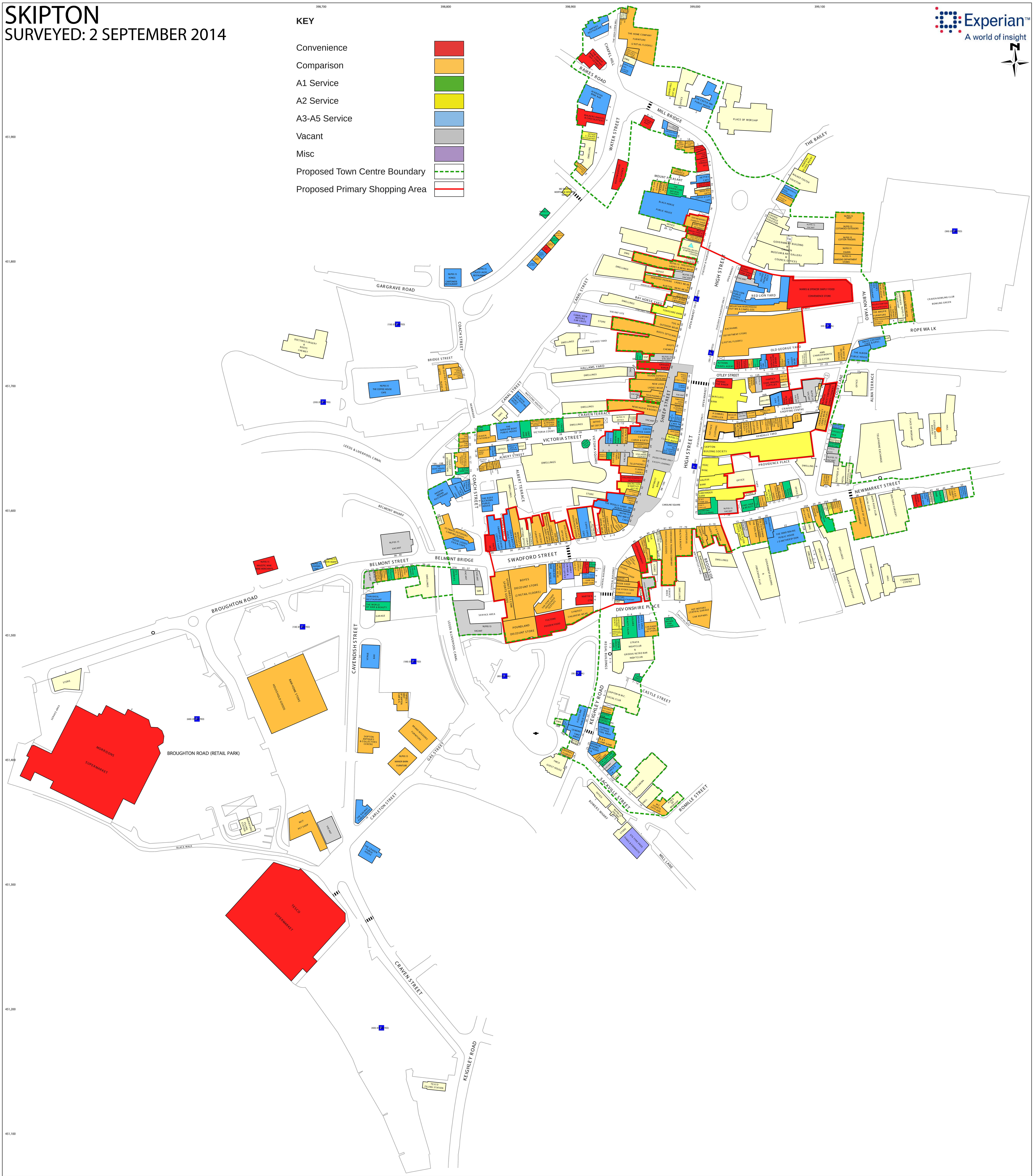


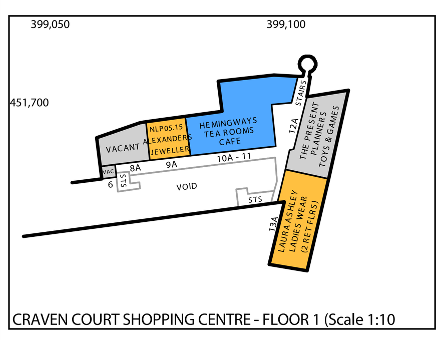
Note: This report caters for a period of up to 12 years. Parts of this page are intentionally left blank to accommodate new data as it becomes available.

Report Prepared by: Alison Tipler. Date of Issue: 05/06/15

Appendix 8 Proposed Town Centre Boundaries

SKIPTON
SURVEYED: 2 SEPTEMBER 2014





CRAVEN COURT SHOPPING CENTRE - FLOOR 1 (Scale 1:10

SCALE 1:1000
0 12.5 25 37.5 50 m
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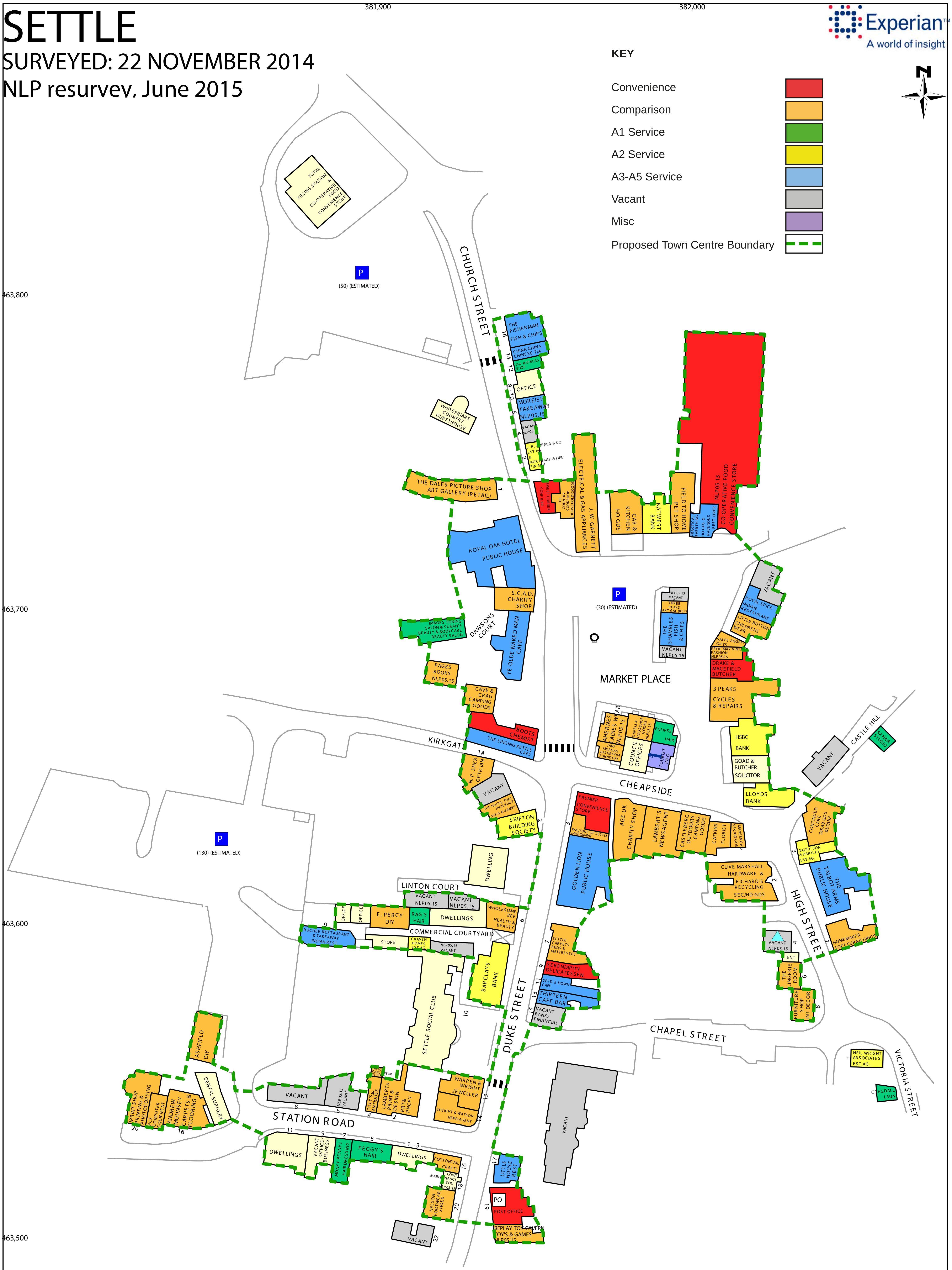
SETTLE

SURVEYED: 22 NOVEMBER 2014

NLP resurvey, June 2015



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SCALE 1:1000

0 12.5 25 37.5 50 m

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Mapping sourced from Ordnance Survey

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