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CRAVEN DISTRICT COUNCIL

Craven's Smaller Centres
Ingleton Health Check

Report

Appendices

Report Ingleton May 2004

Contents

GLOSSARY

GIS	**-**	**Geographic Information System**
ITZA	**-**	**In Terms of Zone A**
SQ.FT	**-**	**Square Feet**
M^2	**-**	**Metres Squared**
CDC	**-**	**Craven District Council**
DVD	**-**	**Digital Versatile Disc**

1 Introduction

1.1 Craven District Council has commissioned Donaldsons to undertake retail health check studies of four centres in the District, including Ingleton. This is to assist in the preparation of the revision of the Local Plan/Local Development Framework and also to promote a future strategy for the District's centres.

1.2 The study comprises the following elements:

- An overview of Ingleton and a consideration of its socio-economic profile;
- A health check of the vitality and viability of Ingleton; and
- A conclusion as to its existing role and how it should be treated in any replacement Local Development Framework (LDF).

1.3 The findings of our study will allow the Council to revise its existing policies and proposals for retail development in the smaller centres, with supporting justification, for the purposes of the LDF preparation, having regards to current Government guidance, as contained in PPG6, and the emerging PPS6.

1.4 The existing LP (adopted July 1999) does not set out a strict hierarchy of centres in the district and it is the intention of this report to form the basis on which such hierarchy may be defined. The Plan identifies the District's retail centres as follows:

Skipton	Primary retailing and commercial centre
Cross Hills and Settle	Secondary retailing and commercial centres
Ingleton and Bentham	Service settlements within the Plan area, having an identifiable core retailing area.

1.5 Additionally, the Plan identifies as local service centres:
Settle, Giggleswick, Hellifield, Ingleton, High Bentham, Gargrave, Cononley, Glusburn/Cross Hills, Sutton-in-Craven and Cowling.

1.6 These local centres are described as fulfilling an important role in providing local services and shopping facilities to a rural catchment. They also provide a centre for schooling, community facilities and local job opportunities, particularly important to those requiring work which is part-time or close to home.

1.7 The performance of the Principal Town Centre – Skipton – has been considered in detail in the Retail Study recently carried out by Donaldsons. This report considers the performance of Ingleton, having regard to those indicators of vitality and viability recommended in PPG6 and PPS6 as are capable of measurement and the general quality of the retail experience. The study has been informed by a street survey, and a district wide household survey supplemented by a postal retailer/business survey.

1.8 The indicators of vitality and viability recommended in Figure 1 of PPG6 are considered in detail in section 4 of this report and are:

- Diversity of uses
- Retailer representation and intentions to change representation
- Shopping rents
- Proportion of vacant street level property
- Commercial yields on non-domestic property
- Pedestrian flows
- Accessibility
- Customer views and behaviour
- Perception of safety and occurrence of crime
- State of the town centre environmental quality.

1.9 The Government has now published its draft Planning Policy Statement 6: Planning for Town Centres (PPS6) which is intended to replace PPG6 and its later clarifications. The Draft Statement lists the matters on which information should be gathered – which comprise all of the PPG6 indicators, together with the following:

- the quality, quantity and convenience of retailing and other uses in the area and the potential capacity for growth or change of centres;
- population change, economic growth or decline, and expenditure patterns.

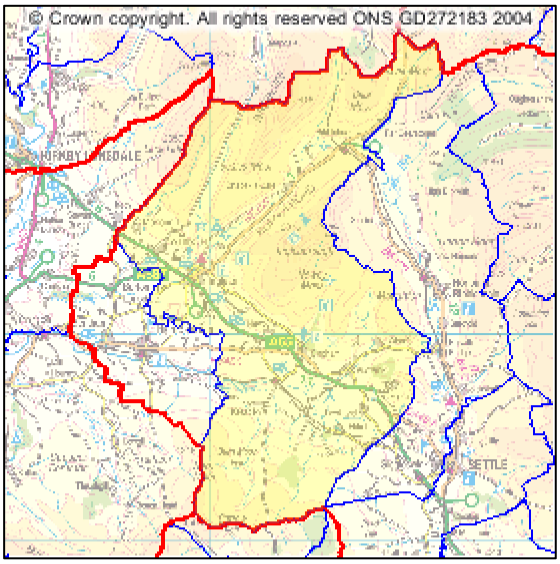
1.10 The nature of Ingleton is such that there is little or no transactional evidence on which to base an accurate analysis of economic performance. Nevertheless, we have addressed the centre in terms of how well it performs its designated role and in comparison to the other centres within each classification.

1.11 It should be noted that, whilst traditionally excluded from retail classification, we have included bars and public houses in the services category throughout this study. Opticians are classified as comparison retailers (in accordance with the Goad classification), unless they are clearly in the nature of a surgery, with the sale of spectacles an ancillary operation, in which case they have been included in the services sector. Where solicitors, accountants and other professions occupy retail units in shopping areas, they have also been included within the services sector.

2 Overview and Socio Economic Profile

2.1 Ingleton is located just off the A65 and is some 41 kilometres (25 miles) to the north west of Skipton. The retail offer is mainly linear and concentrated on Main Street, with some additional retail located at Seed Hill/High Street. There appears to have been little in the way of recent development in the centre, with the majority of retailers and businesses occupying traditional period properties. The Ingleton and Clapham ward has a population of 3,725, of whom 3,656 live in households according to the 2001 Census (the remainder living in institutional establishments).

2.2 Lifestyle profiles for the ward of Ingleton and Clapham are set out in detail below. The data source for this information is the 2001 Census unless otherwise specifically stated.



Car Ownership

Households	Ingleton & Clapham	Craven District	GB Average (England & Wales)
Have no car or van	14.1%	18.9%	26.8%
Have 2 or more cars or vans	43.4%	34.2%	29.4%

2.3 A high percentage of people (43.4 %) of people in Ingleton own 2 or more vehicles. This is considerably higher than the national average of 29.4% and almost 10% greater than that of Craven district. These figures are a reflection of both the affluence of the area and also its relatively remote location.

Household Tenure

	Ingleton & Clapham	Craven District	GB Average (England & Wales)
Owner occupied	76.3%	76.8%	68.9%
Rented (Social Housing)	8.4%	9.6%	17.9%
Privately Rented or Living Rent Free	15.3%	13.6%	11.9%

2.4 The level of owner occupation in Ingleton almost mirrors that of the district, and is higher than the national average of 68.9%. Ingleton and Clapham Ward also has a slightly higher proportion of properties rented from private landlords and letting agencies (15.3%). Consequently, the proportion of social housing in the Ward is significantly lower than the national average.

Employment

	Ingleton and Clapham	Craven	England and Wales
Employed	65.6	65.6	60.6
Unemployed	2.0	2.0	3.4
Economically active full-time students	1.7	2.0	2.6
Retired	17.5	17.2	13.6
Economically inactive students	2.9	3.4	4.7
Looking after home/family	5.2	4.5	6.5
Permanently sick or disabled	3.6	3.6	5.5
Other economically inactive	1.6	1.8	3.1

2.5 Employment within the Ingleton and Clapham ward matches the level for the district and is 5% above the national average. Unemployment also follows the trend for the district of 2% and is again lower than the national average of 3.4%. Unsurprisingly, the proportion of retired people (17.5%) is higher than the national average (13.6%).

2.6 Details of employment by sector, both of males and females in Ingleton and Clapham, are set out in the tables overleaf.

Employment by Sector

Industry of Employment (Males 16-74 in Employment)	
	Percentage
Agriculture/Hunting/Forestry	18%
Fishing	0%
Mining & Quarrying	2%
Manufacturing	14%
Electric Gas & Water	1%
Construction	13%
Wholesale and Retail Trade; Repair of motor vehicles	16%
Hotels & Catering	6%
Transport storage and communication	7%
Financial intermediation	1%
Real Estate; renting and business activities	7%
Public administration & defence	3%
Education	7%
Health & social work	3%
Other	3%
	100%

Industry of Employment (Females 16-74 in Employment)	
	Percentage
Agriculture/Hunting/Forestry	6%
Fishing	0%
Mining & Quarrying	0%
Manufacturing	6%
Electric Gas & Water	0%
Construction	1%
Wholesale and Retail Trade; Repair of motor vehicles	16%
Hotels & Catering	13%
Transport storage and communication	2%
Financial intermediation	5%
Real Estate; renting and business activities	8%
Public administration & defence	3%
Education	18%
Health & social work	16%
Other	5%
	100%

2.7 Given the rural nature of the ward, it is no surprise that almost a fifth (18%) of males are employed in the Agriculture, Hunting and Forestry sector. The other main areas of employment for males are Retail Trade and Repair of Motor Vehicles (16%) and Manufacturing (14%). Education is the most prominent employment for females (18%) closely followed by the Retail Sector and Health and Social Work (16% each).

3 The Surveys

The Retailer/Business Operator Survey

3.1 This survey was distributed to all retailers and most business operators within the centre. Following the initial distribution, a targeted telephone 'chase up' was made to business proprietors from whom no response had been received. As a result of this, Donaldsons are now in receipt of 16 completed questionnaires. This represents a response rate of 43%, which is relatively good for a survey of this nature and demonstrates a keenness by the business community to be involved in the consultation process.

3.2 Responses have come from comparison and convenience retailers and service providers, all but one of whom operate independent businesses, which is a reflection of the composition of Ingleton's retail/service offer. This number and range of responses assists greatly in the Health Check assessment in that it provides an insight into the performance and views of those working in Ingleton. It should be noted that not every question was answered by all respondents. A copy of the questionnaire and a summary of the survey responses is included in Appendix 2, while the key findings of the survey are set out below.

3.3 Respondents display an above average awareness of who their customers are, how much they spend and how far they travel – which tends not to be the case in centres with a predominance of multiple operators, although of course many businesses in Ingleton cater specifically or mainly for the tourist trade.

3.4 Ingleton appears to enjoy a healthy balance of long-established and newer businesses – 50% of respondents have been trading in the village for over ten years (and 31% for over 20 years), 37.5% for between two and five years and 12.5% for less than 2 years.

3.5 One respondent employs 55 full time and three part-time staff – but this is a multi-faceted business, with contracting, service and retail arms. That exception aside, respondent businesses on average employ almost 1.5 full time and around 2.3 part time staff. In total, the respondent businesses employ 75 full time and 35 part time staff (one respondent did not answer this question).

3.6 Just three respondents are dissatisfied with their current accommodation: one finds the premises too small and hopes to be able to expand into the first floor. One believes there is scope for expansion, but reveals no plans for doing so. The third requires more modern and accessible premises and would wish to relocate within Ingleton should a suitable property become available. Three of those who are happy with their current accommodation also envisage potential expansion within their premises, whilst a fourth may seek a relocation in Ingleton. One respondent foresees possible closure of the businesses within the near future.

3.7 Over 56% of respondents have plans for investment in their premises, by way of refurbishment, redecoration, expansion etc. Whilst some of these improvements are relatively minor, these respondents clearly acknowledge the importance of property maintenance/enhancement.

3.8 Half of respondents indicate that they open regularly on Sundays, largely catering for visitors, rather than local people, or involved in the food and drink leisure sector. Another respondent in the latter sector trades on Sundays during the summer months and one respondent has plans to commence Sunday trading. Those who do not open on Sundays either believe there is insufficient trade to do so or quite understandably feel that, as they work six days per week, they need a day off.

3.9 Over the last two years, of those who were trading at the time and who responded to the question:

- 54% indicate an improvement in trade;
- 31% indicate no change in their trading levels; and
- 15% report a decline in trade.

Over the last year:

- 60% indicate an improvement in trade;
- 27% indicate no change in their trading levels; and
- 13% report a decline in trade.

3.10 Reasons given for improvement include:

- Improvements made to business practice,
- More building work in Ingleton, bringing more tradesmen to patronise local businesses;
- Growing reputation;
- Better product range; and
- Recovery from Foot and Mouth Disease.

3.11 Reasons given for decline include former/ongoing effects of Foot and Mouth Disease, fewer visitors to Ingleton, external factors such as the economy and the weather and changes in consumer habits (shoppers choosing to go elsewhere). One respondent complains that expensive, off-pitch parking deters passing trade. Another believes that the opening of the Booths supermarkets in Settle and Kirby Lonsdale has diverted a considerable amount of trade from Ingleton as has the Co-Op convenience store attached to the petrol station on the A65 just outside the village.

3.12 Expectations of performance over the next two years are mixed:

- 40% expect an improvement in trade;
- 47% expect no change; and
- 13% expect a decline.

3.13 Reasons for expectation of an uplift in trade include improvement in business practices (better stock, better customer service, internet trading etc.) and an increasing reputation. Reasons for anticipated decline in trade were reducing visitor numbers and more shoppers going elsewhere.

3.14 Half the respondents provided turnover details which we are, of course, treating as confidential information, but which indicate that, whilst one or two are trading at above average levels for their particular sector, there are also businesses in the village which are clearly struggling to achieve an acceptable profit. The limited nature of these responses is insufficient to allow us to arrive at an accurate estimate of the scale of this problem.

3.15 However, it is likely that those selling goods primarily aimed at the local market will find it harder to be successful as expenditure generated within the area is limited both by the size of the catchment population and by the lack of sufficient retail outlets in Ingleton to satisfy all the shopping needs of that population. This point is considered in more detail under the section covering the household survey.

3.16 Respondents were asked to consider sixteen aspects of Ingleton centre, rating them as excellent, very good, good, satisfactory, poor or very poor. About half of these aspects score relatively well and, unsurprisingly, that found excellent by more respondents than any other is the attractive environment. One respondent only gives an opinion on three aspects (amount and cost of car parking and access by car), leaving everything else blank and six other features receive a 'don't know' from between one and three respondents. When considering all the ratings, the order of aspects regarded most highly (at least 50% good, very good or excellent) is:

- Attractive environment — 86% good or better, 7% satisfactory
- Access by car — 68% good or better, 13% satisfactory
- Quality of shops — 60% good or better, 13% satisfactory
- Amount of car parking — 56% good or better, 19% satisfactory
- Choice of places to eat & drink — 53% good or better, 47% satisfactory
- Maintenance & cleanliness — 53% good or better, 20% satisfactory
- Appropriate signage to car parks — 52% good or better, 7% satisfactory.

3.17 Those aspects poorly regarded by respondents (at least 50% poor or very poor) are:

- Ingleton Market — 66% poor or worse, 20% satisfactory
- Access by public transport — 53% poor or worse, 27% satisfactory

3.18 When asked to identify the strengths of the centre, many aspects are mentioned and there is clearly a great deal of pride in the town amongst the business community. The feature topping the list of strengths is the attractiveness/scenic/picturesque/'quaint' nature of Ingleton. Second is the warm/welcoming/friendly atmosphere, followed by tourism and the fact that the village is so close to tourist attractions, in particular the Waterfalls Walk and provides a wide range of accommodation for visitors. Mention is made of the range of shops – both for local people and tourists and the level of customer service, the range of facilities available, the plentiful supply of parking and the number of organised events in the village.

3.19 All but one respondent believe the village has weaknesses, and some list several. Over 30% complain of the number of vacant shops – even though, during the course of our study, there have only been two vacancies in the centre of Ingleton. However, one of those vacancies (a former newsagent) is in an extremely prominent location in The Square and a number of other former shops have been converted to non-retail uses, including residential use (specifically cited as a weakness). These factors have clearly given rise to a perception of a high level of vacancies.

3.20 Several respondents believe one of the village's weaknesses is the poor range of shops (although it is admitted that it may be difficult to trade viably in some of the unrepresented sectors) and mention is also made of the poor decorative condition of a number of retail outlets and the 'run down' appearance of the village. Specific mention, in the context of weaknesses, is made of the limited range of food offered by the village's sole supermarket, the need for updating some of the food shops, the Friday market and the fact that Ingleton's one bank is open on only three days each week.

3.21 Almost inevitably in any survey of retailers, the perceived lack of free or inexpensive, centrally located, parking in the village is flagged up as a weakness, although not as universally in Ingleton as we have come to expect from experience elsewhere. In fact, the availability of parking is regarded as a strength by some respondents and many of those interviewed during the visitors' and household surveys, referred to later in this section.

3.22 Other features mentioned as weaknesses by respondents are:

- poor signage from the A65 into the village;
- poor signage to the car park from Main Street;
- a lack of supervision of parking (with the feeling that many do not pay and display);
- lack of hot food takeaway facilities (in most centres, we find that retailers complain about a surfeit of such outlets);
- lack of public transport; and
- lack of promotion of Ingleton.

3.23 Respondents were asked what improvements they would like to see in the village centre and there are many positive suggestions. Most sought after are signage improvements – to the village centre from the A65 and also from the Hawes Road, and in particular strategically located signs both in Ingleton and on the surrounding roads informing visitors of, and directing them to, the available attractions and facilities. One suggestion is the provision of 'Welcome to Ingleton' signs, highlighted by stonework features and planting displays.

3.24 It is also suggested that the one-way system be reviewed, or somehow given clearer definition where High Street and Main Street merge. As expected, a number of respondents believe that more/cheaper/free parking would improve the village.

3.25 A general facelift for the village is mooted by a number of respondents, involving a more thorough and regular cleansing routine and perhaps introducing a common colour scheme, and improving The Square *"to make it look like a Square."*

3.26 Other suggestions include:

- more and/or better quality 'interesting' shops;
- a better stocked, better priced supermarket;
- persuading the Co-Op to cater for families;
- more activities/incentives to encourage visitors;
- more services to draw in custom (e.g. optician);
- encouragement of new businesses; and
- a rail link – perhaps in the form of a Thomas the Tank Engine type attraction.
- free/cheaper parking.

3.27 One respondent comments that the Council should *"accept the inevitable and allow conversion of village centre shops to other uses including residential".* Whilst we accept that there are situations where the contraction of a retailing area is inevitable and that it is better to allow conversion to non-shopping uses than to see vacant and neglected buildings, we feel that Ingleton still has a great deal of potential as a predominantly specialist retail centre. It may well prove necessary to allow a certain amount of conversion in the village's more peripheral locations, but we feel that this should be resisted in the heart of the centre, unless a property is so small or awkwardly configured that no retailer is likely to be interested in its occupation.

3.28 A number of respondents make additional comments, many on similar themes to those expressed above. These are summarised in Appendix 2.

The Visitor (In Street) Survey

3.29 NEMS, an accredited Market Research Agency, was commissioned to undertake an independent survey amongst visitors to Ingleton. Face-to-face interviews were conducted with 150 visitors between 10.00a.m. and 5.00p.m. on six consecutive days during early February 2004. Being in the street, the duration of interview was limited to approximately 7 minutes. A full analysis of the survey is included at Appendix 3, while key points are detailed below.

3.30 Visitors came from a wide area, although predominantly from the north of England and over half (55%) regarded themselves as local people. Of the other 45%, just over half were on holiday and staying in Yorkshire (mostly in Ingleton) and just over half were enjoying a day trip. Some had travelled a considerable distance including from Southampton, London, Birmingham and Kings Lynn.

3.31 The survey was carried out very early in the year and, on later visits, we have found a number of overseas visitors in the village. We would expect the proportion of visitors from further afield to increase over the warmer months, although Ingleton clearly holds an attraction for the hardy outdoor enthusiast throughout the year.

3.32 Just over half (51%) of the interviewees were female and interviews were achieved over a wide age range – from 16 to over 65 - and across the social spectrum. The majority of tourists were in the 45 to 64 age range, living in 1,2, or 3-person households. 30% of local visitors were over 60 years of age, compared with just 6% of the tourists.

3.33 58% of the visitors had come by car (86% of interviewees lived in households with the use of at least one car), while 37% had walked and fewer than 3% had used public transport. Over 40% of those who had arrived by car had managed to park on the Main Street, 15% parked at the community centre and 7% at the Waterfalls Walk car park.

3.34 The predominant primary purpose of visiting Ingleton was walking (25%) closely followed by food shopping (24%). 14% were in the village for the primary purpose of carrying out non-food shopping, seeking clothing and footwear, specialist goods and gifts.

3.35 Whilst food shopping was the primary purpose for 24%, a further 30% of the interviewees intended to buy food during their visit, although the majority anticipated spending less than £10.

3.36 8% were there specifically to visit the waterfalls and / or White Scar Caves, 7% to work and over 5% to eat out. A further 22% also intended to patronise the cafés, restaurants or pubs (as a secondary purpose of visit), although most thought they would spend less than £10 in doing so.

3.37 Lesser numbers were in Ingleton for a variety of purposes including the use of services, visiting friends and going to church. Although just 7% of interviewees were in Ingleton primarily for work purposes on the day of the survey, 18% of the sample do in fact work in the village and over half were there on non-work days.

3.38 Just over a third of interviewees intended to spend less that half an hour in the village, whilst just under a third anticipated staying for three hours or more. Generally those in the village to shop or use its services (the majority of whom were local people) intended to do so speedily, whilst most tourists anticipated a much lengthier visit.

3.39 Over a third of respondents (61% of local interviewees) visit the village centre every day and another fifth (35% of local people) at least once a week. Whilst most of the tourists visit infrequently, over one third of them do so several times a year. This is most encouraging, indicating that Ingleton possesses an enduring attractiveness for visitors.

3.40 30% of local interviewees regard Ingleton as their main centre for food shopping. Amongst the others, the preferred centres are Kendal, Kirby Lonsdale, Lancaster and Settle.

3.41 8% of interviewees regard Ingleton as their main centre for non food shopping which is 8% more than we would expect, given the lack of clothing, footwear, hardware and household goods in the village.

3.42 Lancaster is regarded as the main centre for non-food shopping by more local people than anywhere else (40.5%) followed by Kendal (34%). Other centres mentioned by a handful of interviewees are Settle, Keighley and Kirby Lonsdale (plus 6 others each mentioned by just one interviewee).

3.43 The influence of Lancaster and Kendal as a shopping centre for the residents of the Ingleton area is considered in the analysis of the Household Survey (3.53 onwards), which investigates in greater detail the centres normally patronised for a variety of different goods.

3.44 Interviewees particularly like about Ingleton (many mention more than one aspect):-

- its character/atmosphere/people/friendliness (68%)
- the fact that it is not too crowded, but peaceful/quiet (32%)
- scenery/setting/other environmental factors (19%)
- proximity to home (convenience 15%)
- ease of parking (11%)

3.45 Other aspects mentioned as particular likes by fewer than 10% include choice of specialist shops, lack of congestion on the roads, the feeling of security, the walking routes, the well signposted route ways and the quality of the shops.

3.46 Only 57% of interviewees found anything to dislike about Ingleton and no single aspect was mentioned by more than 7%.

3.47 Factors raised included:-

- difficulties in parking (7%)
- lack of specialist shops (7%)
- too many tourists! (5%)
- inadequate range of services (4%)
- poor public transport links (3%)
- inadequate quality of shops (3%)
- dirty shopping street (3%)

3.48 These responses are encouraging in that so many can find nothing to dislike about Ingleton – and so many appreciate the attractiveness of its environment. From experience of carrying out health checks in towns elsewhere, we have found around half of visitors liking nothing and disliking everything about the centre.

3.49 Visitors feel that Ingleton could be best improved by:-

- a better choice of shops in general (17%) {also better quality of shops (5%) and a new bigger supermarket (5%)};
- cheaper parking (7%)
- more parking (7%).
- better bus service to Ingleton (5%)

3.50 Other improvements, each suggested by only a few, include more / better eating places, a more frequent street cleansing regime, more children's play areas, various environmental improvements and better street lighting.

3.51 32% of interviewees felt that there were specific types of shops or tourist facilities lacking in Ingleton. Topping the list was grocery shops, followed by clothes shops, restaurants and shoe shops.

3.52 Also mentioned, but by very few interviewees in each case, were electrical shops, DIY stores, craft shops, a mini-market, speciality shops selling local produce, an ice cream parlour, a dentist, a visitor centre, public toilets, sports facilities and a cinema.

3.53 Three quarters of those who thought Ingleton lacked these types of facilities believed that they should be situated in the village centre.

The Household Survey

3.54 NEMS was also commissioned to undertake an independent survey among 800 residents (all of whom are responsible for carrying out the majority of the shopping in their household) living within the Craven District.

3.55 The objective of the survey is to assess consumer shopping habits in the District and to evaluate usage and perceptions of Skipton, Settle, Cross Hills, Bentham and Ingleton. We have used the information gained from the survey to calculate the share retained by each centre of the expenditure generated by residents within its catchment area. NEMS have ensured that the interview sample is representative of the District in terms of the age and socio-economic groups of interviewees in order to ensure confidence in the use of the results to assess the District's expenditure patterns. We are therefore able to use the survey sample as a proxy for the entire District.

3.56 Although there are limitations to survey research, particularly in relation to the samples that can be achieved in larger catchments, survey results provide important broad indicators as to consumer preferences in relation to where residents and others usually present in a catchment area live and shop. This enables detailed analysis of a particular area, which assists in understanding the actual draw of larger centres and how they impact upon the market share of smaller centres.

3.57 The results of the entire survey are analysed in detail in the Skipton Retail Study, whilst those pertaining to Ingleton are considered in this report. The survey area was divided into nine zones, each comprising one or more wards, zone 8 being Ingleton and Clapham. The total population of zone 8, according to the 2001 Census, is 3725 of whom 3,656 live in households (the remainder residing in communal establishments) - *source*: *Office of National Statistics.*

3.58 The survey area and its zones are displayed on the following page.

3.59 The survey area is broken down into 9 zones, comprising the following wards.

Zone 1: Cowling(4), Glusburn(8), Sutton-in-Craven(17)

Zone 2: Aire Valley with Lothersdale(1), West Craven(19)

Zone 3: Skipton South(15), Skipton West(16)

Zone 4: Embsay with Eastby(5), SkiptonEast(13), Skipton North(14)

Zone 5: Barden Fell(3), Grassington(7), Upper Wharfedale(18)

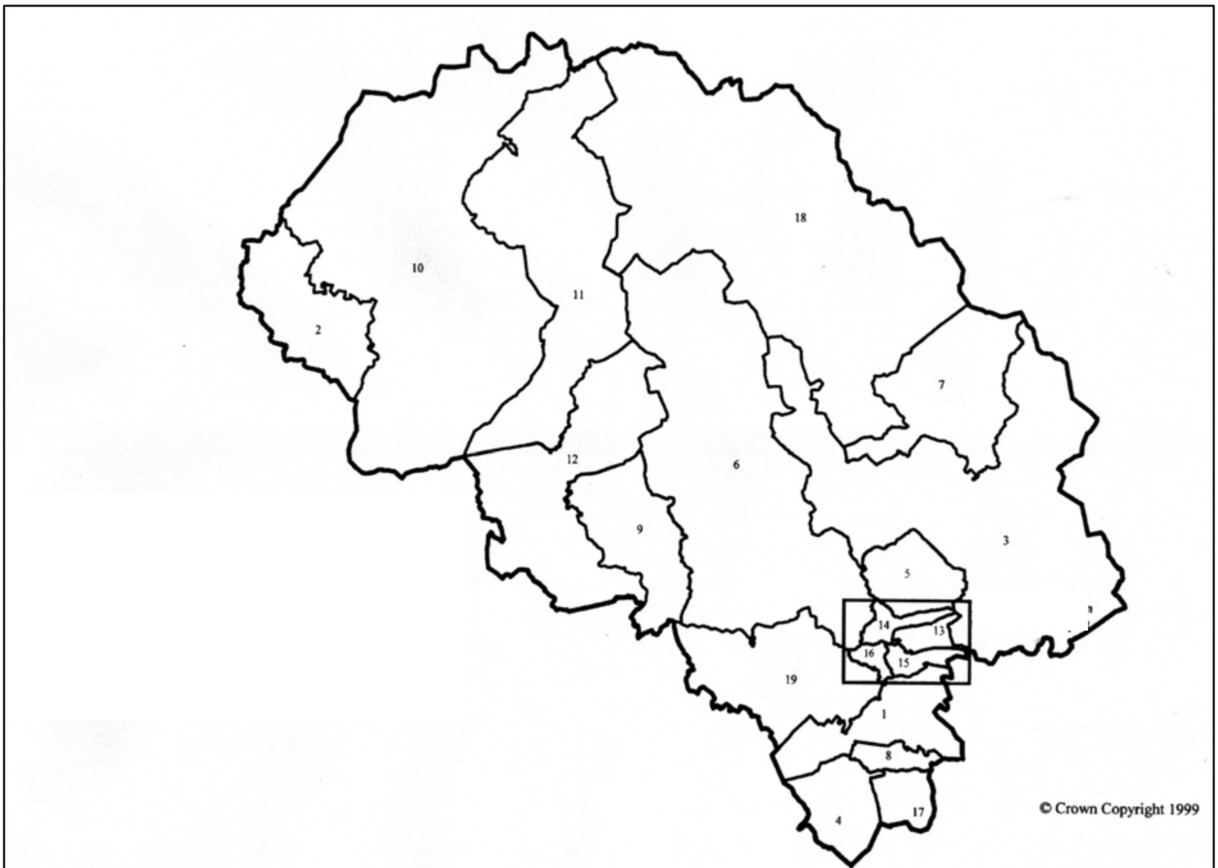
Zone 6: Gargrave and Malhamdale(6), Hellifield and Long Preston(9)

Zone 7: Penyghent(11), Settle and Ribblebanks(12)

Zone 8: Ingleton and Clapham(10)

Zone 9: Bentham(2)

HOUSEHOLD SURVEY AREA



Household Survey – By Zone.(Population information from 2001 Census – those in households)

Zone 1 Wards 4,8 & 17 (Population 9257)
(Cowling (4), Glusburn (8), Sutton-in-Craven (17)
Zone 2 Wards 1 & 19 (Population 5152)
Aire Valley with Lothersdale (1), West Craven (19)

Zone 3 Wards 15 & 16 (Population 7469)
Skipton South (15), Skipton West (16)

Zone 4 Wards 5,13 & 14 (Population 8519)
Embsay with Eastby (5), Skipton East (13),
Skipton North (14)

Zone 5 Wards 3, 7 & 18 (Population 5037)
Barden Fell (3), Grassington (7), Upper Wharfedale (18)
Zone 6 Wards 6 & 9 (Population 4643)
Gargrave and Malhamdale (6),
Hellifield and Long Preston (9)

Zone 7 Wards 11 & 12 (Population 5118)
Penyghent (11), Settle and Ribblebanks (12)

Zone 8 Ward 10 (Population 3656)
Ingleton and Clapham (10)

Zone 9 Ward 2 (Population 3490)
Bentham (2)

3.60 Residents throughout the survey area sometimes visit Ingleton for a variety of purposes, but in surprisingly small numbers as far as those in the south and the east of the district are concerned. The proportion in each zone and the predominantly cited reason is set out below:

	Zone 1 Cowling, Glusburn, Sutton-in-Craven	**Zone 2 Aire Valley with Lothersdale, West Craven**	**Zone 3 Skipton South, Skipton West**	**Zone 4 Embsay with Eastby, Skipton East,**	**Zone 5 Barden Fell, Grassington Upper Wharfedale**	**Zone 6 Gargrave and Malhamdale,**	**Zone 7 Penyghent, Settle**	**Zone 8 Ingleton and Clapham**	**Zone 9 Bentham**
Sometimes Visit	6.9%	1.3%	0.0%	8.1%	3.8%	8.8%	12.7%	60.9%	28.8%
Most Quoted Purpose of Visit	Leisure	Work / non food shopping	N/A	Leisure	Work / outdoor activities	Outdoor activities	Meeting friends	Top up food shopping	Non-food shopping

3.61 We regard the nil response in zone 3 (Skipton South and West) as something of an aberration as we simply do not believe that nobody from this area ever visits Ingleton for any purpose at all. This demonstrates the importance of careful interpretation of survey findings to ensure that anomalies are not allowed to unduly influence the analysis.

3.62 In addition to shopping, meeting friends, work and leisure purposes, Ingleton is visited for:

- Banking/financial services;
- Eating/drinking;
- Medical appointments and
- The library

Ingleton Market

3.63 Apart from those in zone 8, very few residents patronise Ingleton market. Whilst we have no details of the frequency of their visits, the proportion of those who say they do shop at the Market is:

	Zone 1 Cowling, Glusburn, Sutton-in-Craven	**Zone 2 Aire Valley with Lothersdale, West Craven**	**Zone 3 Skipton South, Skipton West**	**Zone 4 Embsay with Eastby, Skipton East,**	**Zone 5 Barden Fell, Grassington Upper Wharfedale**	**Zone 6 Gargrave and Malhamdale,**	**Zone 7 Penyghent, Settle**	**Zone 8 Ingleton and Clapham**	**Zone 9 Bentham**
Do shop at Ingleton Market	0%	0%	0%	0%	0%	1.5%	2.5%	40.6%	5.8%

3.64 Consideration is given to the operation of the Market in section 4 of this report, but it is clear from these results that it is not particularly well regarded.

3.65 It is interesting to note that the patronage of other markets in the district by residents of zone 8:-

MARKET	% OF ZONE 8 RESIDENTS WHO EVER VISIT
Skipton	53.8%
Ingleton	40.6%
Settle	40.6%
Bentham Weekly Market	6.3%
Bentham Farmers' Market	6.35%

3.66 Throughout the survey area, the aspects of Ingleton particularly liked by those who ever visit the village (some mentioning more than one aspect) are:

- its attractive, pleasant environment (40%) ;
- 'nothing' (20%);
- its closeness to home (16%);
- everything (7%);
- architecture / heritage (6%);
- community spirit (6%); and
- choice of shops (5%).

11 other aspects are also liked, each by a small percentage of survey area residents. These include the quality of the shops, the presence of financial services (bank and post office), the good choice of pubs/eating places, the leisure facilities and the fact that the village is not too crowded.

3.67 Local residents (those in zone 8) particularly like (again some mentioning more than one aspect):

- its attractive, pleasant environment (33%); and
- its closeness to home (31%);
- 'nothing' (15%);
- community spirit (13%);
- 'everything' (10%);
- architecture / heritage (8%); and
- good choice of shops (5%).

9 other aspects are also liked, each by a small percentage of local residents. These include the quality of the shops, the feeling of safety/security, the ease and convenience of parking, the leisure facilities and the choice of pubs/eating places.

3.68 Throughout the survey area, the aspects of Ingleton particularly disliked by those who ever visit the town (many mentioning more than one aspect) are:

- nothing (61%);
- 'don't know'(14%); and
- lack of parking (6%).

15 other aspects are also disliked by a small percentage of survey area residents. These include the belief that the village is too busy and crowded, traffic congestion, cost of parking and the lack of choice of shops.

3.69 Local residents (those in zone 8) particularly dislike (again many mentioning more than one aspect):

- 'nothing' (54%);
- lack of parking (13%)
- 'don't know' (5%)
- lack of choice of shops (5%)
- cost of parking (5%)
- too busy / crowded (5%)

7 other aspects are also disliked, each by a small percentage of local residents. These include poor facilities (e.g. seating, toilets), poor accessibility, poor quality of shops and the belief that prices are too high in the village.

3.70 As with the visitor survey, these responses are particularly encouraging in that those who visit Ingleton appreciate the quality of its environment and find very little to dislike about the village.

3.71 66% of zone 8 residents enjoy leisure activities outside the home, the most popular of which is playing sport, followed by walking. 21 other activities are also enjoyed as the main leisure activity outside the home (only one was asked for), each by a small percentage of residents. 24% of these residents participate in their activity in Ingleton and 24% in various venues at different times, while 17% go to Settle. A very small percentage visits each of Skipton, Harrogate, Burnley, Nelson Kendal, Lancaster, the Yorkshire Dales and the Lake District for their main leisure purposes.

3.72 The majority of residents spend very little money on their main leisure activity – 47% spend less than £20 per month, which is not surprising given the predominance of playing sport and walking. 25% do not know how much they spend on this activity.

Comparison Shopping

3.73 Leaving aside food shopping, just 6% of households in zone 8 regard Ingleton as their main comparison goods shopping centre, which is not surprising given the lack of comparison shops in the village. On the contrary, it may be regarded as a little surprising that anyone at all regards the village as their main non-food shopping centre as there are so many items not available.

3.74 Whilst one respondent in zone 6 cited Ingleton in this context, we regard this response as unrepresentative of the zone as a whole, probably arising from particular circumstances of the individual respondent.

3.75 Ingleton is not a significant comparison shopping venue, which is to be expected in a secondary retailing/local service centre. The village does provide its local community with some (but not all) of their everyday needs, but not for higher order comparison requirements in any of the retail sectors. In addition, the village has a popular and interesting tourist / specialist offer.

3.76 The most popular comparison goods shopping destination among zone 8 residents is Kendal (34%), closely followed by Lancaster (31%). Somewhat less popular are Skipton (11%) and Settle (5%). The fact that Ingleton's residents choose to go elsewhere for durable goods is not surprising, given the lack of shops in the village, but it is disappointing that the centres most frequently cited are outside the Craven District. However, as explained below, whilst Kendal and Lancaster are named as the main comparison goods centres by the majority of residents in zone 8 (34% and 31% respectively), when considering specific types of goods, these towns are not always so prominent.

Clothing and Footwear

3.77 33% of zone 8's residents normally buy fashion items in Kendal and 28% choose Lancaster. 9% normally patronise Settle, 6% Skipton, 3% Preston, 3% Colne, 2% Harrogate, while 3% tend to buy these goods by mail order. This is not surprising given the range of fashion and shoe shops in the larger towns and their relative accessibility. The concern is that, when shopping for fashion items outside the District, residents will take the opportunity of purchasing other goods which they could have bought locally.

CDs, Videos, DVDs, Cards and Gifts

3.78 Over 28% of the residents of zone 8 claim never to buy these types of goods, which is surprisingly high, at least as far as cards and gifts are concerned. 20% tend to buy these goods in Lancaster, 17% in Ingleton, 16% in Kendal, 5% via the Internet and 3% by mail order. Thus, while Ingleton fares considerably better in this sector than in fashion, it seems likely that residents are patronising other centres for these types of goods, because it is convenient to do so when shopping for clothing and footwear.

Bulky Household Goods (TVs, fridges, freezers etc.)

3.79 Ingleton does exceptionally well within this sector, with 70% of the residents of zone 8 normally buying these types of goods in the village. 8% choose Settle, with just 5% going to Lancaster and another 5% to Leeds.

Small Electrical Goods (kettles, toasters etc.)

3.80 Ingleton is also well patronised in the small electrical sector, with 67% of zone 8's residents normally buying these goods in the village, together with 8% of those in zone 9 and 4% of those in zone 7. Settle is preferred by 11% of the zone 8 residents, while 8% tend to go to Kendal, 3% to Skipton and 3% to Leeds.

Books and Stationery

3.81 19% of the zone 8 residents normally buy these types of goods in Ingleton, while another 19% go to Lancaster. 17% choose Settle, 14% opt for Kendal, while 5% tend to go to Skipton, 5% to Leeds and another 5% buy these goods via the Internet.

Personal Care Goods (toiletries etc)

3.82 31% of the zone 8 residents tend to buy their personal care goods in Ingleton, while 20% go to Settle. 17% choose Kendal, 14% Lancaster, 6% Skipton and 2% buy these types of goods by mail order. Once again, while Ingleton fares considerably better in this sector than in fashion, it seems likely that many residents are patronising other centres for these types of goods, because it is convenient to do so when shopping for clothing and footwear.

Other Non Food Items

3.83 27% of the zone 8 residents tend to buy other durable goods in Lancaster, 17% in Kendal and 14% in Ingleton. 8% choose Settle, 6% Skipton and 5% Leeds. It should be noted that the number of questions in the household survey had to be limited to prevent it lasting too long. It is likely that, if other goods had been specified separately (for example, household textiles, DIY goods, toys, jewellery etc), the responses would have varied. However, the sectors covered provide sufficient information to allow us to estimate in broad terms the market share of catchment area comparison goods expenditure captured by Ingleton.

Expenditure Analysis

3.84 The Office for National Statistics produces annually the UK National Accounts – The Blue Book, which contains detailed estimates (amongst other data) of national retail expenditure by households across all sectors of goods. Specialist retail analysts such as MapInfo and CACI provide local expenditure estimates by distilling this information to reflect the socio-economic characteristics of any defined area. We have obtained local expenditure estimates for the Craven District from CACI Limited.

3.85 The 2003 estimates for Craven (the latest available) records that average expenditure in the District on comparison goods is £2,000 per person per annum, after adjustment for special forms of trading (mail order, party plan, vending machines, markets and other non-store activity). We have adopted the District expenditure data throughout the survey area and have applied this per capita sum to the population living in households in the Ingleton and Clapham ward as at the 2001 Census (3,656). Thus the comparison goods expenditure generated in zone 8 is currently around £73M (3,656 @ £2,000 per head). Comparison expenditure is forecast to increase in the ultra long term by about 3.7% per annum (and by significantly higher percentages in the shorter term), although the rate of increase will differ across the goods sectors.

3.86 The survey results indicate that some £1.8M of this expenditure (or just over 25%) is devoted to Ingleton, predominantly in the small and large electrical sectors. The turnover of businesses in the village is clearly boosted by expenditure from outside Ingleton and Clapham, both from regional residents and from tourists. Whilst there is, in theory, capacity for around 1,500m² (16,000ft²) new comparison retail floorspace in the village, in reality its size renders it unlikely to attract many new retailers, as does the proximity and offer of Kendal and Lancaster.

3.87 Nevertheless, there are successful businesses in the village, demonstrating that the retailer who offers goods demanded by both local people and visitors from elsewhere, at the right price and with a high quality service can succeed in a small, secondary local centre, the profile of which does not meet the criteria of the modern High Street trader.

3.88 More than half the comparison retailers who responded to our business survey are patronised by customers from outside the immediate area (i.e. from more than 5 miles away), including some businesses which are not normally regarded as particularly specialised, or aimed at the tourist market.

Convenience Shopping

3.89 The following table sets out where residents in zone 8 carry out their main food/grocery shopping. It is clear that the village does not provide a significant main food offer as only 9% of local residents use it for that purpose (possibly including those with no car and/or who find it difficult to use public transport). The majority of people in the UK prefer to carry out their main food shopping in large supermarkets and those living in Ingleton are no exception, generally choosing to travel to Kendal or Settle rather than use their own small Co-operative store. It is interesting that very few residents patronise Booths in Kirby Lonsdale for food shopping, despite its relative proximity.

USUAL DESTINATION FOR MAIN FOOD SHOPPING	ZONE 8 %
Ingleton	9.4
Booths, Settle	21.9
Co-Op, Settle	3.1
Skipton	14.1
Other Areas	
Kendal	23.4
Kirby Lonsdale (Booths)	6.3
Other towns	21.4
Internet/Delivered	1.6

3.90 The survey demonstrates that Ingleton is not a significant venue for main food shopping, but is an important centre for top-up requirements, although offering a relatively small amount of convenience floorspace. The chosen destination for top-up shopping amongst zone 8's residents is set out in the table below.

USUAL DESTINATION FOR TOP UP FOOD SHOPPING	ZONE 8 %
Ingleton	46.9
Settle	9.4
Skipton	3.1
Kirby Lonsdale	7.8
Elsewhere	6.3
Don't do top-up	20.3
Don't know	6.3

3.91 Information from CACI records that average expenditure in the Craven District on convenience goods is £1,512 per person per annum, after adjustment for special forms of trading. We have adopted the District expenditure data throughout the survey area and therefore the convenience goods expenditure generated in zone 8 is currently around £5.53M. The conventional split between main and top-up expenditure is 70%/30%, and the survey results indicate that zone 8 tends to conform to the norm.

3.92 Based on the survey results, Ingleton is currently retaining nearly £1.2M of that expenditure or achieving a market share in zone 8 of approximately 21%. It is unlikely that this share will increase given the size of convenience outlets in the village and the range/price of goods on offer. Clearly, good specialist food and drink outlets have the potential to succeed, but the majority of convenience expenditure is devoted to regular grocery shopping, predominantly in supermarkets and Ingleton simply cannot compete with the modern large stores in Settle, Kendal and elsewhere.

3.93 The survey does not, of course, take into account the expenditure in Ingleton by tourists or others who live outside the study area, whose contribution in many towns is essential to their survival. Given the nature of many of the shops in the village, and taking into account the responses to the visitors' and Retailer and Business survey, we estimate that Ingleton benefits from a substantial additional expenditure, both in comparison and convenience goods, from outside its immediate area.

3.94 Whilst some local people in our surveys appear to resent tourists, there is no doubt that, without them, most of the shopping facilities in the village would not survive. It is therefore vitally important that Ingleton continues to attract people from a wide area and to provide the services and facilities demanded by the ever more sophisticated modern visitor.

3.95 As the population of Craven District had by the time of the 2001 Census already increased beyond that forecast for 2006 in the Local Plan, the Council may wish to consider the possibility of growing the resident population of Ingleton through the development of dwellings within the centre of the village. This would provide a greater critical mass to the centre and improve the sustainability of the retail offer.

4 The Health Check

Diversity of Uses

4.1 The centre of Ingleton is located off the main A65 the principal road route through the Yorkshire Dales. The main street is situated on a minor road which runs off the A65. The main shopping street is relatively narrow and the land drops away steeply on the northern most side. Consequently the centre follows a linear pattern with a concentration of retail units on the southern most side of the road.

	No. Of Units	% Total
Convenience	7	19
Comparison	12	32.4
Service	15	40.5
Vacant	2	5.4
Miscellaneous	1	2.7
Total	**37**	**100**

4.2 The distribution of uses within Ingleton is displayed on the plan following page. The table above demonstrates that there is a relatively even split between comparison and service offer in the centre. The convenience offer is somewhat skewed by the inclusion of a Co-op store situated within the Shell garage on the A65. This store is very peripheral and does not serve the local population particularly well. Furthermore, it is likely to take some passing trade away from the centre as people can link petrol filling with convenience shopping.

4.3 In addition to the pure retail offer, considered in more detail below, Ingleton provides a number of important services and other facilities including a public library and community centre at the bottom end of the High Street located conveniently adjacent to the main car park. The community centre provides a number of facilities including a provision for adult education, toddler groups, playgroups, toy libraries, indoor bowls, badminton, dance classes, and aerobics classes. There is also a dentist and doctors surgery, nursing home, post office, police station and the well known open air swimming pool (which is a key attraction in the summer). There is also a middle school located within Ingleton.

4.4 A number of public houses are present in the centre including the Craven Heifer, which is popular with pot holers! The Masons Arms on New Road is situated out of the main centre and fronting the A65, conveniently located for the camp site nearby. Within the main centre are the Three Horseshoes and the Wheatsheaf, the latter of which is probably best known for its quality home cooking. The Wheatsheaf also offers nine bedrooms on a bed and breakfast basis. There are a number of other bed and breakfast establishments both centrally and close to Ingleton catering for the numerous tourists. Those centrally located include the Dales Guest House and the Seed Hill guest house.

Wheatsheaf Public House

4.5 Restaurant provision is somewhat limited although, as mentioned above, the Wheatsheaf and others provide pub food. La Taverna provides Italian food and is located on Main Street, while the Inglenook Chippy offers a take away option. There are a number of cafés and tea rooms affording a varying offer from traditional tea rooms to Bernies caving shop and café.

La Taverna

Retailer Representation

4.6 Ingleton is a small centre, serving a dual purpose. Because it occupies a somewhat remote location, it provides valuable local services and convenience shopping for its local residents, and by virtue of a limited but varied and interesting comparison retail offer, catering for the tourism trade and local people alike. These uses add significantly to the attraction of Ingleton as a shopping location which, when coupled with the many leisure based activities and attractions located nearby, make the village a very interesting place to visit.

4.7 With the exception of the Co-op convenience store, Walksworldwide and Barclays Bank, the remainder of the retail offer in Ingleton comprises a number of small mostly well established independent retailers. The Co-Op store offers a very limited range of goods, is somewhat uninviting and, in our view, would benefit from refurbishment.

4.8 There are a number of retailers who provide a traditional convenience offer including the Co-operative convenience store, a traditional, good quality butcher, Oakwood bakery and an established greengrocers on Main Street / Cricket Street. Dukes of Ingleton is also an interesting independent off licence, offering a selection of attractively packaged gift packs as well as individual wines beers and spirits. In addition, Ye Olde Sweet Shop attracts local people and visitors alike and the newsagent carries a wide range of toys, souvenirs, books and cards as well as the usual tobacco, newspapers and confectionery.

4.9 The comparison offer has a specialist bias. Similarly to Settle, there are two climbing / caving / outdoor shops which compete directly with one another, demonstrating that there must a considerable income from the tourism trade to support two such similar businesses. Interestingly, both shops boast a café facility in addition to the main retail offer. Inglesport, in particular, also offers an associated leisure provision in the form of a climbing wall which is located in the square to the rear of the general store on Bell Horse Gate (very popular in wet weather). Both shops provide hire of caving gear to groups and have a wide variety of equipment including, for example, that associated with camping, diving, walking and cycling. Less specialist, but also very popular, is Daleswear which is located out of the centre but close to the junction with the A65. In addition to these “outdoor” shops, Walksworldwide.com, a specialist travel company offer a “selection of walking holidays to suit the needs of any active person of any age throughout the World”(source walksworldwide.com).

Bernies Caving Shop and Cafe

Inglesport

4.10 Other comparison retailers cater for the more leisurely tourist such as Cornerstones which offers, minerals, fossils and Jewellery. Curlew Cards and Gifts also cater for tourists and provide, in addition a tearoom. Ingleton Pottery is also a popular venue in an intriguing location in the valley at the bottom of “The Rake”, and claims to be the oldest established pottery in The Dales.

Cornerstones

Curlew Cards

4.11 Catering for both local people and for those from a wider area, Howsons sell a range of cookers and kitchen and bathroom appliances as well as providing an electrical and plumbing contracting service. Brown and Whittaker retail a variety of goods as well as offering a house furnishing, building contracting and funeral service. Petals offer a range of flowers, pet supplies and hardware. For important everyday and emergency medical requirements, Woodburn's pharmacy has been in the village for over 20 years.

4.12 Ingleton also has a small shop selling a limited range of lingerie and swimwear and is fortunate enough to have retained its village post office.

Ingleton Market

4.13 Ingleton has a small market which takes place every Friday in the market square. The market has a poor reputation amongst local people and our surveys demonstrated that it is visited by very few people visit from outside the immediate area.

The number of stalls varies weekly and includes :-

- Grocers
- Dog Food
- Sweet stall
- Kitchen / Household cleaning products
- Tea Towels
- Plants

4.14 From speaking with local retailers, there seems to be considerable resentment of the market, as shop owners feel they are already competing for a relatively small market share, and that the market competes directly with their offer, without attracting additional custom into the village, as other markets do.

Trades Peoples Association

4.15 Ingleton has an established traders' association which interestingly voluntarily runs the Tourist Information Centre. This demonstrates a cohesive community approach to promoting Ingleton as a place to visit and is an important facility.

The Proportion of Vacant Street Level Property

4.16 During our inspection we noted only two vacant properties. This may be viewed as an indicator of the established nature of the centre and its health and vitality. One of those vacant properties, however, is a former newsagency in The Square – a relatively large unit (in Ingleton terms) in a very prominent location, giving an extremely poor impression. We understand that this property has been vacant for quite some time, but that it has not been marketed actively.

4.17 We understand from discussions with local people and our own observation, that a number of properties within the centre have been converted to residential and other uses. This is only possible if it can be proved that there is no demand for retail use although the local plan policy which covers Non Retail Development in Core Retail Areas (under which Ingleton is listed) does not specifically cover this matter. Policy R3 merely states that :-"Within the core retailing areas … the Council will resist any proposals for change of use at ground floor level from any retail to any other use".

Shopping Rents

4.18 Neither discussions with local agents nor our own research has revealed any rental evidence in Ingleton, but we would anticipate levels in the region of £107.64m² – 161.46m² £194/m² (£10.00/ft² -£15.00/ft²) in terms of zone A, based on discussions with local agents, and by comparison with other centres.

Commercial Yields on Non-Domestic Property

4.19 The commercial yield on non-domestic property is a value-based property market indicator of viability. The yield on a property investment is a measure of the return by way of rent on the capital invested in purchasing that investment. The greater the rental growth prospects, or the more secure the income, the lower the initial yield which the investor will accept. Conversely, where a town centre is perceived by investors as having poor economic prospects, or where the rental covenant is poor, a relatively higher initial yield is required to compensate for lack of rental growth or to offset the greater risk.

4.20 Discussions with local agents and our own research have revealed no information in determining likely yield levels for Ingleton. We would anticipate yields of between 9% and 13% depending on the nature of the investment and the size of the centre, relative to other competing centres.

Pedestrian Flows

4.21 The main pedestrian flows in Ingleton are along Main Street, which is a reflection of the linear nature of the centre. Some pedestrian movements are noted along High Street and also through The Square, down towards the Youth Hostel and residential properties.

Accessibility

By Car

4.22 Ingleton is a relatively accessible centre given the proximity of the core retail area to the main A65. The access to the main street is narrow although this is a factor of the topography and the inclusion of one way elements addresses the problem adequately.

By Bus

4.23 Bus linkages are good with services on a Monday to Saturday to Settle (including a station link bus), Kendal, Lancaster and Horton in Ribblesdale. Services on a Sunday vary on a seasonal basis with a greater provision in the summer months through the Dales Bus Service. Access to Skipton by Bus is considered limited with only one service per day listed.

By Rail

4.24 There is not a railway station in Ingleton and access by Rail is limited to travel from Bentham Station which is approximately 8.05 km (5 miles) away. Bentham Station is served from Ingleton by bus and taxi services and has car parking available also. Bentham station is situated on the Leeds to Lancaster line and provides good East West links.

Car Parking

4.25 Parking provision is good, with some on street availability and a plentiful provision in the main car park adjacent to the Community Centre at the bottom of Main Street which reduces the amount of traffic needing to pass through the retail core, during peak arrival times.

Customer Views and Behaviour

4.26 Our household survey has identified that Ingleton's primary catchment area for both convenience and comparison goods is limited to the Ingleton and Clapham ward, comprising a population in households of just 3,656 as at the 2001 Census.

4.27 Within this primary catchment area, 6% of residents regard Ingleton as their main comparison goods shopping centre. When looking at shopping patterns, however, Ingleton is achieving a market share of nearly 25% of comparison expenditure, indicating a leakage out of the area of some £5.45M. Ingleton achieves a market share of around 21% of convenience expenditure within its primary catchment area, indicating a leakage of some £4.35M.

4.28 Customers particularly like Ingleton's character/atmosphere/friendliness and its attractive, pleasant environment, as well as its convenient location and ease of parking.

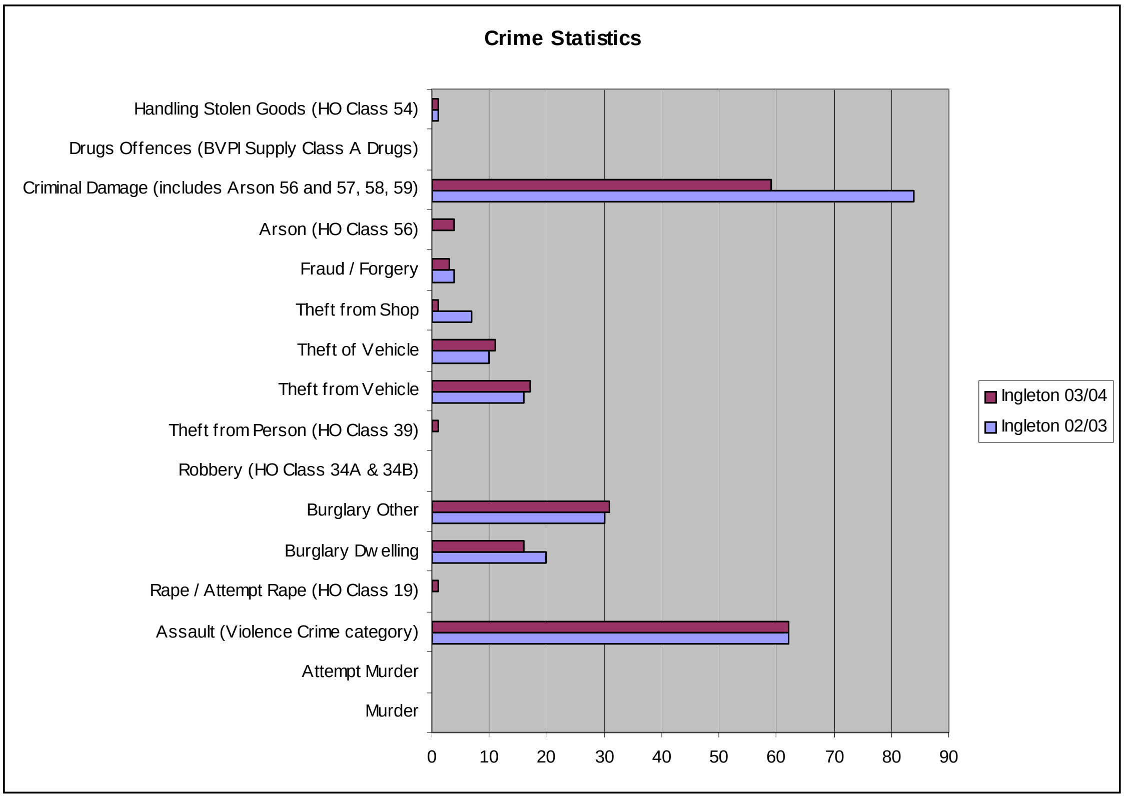
4.29 Very few customers are able to find anything to dislike about Ingleton – the top response in our Household Survey was 'nothing' - which is extremely encouraging. Heading the list of dislikes (mentioned by 13% of the Household Survey) is the lack of parking and (mentioned by just 7% of the in-street survey sample) is difficulties in parking. Other dislikes, mentioned by even fewer customers, include the poor choice of shops, the lack of specialist shops, too many tourists/too busy/overcrowded(!), an inadequate range of services, poor public transport links, the inadequate quality of the shops and a feeling that Main Street is dirty.

4.30 Customers feel that Ingleton could be best improved by a better choice of shops and a new, bigger supermarket. Other suggestions are for additional and cheaper parking and for an improved bus service to the village.

Perceptions of Safety and Occurrence of Crime

	Ingleton 02/03	Ingleton 03/04
Murder	0	0
Attempt Murder	0	0
Assault (Violence Crime category)	62	62
Rape / Attempt Rape (HO Class 19)	0	1
Burglary Dwelling	20	16
Burglary Other	30	31
Robbery (HO Class 34A & 34B)	0	0
Theft from Person (HO Class 39)	0	1
Theft from Vehicle	16	17
Theft of Vehicle	10	11
Theft from Shop	7	1
Fraud / Forgery	4	3
Arson (HO Class 56)	0	4
Criminal Damage (includes Arson 56 and 57, 58, 59)	84	59
Drugs Offences (BVPI Supply Class A Drugs)	0	0
Handling Stolen Goods (HO Class 54)	1	1
TOTAL:	234	207

Source: North Yorkshire Police



4.31 The crime figures provided for Ingleton also include Bentham and are the lowest of all of the centres reviewed, although we are advised by North Yorkshire Police that the incidence of crime throughout Craven is relatively low. In Ingleton and Bentham, levels of recorded crime dropped by around 13% over the period reviewed, most of which appears to have come from a reduction in the occurrence of criminal damage. Perhaps of some concern is the occurrence of Assault. At just over 60 recorded incidences in both years this figure equates to the other centres within the study with the exception of Skipton. However, 'Assault' covers a wide range of offences, including some which may be regarded as very minor, and is not a cause of concern for those visiting Ingleton. As a comparison, we have recently received details of reported crime in a North Yorkshire market town in another district, where there were 257 offences of Assault in the centre last year.

Town Centre Environmental Quality

4.32 Ingleton is a very attractive place both to live and visit. Two rivers, the Twiss and Doe merge immediately north of the centre and flow into the River Greta. This creates both a key attraction in the form of the waterfalls walk, and also sits at the bottom of a relatively steep sided glacial valley over which an impressive viaduct runs, providing a stunning architectural feature within the centre. Ingleton has developed on the southern-most side of the valley and the quaint cottages and shops create an intriguing shopping experience.

4.33 St Mary's Church is a prominent building (containing an 800 year old Norman font) within the centre situated just off Main Street and immediately north of the core shopping area.

Main Street

St Mary's Church

Main Street

4.34 Work has also been undertaken to provide good quality signage within the centre which is both easy to follow and complements the setting. It was, however, disappointing to see rubbish left piled up outside the building pictured overleaf, and graffiti on the gable end wall.

Signage

Signage

Graffiti

4.35 During our inspection we noted a lot of discarded chewing gum on the streets. This is a common problem and difficult to resolve although we feel worthy of note.

5 Tourism

5.1 Ingleton is a key tourism location. There are a number of important attractions near to the centre which contribute to the appeal of the village to tourists. We have briefly mentioned the Waterfalls Walk earlier in this report. This walk is perhaps the most well known attraction in Ingleton. The official website states that "The Walk has some of the most spectacular waterfall and woodland scenery in the North of England. The walk is 4.5 miles (8 kilometres) through ancient oak woodland and magnificent Dales scenery via a series of spectacular waterfalls and geological features". There are some 9 waterfalls in total and the walk is popular with a broad cross section of visitors.

Source www.ingletonwaterfallswalk.co.uk

5.2 Ingleton has a small pottery business, which makes and sells from the premises hand thrown stoneware pottery. The business claims to be the oldest established working pottery in the dales and is open on a daily basis.

5.3 The centre is also a very popular base for more specialist outdoor enthusiasts, in particular, cavers and climbers. The geology of Ingleton and its surrounding countryside is predominantly limestone. The limestone outcrops provide excellent climbing. Ingleton also has an indoor climbing wall which is very popular when the weather turns! Underground there is a labyrinth of inter linking potholes which comprises some of the best caving in the country. White Scar cave for instance is one of the largest in the country and is located 2.41km (1.5 miles) outside the centre. This attraction provides an 80 minute walk for tourists as well as more specialist caving opportunities beyond.

5.4 For walkers there is the popular Ingleborough peak which is one of the famous "Three Peaks" of the Yorkshire Dales, and Ingleton is located on its western side .

5.5 Other activities available include swimming at the open air pool, fishing and cycling.

5.6 Ingleton has a large camp site and static caravan / caravan site along with access to bunk houses and a youth hostel which accommodate a large amount of people especially in the high tourist season, as do the various guest houses and B&B's mentioned earlier in this report.

5.7 Ingleton hosts an annual folk weekend around October time. This is a well organised and established event with a dedicated website promoting the weekends entertainment. The weekend attracts a variety of small traditional local groups through to established and well known names such as Ralph McTell who performed during the 2004 weekend. The website promotes a free bus service, has links to accommodation and sets out workshops which take place during the weekend.

5.8 There is also an annual gala in Ingleton every third Saturday in July, and is noted for its floats and spectacular displays. Additionally, there is a fell race which takes a punishing route to the top of Ingleborough and back, with the fastest of its 400 entrants finishing in just over 50 minuites ! This type of event is very important to places such as Ingleton. Not only does it help to put Ingleton on the map, there is also a considerable amount of retail spend generated by these family orientated events.

6 SWOT ANALYSIS

6.1 Our research has enabled us to carry out a SWOT analysis (Strengths, weaknesses, opportunities and threats) of Ingleton

Strengths

- Waterfalls Walk
- Pot Holing
- Indoor Climbing Wall
- Proximity to Ingleborough
- Open air Pool
- Attractive retail centre
- Good Car Parking
- Accessibility – relatively close proximity to the M6
- Signage within the village centre

Weaknesses

- Ingleton Market
- Access by Public Transport
- Lack of range of grocery goods
- Poor signage from A65 to village centre
- Large vacant unit in prominent location

Opportunities

- Provision of better signage from A65
- Review of the Market and its role within Ingleton
- Environmental improvements to The Square
- Provision of gateway features and signage
- Encouragement of owner to market actively the key vacancy in The Square.

Threats

- Decline of retail provision following retirement of independent retailers
- Domino effect on remaining businesses
- Decline of tourism because of external factors or failure to provide adequate facilities
- Pressure for conversion of centrally located retail units to residential use

7 Conclusions and Recommendations

7.1 Overall we consider Ingleton to be a healthy centre which benefits considerably from the tourism trade. The key attractions, such as the Waterfalls Walk, the viaduct, Ingleborough and the limestone caves, will continue to attract visitors indefinitely, given their unique topographical attributes, and those visitors will continue to supplement the economy of the village if retailers and service providers cater sufficiently and appropriately for their requirements.

7.2 The village needs this expenditure as, without it, we believe that there would be very little left in terms of retail and service facilities to cater for Ingleton's residents.

7.3 It is unlikely to expand its retail offer to any great extent and the centre is likely to remain static over time unless there is a significant influx of population. The retail offer is limited largely to small but established independents offering both services and goods to local people as well as niche/tourist shopping.

7.4 One opportunity to alter this position and provide a greater critical mass to the centre without impacting on the character of the village would be to encourage new residential development of a an appropriate style and density.

7.5 Although Ingleton is extremely attractive and a pleasant place around which to wander, there is no room for complacency and a number of other opportunities exist for improvement.

7.6 We recommend that the Council consider taking the following steps::

- public realm works to improve and redefine The Square and its position/role within the village;
- the encouragement of the owner of the former newsagency in The Square to seek a new commercial occupier for the premises (or, if unsuccessful, the consideration of the possibility of the Council seeking to exercise its compulsory powers of acquisition);
- consideration of the provision of new gateway features, themed to reflect the special character of Ingleton;
- a review of the role and performance of the weekly market to ascertain whether it is capable of improvement and better integration with the wider retail offer of the village;
- better signage from the A65;
- encouragement of business owners and shopkeepers to improve the external appearance of their properties (possibly in conjunction with a shop front improvement scheme);
- encouragement of shopkeepers to improve the attractiveness of their display areas and goods on offer (through liaison with the traders' association);

- a more proactive and cohesive approach to marketing the village and its events to widen the awareness of Ingleton as a tourism destination; and

- the promotion of a wider programme of events to appeal to different groups of visitors.

APPENDICES

Appendix 1 - Plan of Ingleton Retail Area

Appendix 2 – Retailer/Business Questionnaire & Analysis

RETAILER/BUSINESS QUESTIONNAIRE

Donaldsons have been appointed by the District Council to undertake a study to assist in the preparation of the Local Development Framework for the District. Your contribution will be vital to this process and to our understanding of the issues that are important to businesses in Ingleton. We would be very grateful if you could complete this short questionnaire and return it in the envelope provided.

Please note that although your name and address are requested, no information will be published which will identify any individual respondent. If you do not wish to answer any question, please feel free to leave it blank. Any information received will be treated in the strictest confidence.

1.a.Trading Name:
1.a. Business Address:
2. Telephone Number:
3. Goods Traded/Services Offered

4. **Are you part of a national multiple chain, a franchisee or an independent retailer/business?** (Please tick appropriate response)

National Multiple		Independent Business	
Regional Multiple		Franchisee	

5. How many staff work on the premises?

Full Time		Part Time	

6. How long has your business occupied your premises in Ingleton?

Less than 1 year		1-2 years		2-5 years		5-10 years		10-20 years		20+ years	

7.a. What is your total floor area (inc. storage accommodation) (sq. ft.)?

7.b. What is your net sales area(sq. ft.) ?

8.a. Are you satisfied with your current accommodation?			
Yes		No	

8.b. If no, why not?

9.a. Given the choice what would your optimum unit size be?			
Up to 45 m² (500 ft²)		**185 – 370 m² (2,000 – 4,000 ft²)**	
45 – 90 m² (500 – 1,000 ft²)		**370 – 555 m² (4,000 – 6,000 ft²)**	
90 – 140 m² (1,000 – 1,500 ft²)		**555 – 930 m² (6,000 – 10,000 ft²)**	
140 – 185 m² (1,500 – 2,000 ft²)		**Over 930 m² (10,000 ft²)**	

10. Do you have any plans for investment in your current premises – shop front works, refurbishment, redecoration etc. ? (Please detail):

11. Do you expect any of the following changes to your business over the next few years:	
Expansion within current premises	
Relocation to alternative premises in Ingleton	
Contraction within current premises	
Closure of current premises	
Relocation to alternative premises outside Ingleton	
Other (please detail)	

12.a. Do you currently trade on Sundays?			
Yes		**No**	
12.b. If no, do you have any plans to do so?			
Yes		**No**	
12.c. If no, why not?			

13. Approximately, what is the turnover of your business?
£ per week/annum (delete as appropriate)

14. Has your business traded better, worse or about the same in?			
	Improved	No change	Declined
Last twelve months			
Last two years			

15. If you have experienced a change in turnover during either of these periods, can you identify any particular reason?

16.a. What are your expectations for trading over the next two years?		
Improving	Static	Worse

16.b. If you expect the trading conditions to change, do you have any particular reason for this change?

17. Are most of your customers:	
Regular	
Occasional	
Passers By	
Tourists	
All of the above	
Don’t Know	

18. Where do your customers come from?	
Within 1 mile	%
1 to 2 miles	%
2-5 miles	%
5 miles or more	%

19. How much do your customers spend on average?			
Less than £10		£31-£50	
£11-£20		£51-£100	
£21-£30		More than £100	

20. Listed below are a number of features considered important to shoppers when choosing where to shop. Please rate the Ingleton features according to how good you feel the provision of each one is.

FEATURE	**RATING (Please tick appropriate response)**						
	Excellent	Very Good	Good	Satisfactory	Poor	Very Poor	Don't Know
Range of Shops							
Quality of Shops							
Ingleton Market							
A wide range of activities other than shopping							
Choice of places to eat and drink							
Toilet and Baby changing facilities							
Disabled access into and around the centre							
Security in the shopping area and car parks							
Adequate Police presence							
Attractive environment							
Access by public transport							
Amount of car parking							
Cost of car parking							
Access by car							
Appropriate signage to car parks							
Maintenance and cleanliness							

21. As a retailer/business person, what do you think are the major strengths of Ingleton Town Centre?

22. As a retailer/business person, what do you think are the major weaknesses of Ingleton Town Centre?

23. What improvements/additional features would you like to see in Ingleton Town Centre?

24. Do you wish to make any other comments about Ingleton Town Centre?
Please feel free to continue overleaf or on a separate sheet of paper.

Thank you for taking the time to complete this Questionnaire.

An envelope is provided for your use, but should that be mislaid, we would be grateful if you could return the questionnaire to:

Amanda Eaton
Donaldsons
St Paul's House
23 Park Square South
LEEDS
LS1 2ND

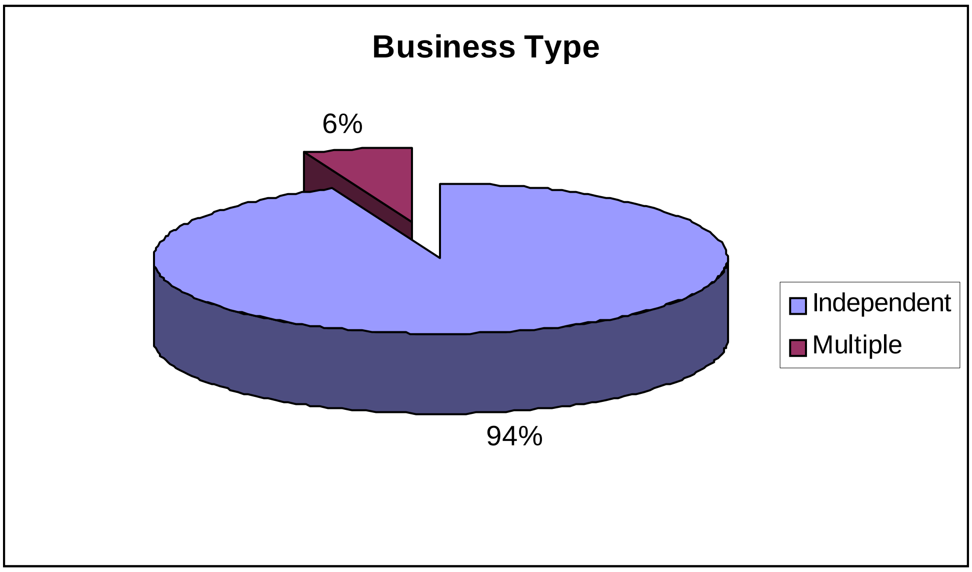
Appendix 2 - Ingleton Retailer and Business Questionnaire

A retailer and business survey was distributed amongst the retailers and businesses in the village centre to canvas their views on a range of issues affecting the village and area. Response were received from 16 of the business proprietors in the village, which is a reasonable return rate of 43% and demonstrates a keenness by a significant part of the business community to be involved in the consultation process.

The analysis of those questionnaires is set out below. Not all respondents answered every question – the analysis exclude any “blanks”.

The first three questions concerned details about the respondents (trading name, business address, telephone number, goods sold/service offered).

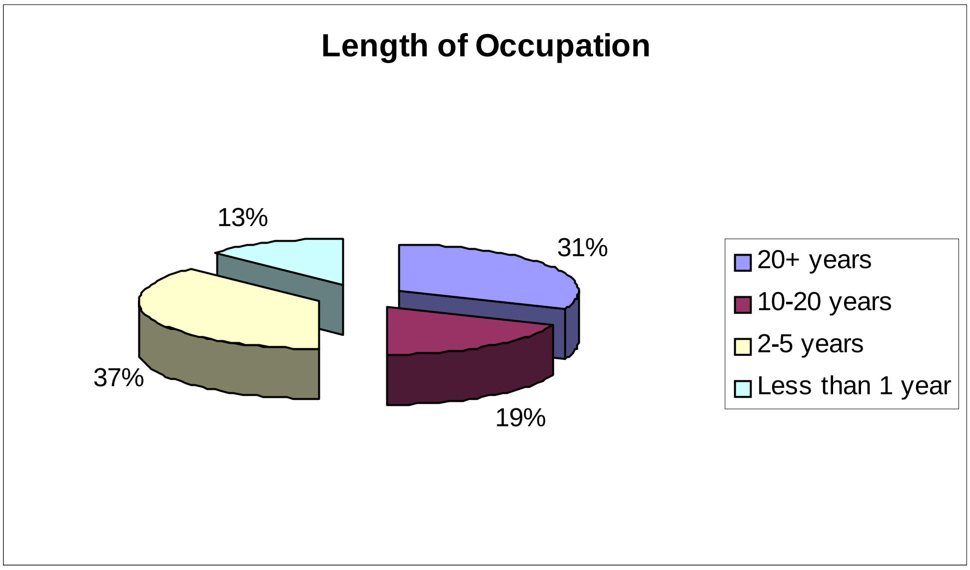
Question 4 - Are you part of a national multiple chain, a franchisee or an independent?



Question 5 - How many staff work on the premises?

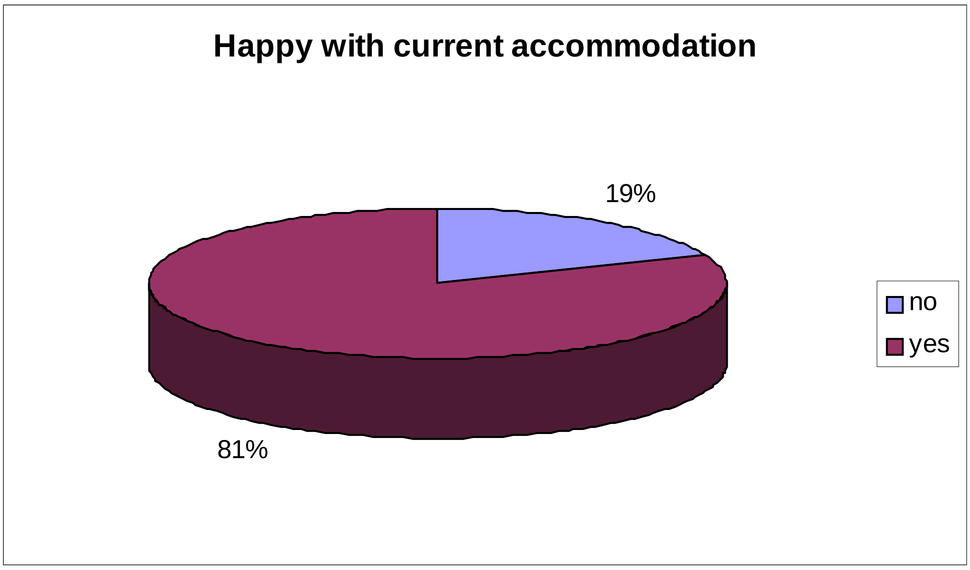
15 of the 16 respondents between them employ 75 full time and 35 part time staff (one respondent did not answer this question). One respondent employs 55 full time and three part-time staff – but this is a multi-faceted business, with contracting, service and retail arms. That exception aside, respondent businesses on average employ almost 1.5 full time and around 2.3 part time staff.

Question 6 - How long has your business occupied your premises in Ingleton?



Question 7 – requested details of floor area occupied. 6 respondents trade from units of 46m² (500 ft²) gross or less, while just 2 occupy units over 93m² (1,000 ft²)

Question 8 - Are you satisfied with your current accommodation?



Question 9 - Given the choice, what would be your optimum unit size?

Eight respondents have answered this question:
one would choose a unit of up to 45m²;
five would choose a unit of between 45m² and 90m²;
one would choose a unit of between 90m² and 140m²; and
one would choose a unit in excess of 930m².

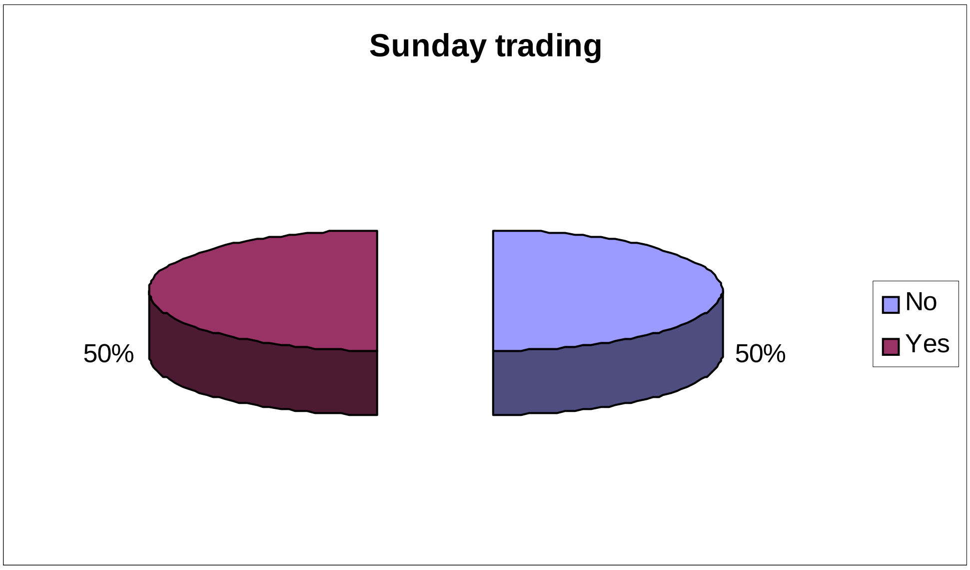
Question 10 - Do you have any plans for investment in your current premises?

Nine respondents have replied in a positive fashion to this question. One respondent intends to carry out a complete refurbishment, while another is to undertake an internal refit. A third is to replace the door and all windows and the other six intend to carry out varying works of maintenance and redecoration.

Question 11 - Do you expect any changes to your business over the next few years?

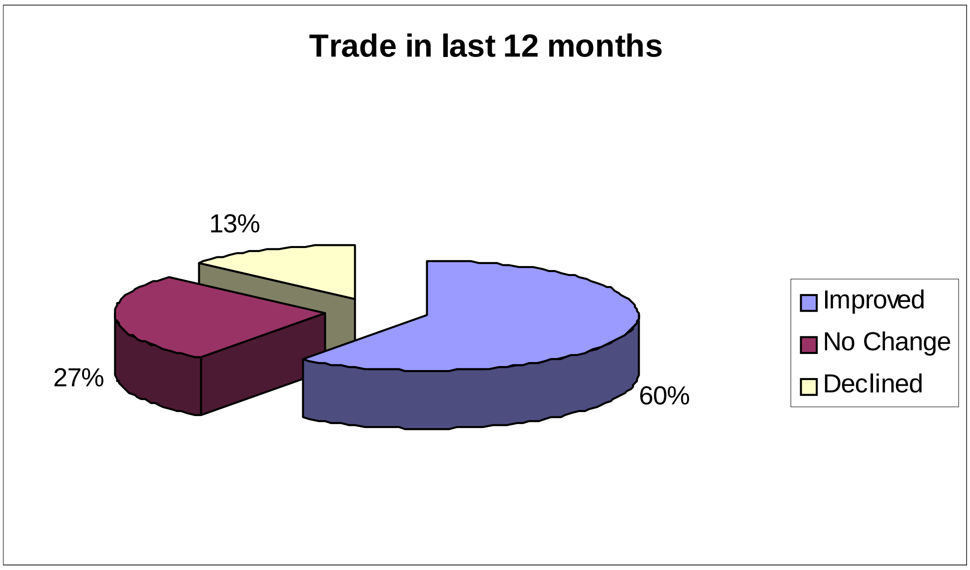
Two respondents hope to relocate to alternative premises in Ingleton, while another four foresee expansion within their current premises. One respondent anticipates business closure within the near future.

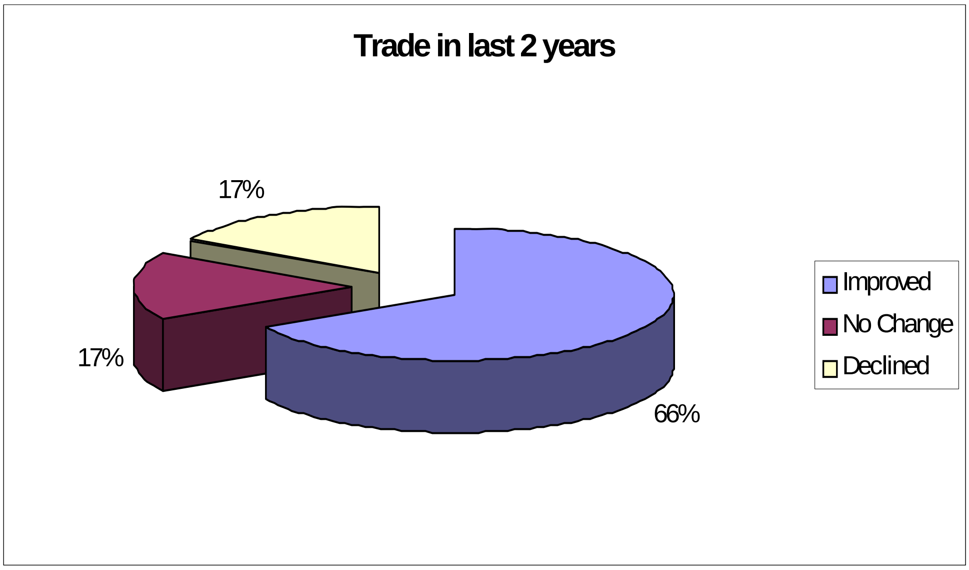
Question 12 - Do you currently trade on Sundays?



Question 13 – related to turnover of the businesses and the responses are treated as confidential.

Question 14 - Has your business traded better, worse or about the same in the last twelve months and two years?





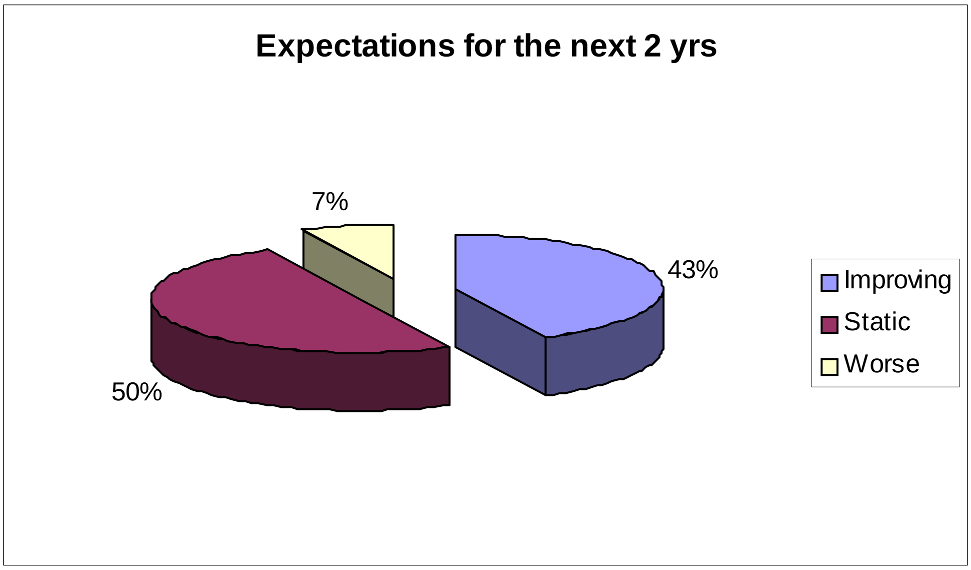
Question 15 - If you have experienced a change in turnover during either of these periods, can you identify any particular reason?

Reasons given for improvement include:

- Improvements made to business practice,
- More building work in Ingleton, bringing more tradesmen to patronise local businesses;
- Growing reputation;
- Better product range; and
- Recovery from Foot and Mouth Disease.

Reasons given for decline include former/ongoing effects of Foot and Mouth Disease, fewer visitors to Ingleton, external factors such as the economy and the weather and changes in consumer habits (shoppers choosing to go elsewhere). One respondent complains that expensive, off-pitch parking deters passing trade. Another believes that the opening of the Booths supermarkets in Settle and Kirby Lonsdale has diverted a considerable amount of trade from Ingleton as has the Co-Op convenience store attached to the petrol station on the A65 just outside the village.

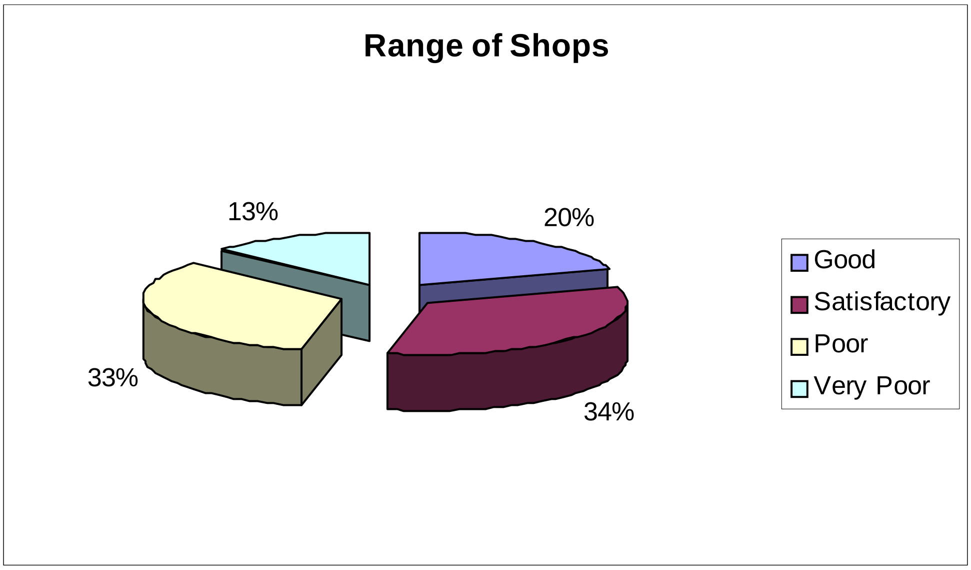
Question 16. What are your expectations for trading over the next two years?

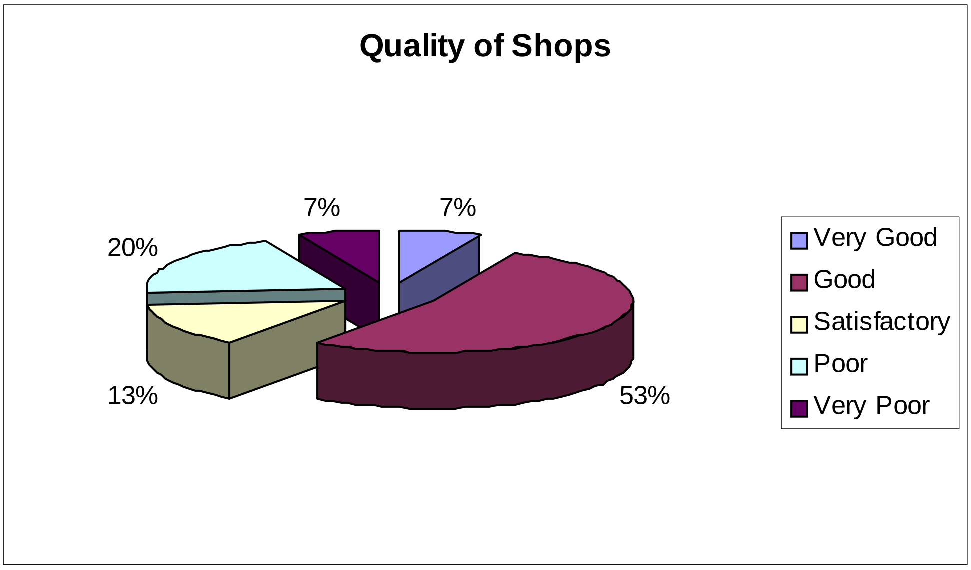


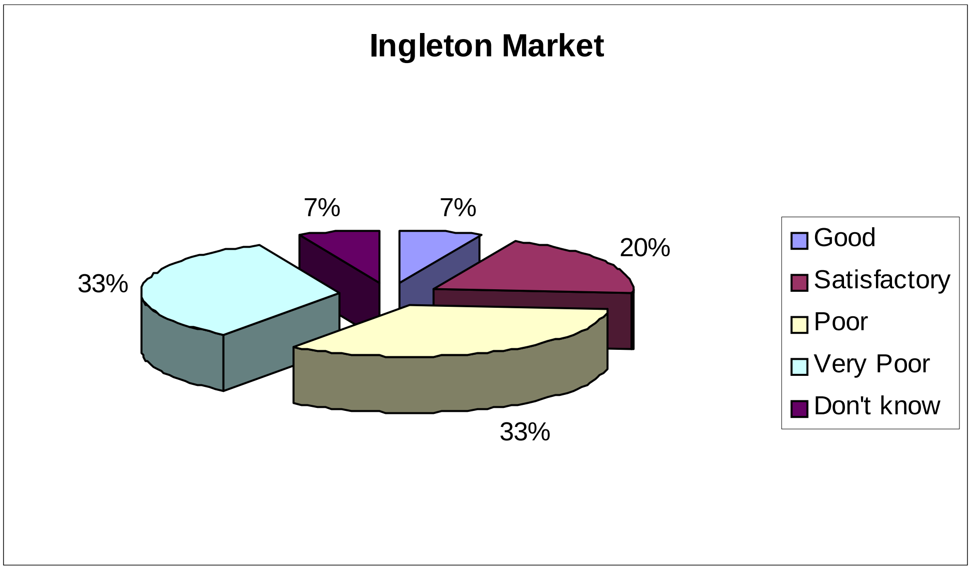
Questions 17 - 19 - These questions relate to respondents' knowledge of their customers.

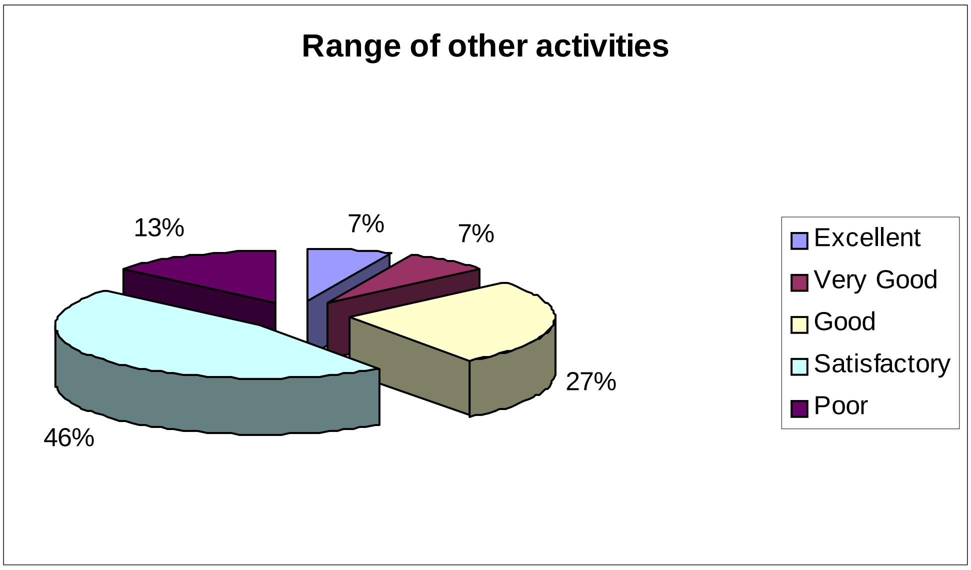
The majority of respondents are well aware of where their customers come from and what proportion are regular, occasional, passers-by or tourists. Almost all respondent businesses are patronised by all four types of customer.

Question 20 - This question asked respondents to rate a number of aspects of Ingleton.

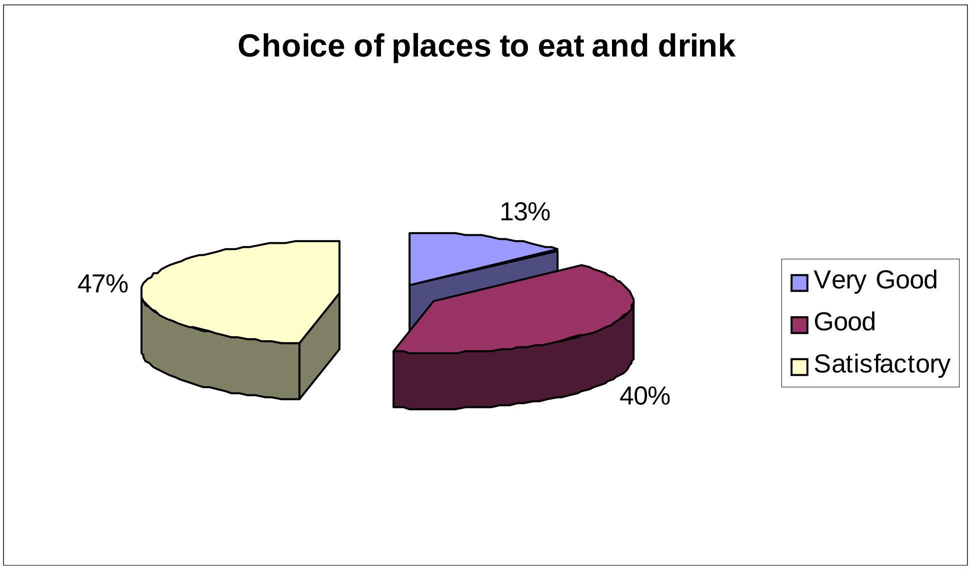


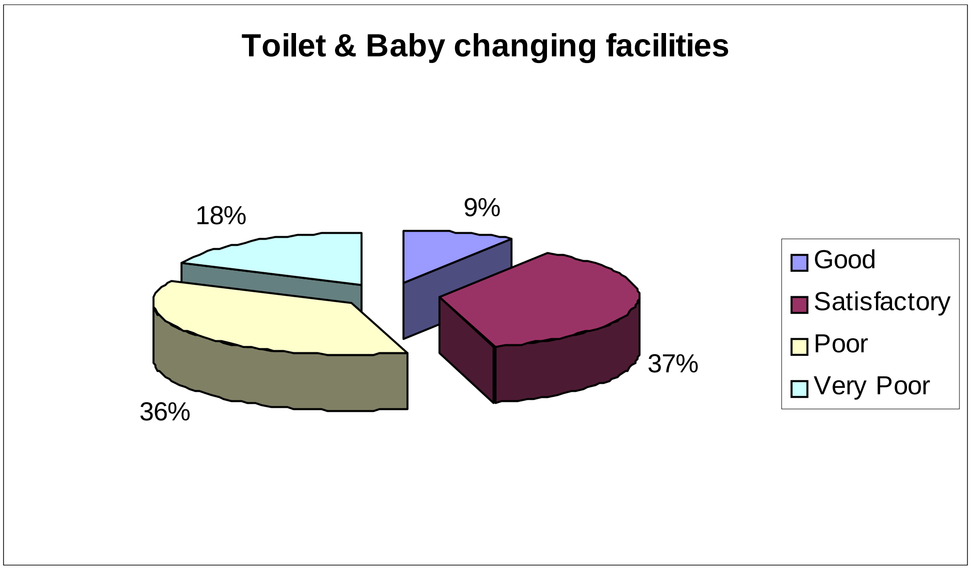


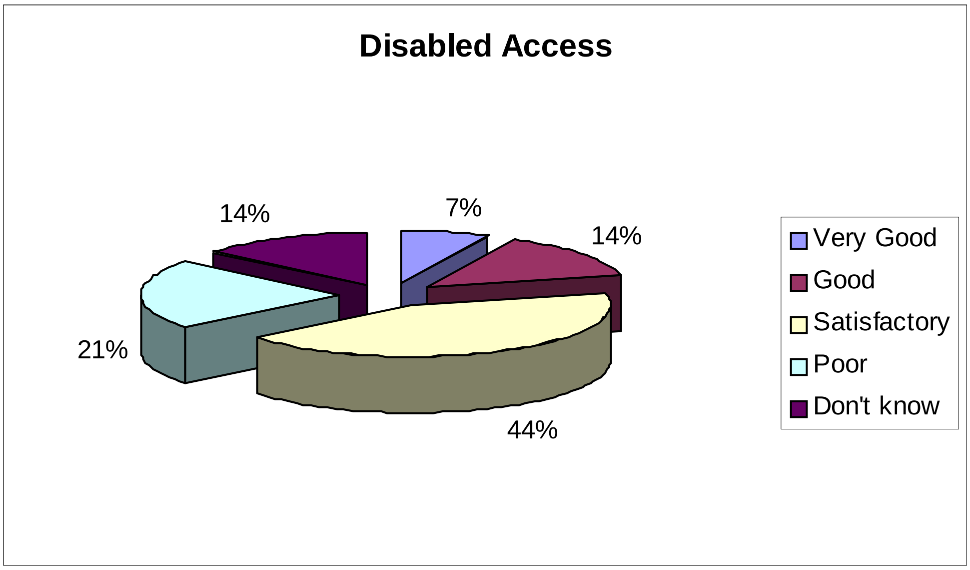

Ingleton Market
7%
7%
20%
33%
33%
Good
Satisfactory
Poor
Very Poor
Don't know

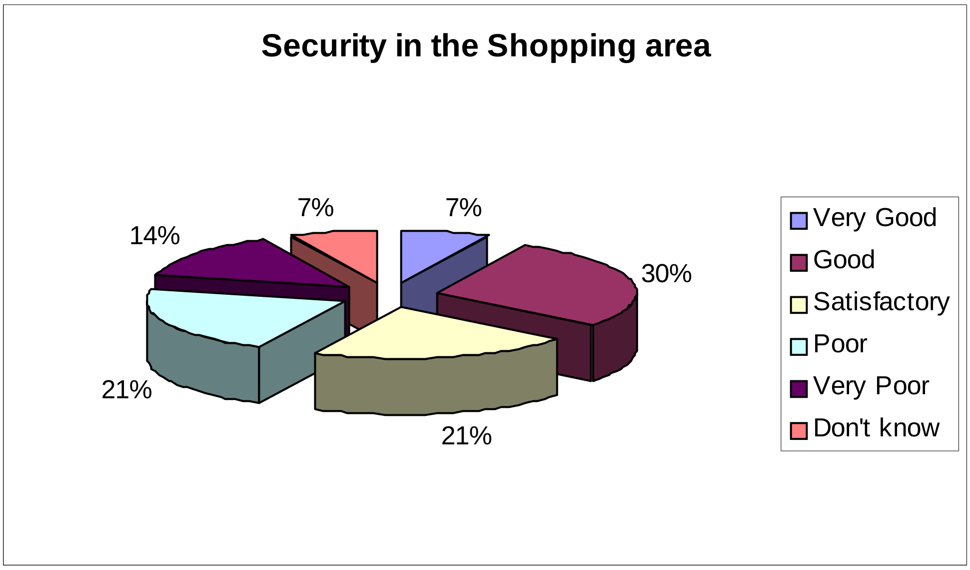

Range of other activities
13%
7%
7%
27%
46%
Excellent
Very Good
Good
Satisfactory
Poor

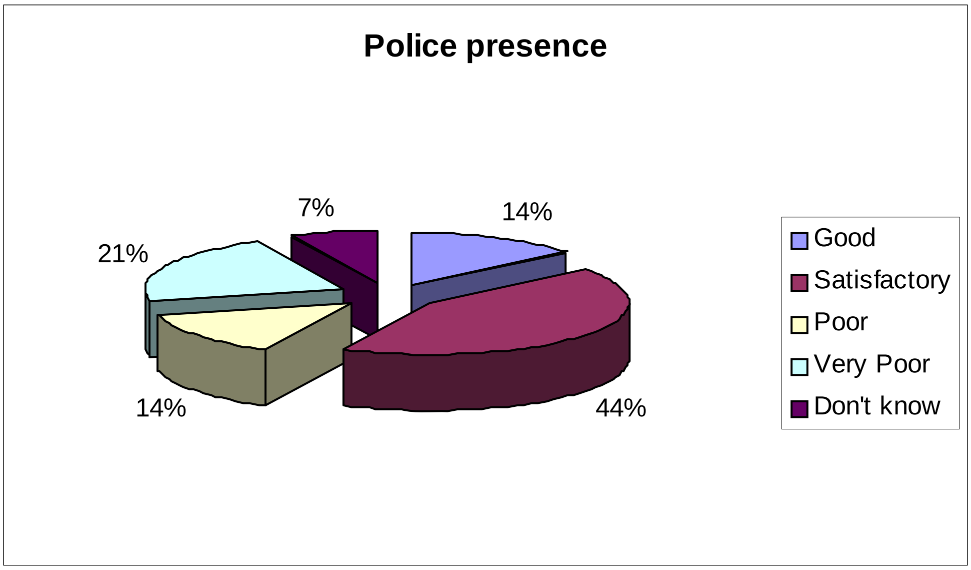
I

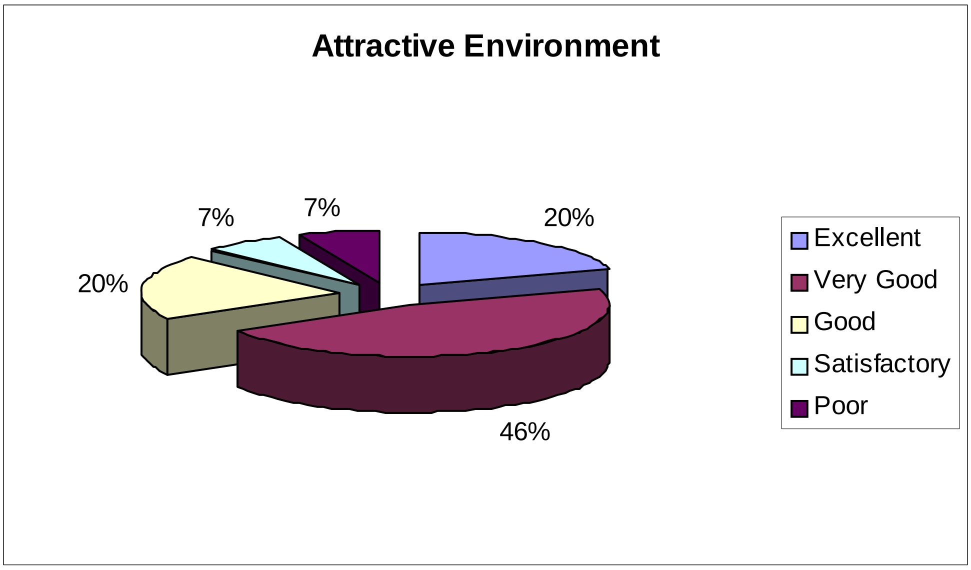

Choice of places to eat and drink
13%
47%
40%
Very Good
Good
Satisfactory

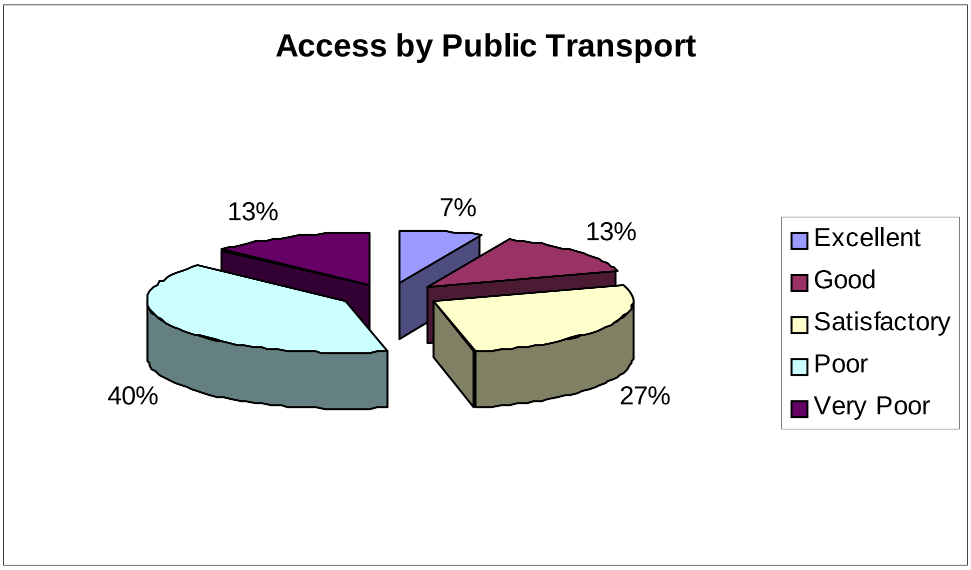

Toilet & Baby changing facilities
18%
9%
36%
37%
Good
Satisfactory
Poor
Very Poor

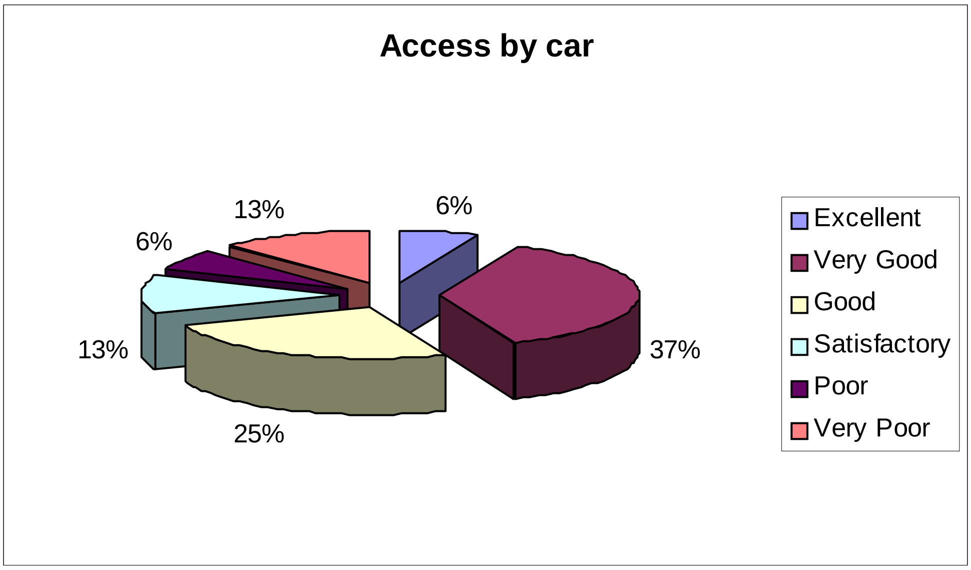

Disabled Access
14%
7%
14%
21%
44%
Very Good
Good
Satisfactory
Poor
Don't know

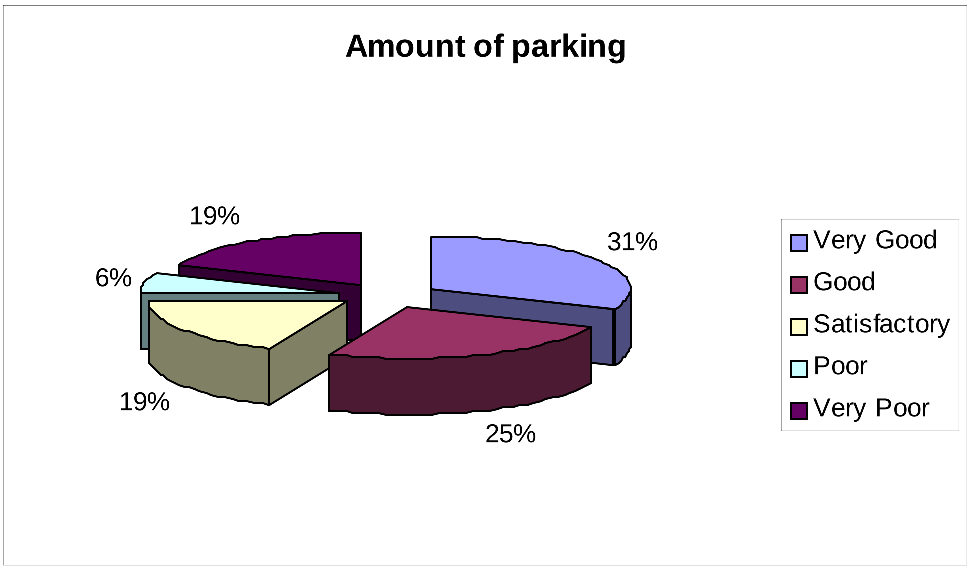

Security in the Shopping area
7%
7%
14%
30%
21%
21%
Very Good
Good
Satisfactory
Poor
Very Poor
Don't know

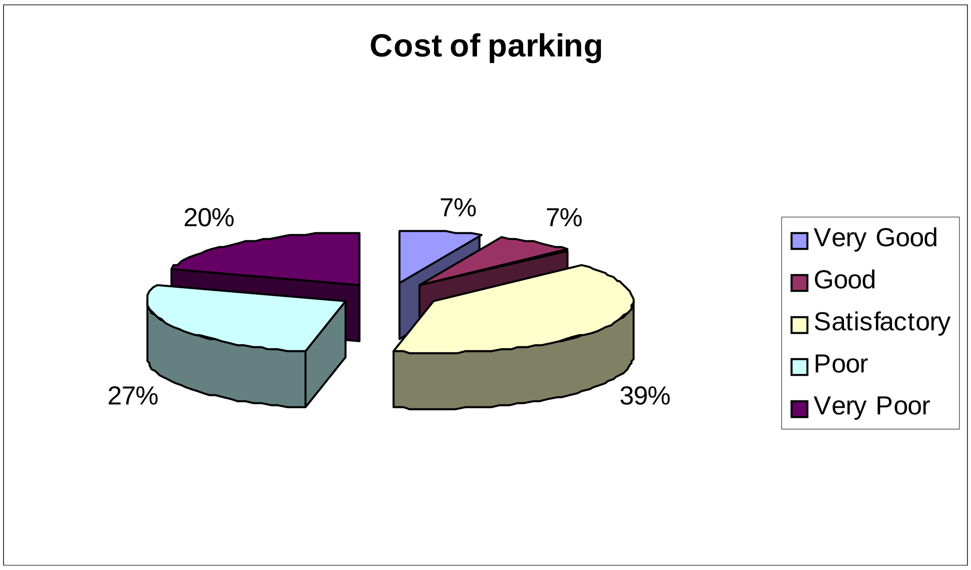

Police presence
7%
14%
21%
14%
44%
Good
Satisfactory
Poor
Very Poor
Don't know


Attractive Environment
7%
7%
20%
20%
46%
Excellent
Very Good
Good
Satisfactory
Poor

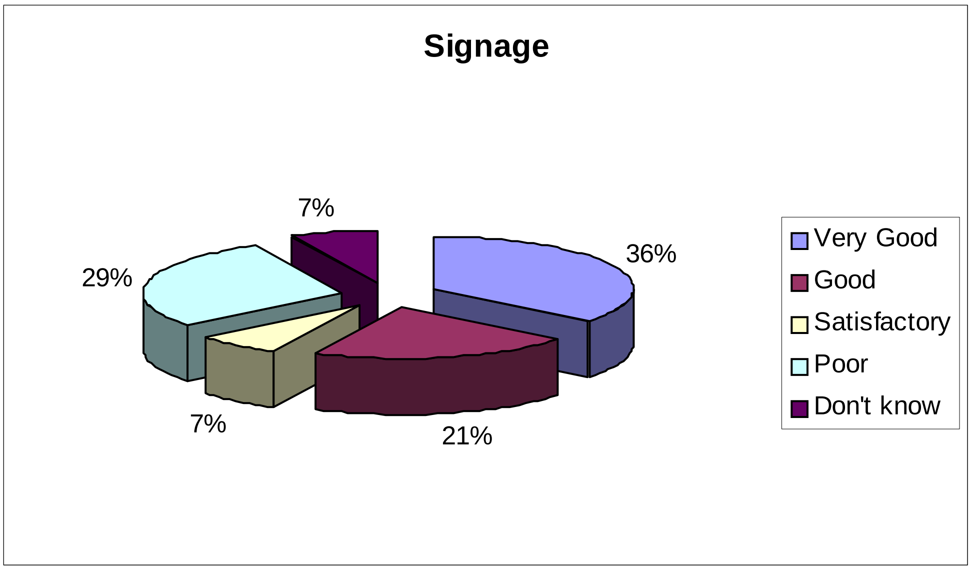

Access by Public Transport
13%
7%
13%
40%
27%
Excellent
Good
Satisfactory
Poor
Very Poor

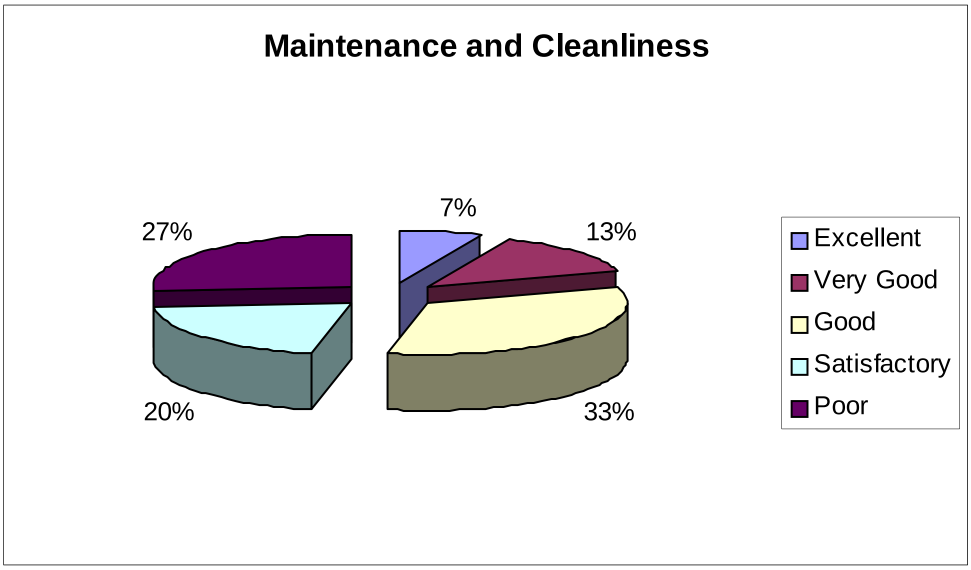

Access by car
13%
6%
6%
13%
37%
25%
Excellent
Very Good
Good
Satisfactory
Poor
Very Poor


Amount of parking
19%
31%
6%
19%
25%
Very Good
Good
Satisfactory
Poor
Very Poor


Cost of parking
20%
7%
7%
27%
39%
Very Good
Good
Satisfactory
Poor
Very Poor

l





Question 21 - What are the major strengths of Ingleton?

The feature topping the list of strengths is the attractiveness/scenic/picturesque/'quaint' nature of Ingleton. Second is the warm/welcoming/friendly atmosphere, followed by tourism and the fact that the village is so close to tourist attractions, in particular the Waterfalls Walk and provides a wide range of accommodation for visitors. Mention is made of the range of shops – both for local people and tourists and the level of customer service, the range of facilities available, the plentiful supply of parking and the number of organised events in the village.

Question 22 - What are the major weaknesses of Ingleton?

Over 30% of respondents complain of the number of vacant shops – even though, during the course of our study, there have only been two vacancies in the centre of Ingleton. Several respondents believe one of the village's weaknesses is the poor range of shops (although it is admitted that it may be difficult to trade viably in some of the unrepresented sectors) and mention is also made of the poor decorative condition of a number of retail outlets and the 'run down' appearance of the village. Specific mention is made of the limited range of food offered by the village's sole supermarket, the need for updating some of the food shops, the Friday market and the fact that Ingleton's one bank is open on only three days each week. The perceived lack of free or inexpensive, centrally located, parking in the village is flagged up as a weakness, although not as universally in Ingleton as we have come to expect from experience elsewhere.

Other features mentioned as weaknesses by respondents are:

- poor signage from the A65 into the village;
- poor signage to the car park from Main Street;
- a lack of supervision of parking (with the feeling that many do not pay and display);
- lack of hot food takeaway facilities (in most centres, we find that retailers complain about a surfeit of such outlets);
- lack of public transport; and
- lack of promotion of Ingleton.

Question 23 - What improvements would you like to see in Ingleton?

Most sought after are signage improvements – to the village centre from the A65 and also from the Hawes Road, and in particular strategically located signs both in Ingleton and on the surrounding roads informing visitors of, and directing them to, the available attractions and facilities. One suggestion is the provision of 'Welcome to Ingleton' signs, highlighted by stonework features and planting displays. It is also suggested that the one-way system be reviewed, or somehow given clearer definition where High Street and Main Street merge. As expected, a number of respondents believe that more/cheaper/free parking would improve the village. A general facelift for the village is mooted by a number of respondents, involving a more thorough and regular cleansing routine and perhaps introducing a common colour scheme, and improving The Square *"to make it look like a Square."*

Question 24 - Do you wish to make any other comments about Ingleton?

A number of respondents have made additional comments about Ingleton, as set out below (verbatim).

'Need to consider possibly removing some of the older properties that are disappointing that detract from the village as a whole. Need to encourage other properties to upgrade and refurbish, especially the main Square and back Square – needs a general tidy up. We are going the wrong way at present. Need to encourage people by the example we set, the village looks neglected.'

'Public toilets need to be addressed. We get lots of people wanting to use ours because they can't find the public ones. Try entering best village if we had more baskets, tubs, planters etc.'

''Various bodies in Ingleton have worked hard to improve the appearance of the village. It is vital we maintain and improve the public toilets near the play area (due to be refurbished shortly). The toilets are close to the village centre and picnic area. Ingleton is growing but depends on tourists for a lot of its business directly and indirectly. This is a super place to live.'

'The lack of a range of shops attractive to tourists is the main problem. My trading conditions are difficult and little incentive is offered to business start-up. Under current trading, with the overheads involved, it is difficult to see my business continuing in Ingleton. Trading incentives are needed badly.'

'We need to pull Ingleton town centre into the 21st Century before the population increase (predicted by new housing) occurs, otherwise the new inhabitants will be attracted to shop elsewhere and the opportunity will be lost.'

'Since moving to Ingleton, we have without a doubt picked up customers we would not have otherwise had. The Square needs brightening up to make it look like a village square!'

'A large well formulated sign facing both up and down Backgate to guide motorists to the village centre. The sign to explain what facilities are available after a short walk from the car park (using words and pictures). I surveyed customers last year and some had only come off the A65 to look for a toilet and were surprised when they realised that the village was not only the houses etc at the side of the A65, but had many more facilities than they had realised. We need to make potential customers more aware.'

'Reverse the one way traffic system to allow vehicles to access the village from both directions as car park will be accessible from the A65 either way'.

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Appendix 3 – Street Survey Questionnaire & Analysis

Appendices

NEMS market research
INGLETON VISITORS' SURVEY

INTRODUCTION: Good morning/afternoon, I am …… from NEMS market research, an independent market research company. We are conducting a market research survey about people's shopping habits, and I wonder if you can spare a few minutes.

ASK ALL: SHOWCARD 'A'
Q.1 How did you travel to Ingleton today ?
ONE ANSWER ONLY

	(1)	
Car driver	1	GO TO Q.2
Car passenger	2	GO TO Q.2
Bus	3	GO TO Q.3
Bicycle	4	GO TO Q.3
Rail	5	GO TO Q.3
Taxi	6	GO TO Q.3
On foot	7	GO TO Q.3
Other (PLEASE WRITE IN)	8	GO TO Q.3

____

IF 'CAR DRIVER / CAR PASSENGER' AT Q.1, ASK Q.2. OTHERS GO TO Q.3
Q.2 Where did you park your car when arriving in Ingleton today ?
ONE ANSWER ONLY [Specify street name or car park]
(2)

ASK ALL:
Q.3 What is the **main** reason for your visit here today ?
ONE ANSWER ONLY

	(3)
To buy food items (not take-away / café / restaurant	1
To buy non-food goods (e.g. shoes, clothes, jewellery)	2
For services (e.g. bank, building society, hairdressers)	3
To visit the waterfalls	4
To visit the White Scar caves	5
To go walking	6
For a trip out in the car / motorbike	7
Eat out (e.g. take-away / café / restaurant)	8
Work	9
Other (PLEASE WRITE IN)	A

____

ASK ALL:
Q.4 How long do you intend to spend in Ingleton today ?
ONE ANSWER ONLY

	(4)
Up to ½ an hour	1
About an hour	2
About 1 ½ hours	3
About 2 hours	4
2 -3 hours	5
3 hours or more	6
(Don't know)	7

ASK ALL: SHOWCARD 'B'
Q.5 How often do you visit Ingleton (including Sunday) ?
ONE ANSWER ONLY

	(5)
Everyday	1
4 to 6 days a week	2
2 to 3 days a week	3
1 day a week	4
Once every 2 weeks	5
Once every month	6
Once a quarter	7
Less often than once a quarter	8
First time today	9
(Don't know)	A

ASK ALL

Q.6 Are you here in Ingleton as a tourist on holiday or on a day trip ?

	(1)	
Yes	1	GO TO Q.7
No	2	GO TO Q.9

IF 'YES' AT Q.6 ASK Q.7 OTHERS GO TO Q.9

Q.7 Are you staying overnight from home, or returning home later today ?

	(2)	
Staying overnight	1	GO TO Q.8
Returning home later today	2	GO TO Q.11

IF 'STAYING OVERNIGHT' AT Q.1 ASK Q.2 OTHERS GO TO Q.4

Q.8 Can you tell me where you are staying tonight ?

	(3)	
Ingleton	1	GO TO Q.11
Elsewhere in Yorkshire / Dales (PLEASE WRITE IN)		
____	2	GO TO Q.11
Other (PLEASE WRITE IN)	3	GO TO Q.11
____		

IF 'NO' AT Q.6 ASK Q.9 OTHERS GO TO Q.11

Q.9 Is Ingleton your main centre for **food** shopping ?

IF 'NO' AT Q.6 ASK Q.9 OTHERS GO TO Q.11

Q.10 Is Ingleton your main centre for **non-food** shopping ?

	Q.9 Food	**Q.10 Non food**
	(1)	(1)
Yes	1	1
No	2	2

ASK ALL: SHOWCARD 'C'

Q.11 How much did you spend / expect to spend today on shopping on the following types of goods ?

	Nothing	**Up to £10**	**£10-£19**	**£20-£29**	**£30-£49**	**£50-£99**	**£100+**	**(Don't know)**	**(Refused)**
	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)
Food & Grocery	1	1	1	1	1	1	1	1	1
Clothing & Footwear	2	2	2	2	2	2	2	2	2
Household Goods (textiles, furniture, carpets, DIY, music & electrical goods)	3	3	3	3	3	3	3	3	3
Specialist Goods (books, florist, toys, sports goods)	4	4	4	4	4	4	4	4	4
Fancy Goods (gifts, glassware)	5	5	5	5	5	5	5	5	5
Cafes, Restaurants & Pubs	6	6	6	6	6	6	6	6	6
Other Service Outlets (hairdressers, etc)	7	7	7	7	7	7	7	7	7
Other (PLEASE WRITE IN)	8	8	8	8	8	8	8	8	8

____

ASK ALL:

Q.6 What do you like **MOST** about Ingleton?

DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

	(15)
Near / convenient	1
Good public transport links	2
Parking is easy	3
Parking is cheap	4
Lack of congestion on roads	5
Little traffic-pedestrian conflict	6
Ease of access to all (with pushchairs, wheelchairs etc)	7
Well signposted route ways / good local maps	8
Other access / transport factor (PLEASE WRITE IN) ____________________	9
General cleanliness of shopping streets	A
Feels safe / absence of threatening individuals / groups	B
	(16)
Not too crowded	1
Character / atmosphere	2
Historic buildings / tourist attractions	3
Other environmental factor (PLEASE WRITE IN) ____________________	4
Selection / choice of independent / specialist shops	5
Quality of shops	6
Prices	7
Range of places to eat	8
Range of pubs / bars	9
(Nothing in particular)	A

ASK ALL:

Q.7 What do you dislike **MOST** dislike about Ingleton?

DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

	(17)
Unsafe for pedestrians / traffic conflict	1
Not enough pedestrianisation	2
Difficulties in parking	3
Parking is expensive	4
Poor public transport links	5
Road congestion	6
Poor signage / routeways within Ingleton / lack of maps of Ingleton	7
Difficulties with pushchairs, wheelchairs etc	8
Other transport / access factor (PLEASE WRITE IN) ____________________	9
Dirty shopping street	A
Feels unsafe / presence of threatening individuals / groups	B
Not busy enough	C
	(18)
Over-crowded	1
General lack of choice of multiple shops	2
General lack of independent / specialist shops	3
Quality of shops is inadequate	4
Shops too small	5
Lack of a large supermarket	6
Inadequate range of places to eat	7
Inadequate range of services	8
Absence of play areas for children	9
Too many tourists	A
(No opinion / don’t shop here)	B

ASK ALL:

Q.8 How could Ingleton best be improved ?

DO NOT PROMPT CIRCLE UP TO 5 RESPONSES

	(19)
Named new shop (PLEASE WRITE IN) ____________________	1
New, bigger supermarket	2
Better choice of shops in general	3
Better quality of shops	4
More priority of pedestrians	5
More shelter from wind / rain	6
Improve appearance / environment of Ingleton	7
Remove litter more often	8
More parking	9
Cheaper parking	A
	(20)
More accessible car parking	1
Better bus services to Ingleton	2
More children's play areas	3
More / better night-life	4
More / better eating places	5
More / better cultural facilities	6
Other (PLEASE WRITE IN) ____________________	7
(Don't know)	8
(None mentioned)	9

ASK ALL

Q.9 Are there any types of shops or tourist facilities that you feel Ingleton is lacking in ?

	(21)	
Yes	1	GO TO Q.10
No	2	GO TO Q.12
(Don't know)	3	GO TO Q.12

IF 'YES' AT Q.9, ASK Q.10. OTHERS GO TO Q.12

Q.10 Which types of shops or tourist facilities do you feel Ingleton is lacking in ?

DO NOT PROMPT: PROBE FULLY: Any others ? (22)

IF 'YES' AT Q.9, ASK Q.11. OTHERS GO TO Q.12

Q.11 Where should these shops or tourist facilities be situated ?

DO NOT PROMPT: PROBE FULLY: Any others ? (23)

ASK ALL:

Q.13 Do you work in Ingleton ?

	(24)
Yes	1
No	2
(Refused)	3

CLASSIFICATION

NAME: ____

ADDRESS: ____

____

POST CODE: [ ][ ][ ][ ] [ ][ ][ ] TEL. NO. ______________________

SEX: (25)

Male	1
Female	2

AGE GROUP: (26)

16 - 24 years	1
25 - 34 years	2
35 - 44 years	3
45 - 54 years	4
55 - 64 years	5
65+ years	6
(Refused)	7

OCCUPATION OF CHIEF WAGE EARNER: ______________________________

(27)

AB	1
C1	2
C2	3
DE	4

ADULTS IN HOUSEHOLD (16+): (28)

One	1
Two	2
Three	3
Four or more	4

CHILDREN IN HOUSEHOLD: (29)

0 - 4 years	1
5 - 10 years	2
11 - 15 years	3
None	4

NO. OF CARS IN HOUSEHOLD: (30)

One	1
Two	2
Three	3
Four or more	4

DAY OF INTERVIEW: (31)

Saturday	1
Sunday	2

TIME OF INTERVIEW: (32)

10:00-11:00	1
11:01-12:00	2
12:01-13:00	3
13:01-14:00	4
14:01-15:00	5
15:01-16:00	6
16:01-17:00	7
17:01-18:00	8

DECLARATION: I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

INTERVIEWER'S SIGNATURE: ______________________ DATE: ______________

Prepared by:
Donaldsons
St Paul's House
23 Park Square South
Leeds
LS1 2ND
Telephone 0113 246 1161
Facsimile 0113 244 1637

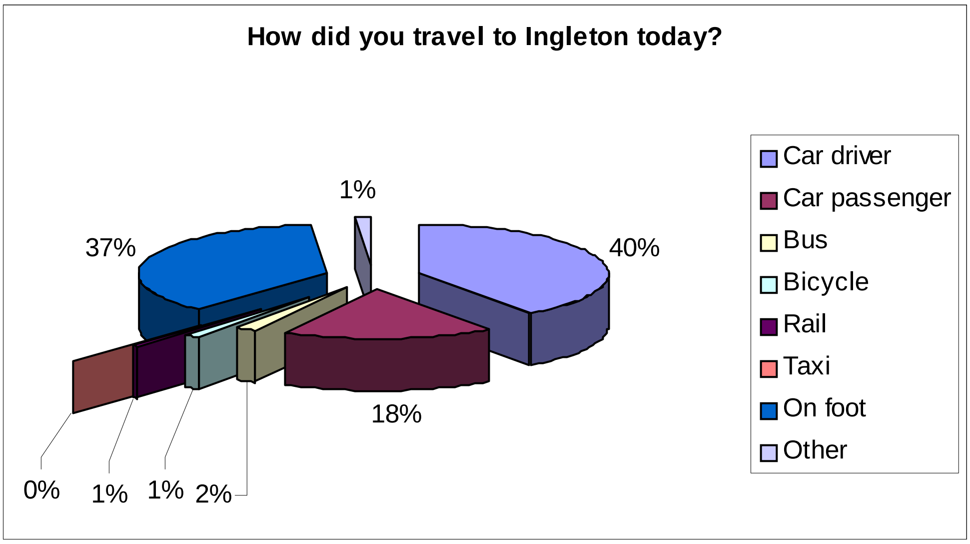
August 2004

CRAVEN DISTRICT COUNCIL

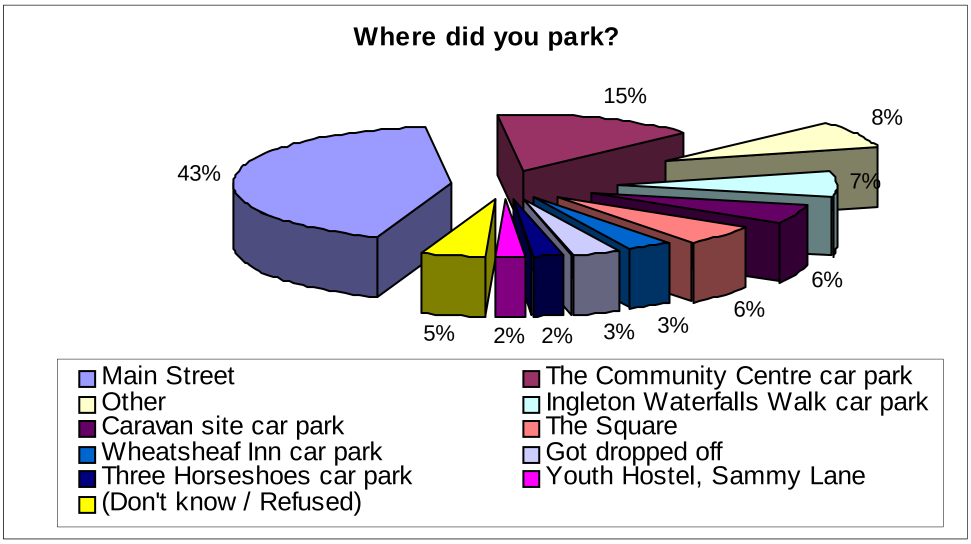
Ingleton Health Check
In-Street Survey Appendix

Appendix 3 Ingleton Health Check In Street Survey

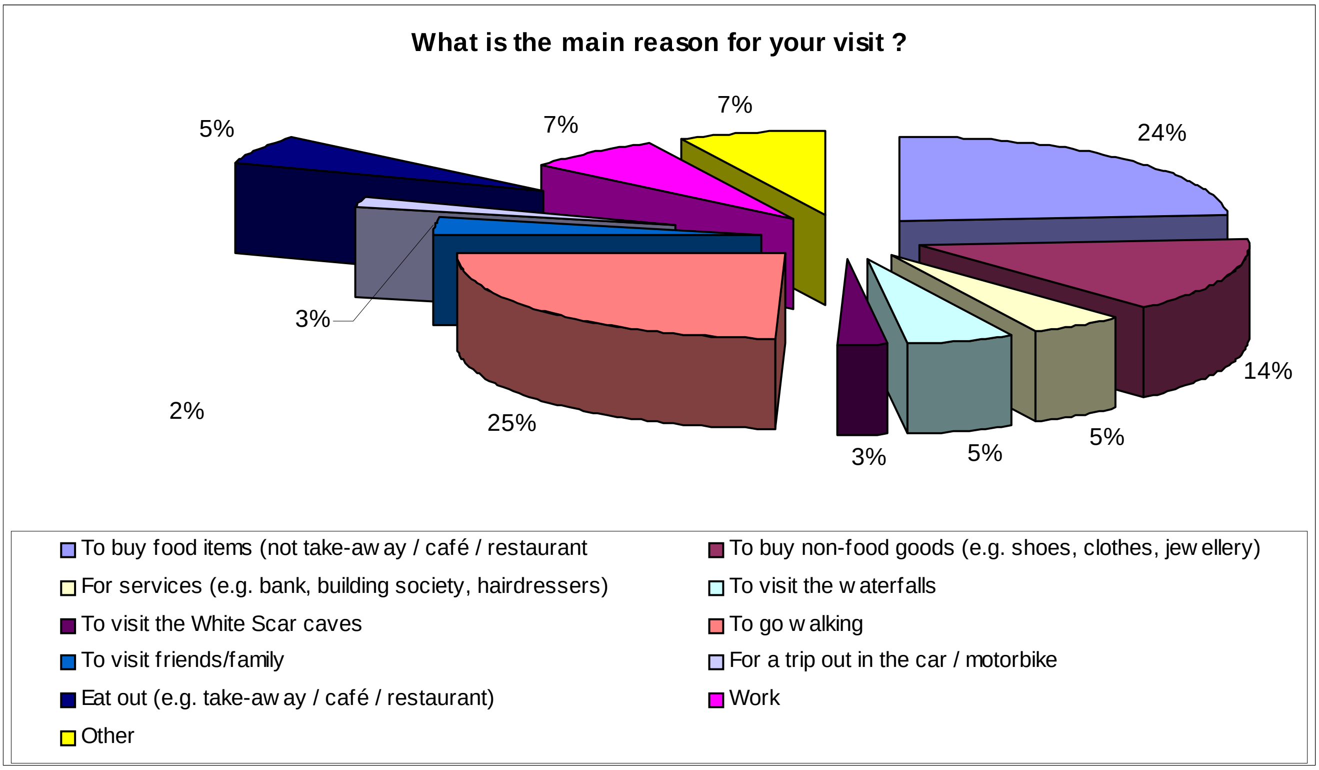
Question 1. How did you travel to Ingleton today?



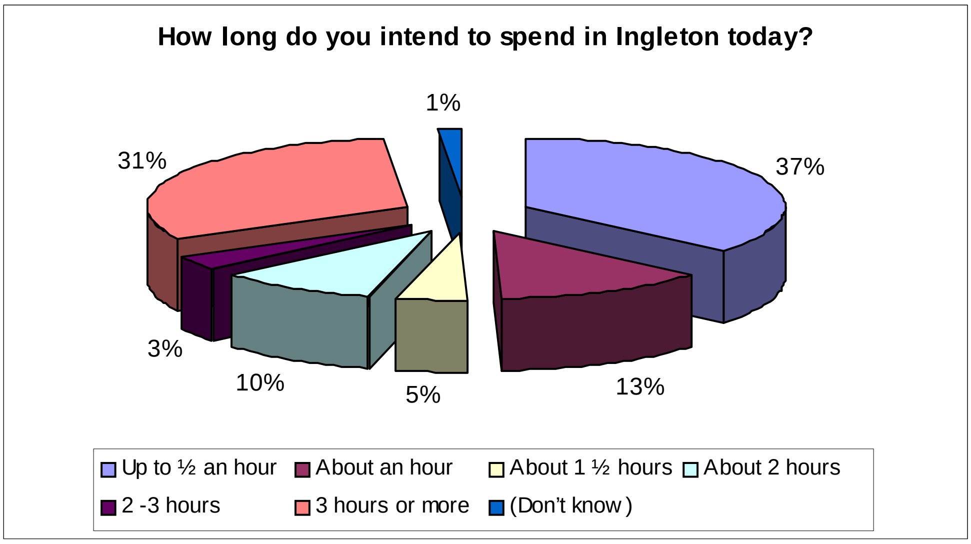
Question 2. Where did you park your car when arriving in Ingleton today?
Only those who mentioned "car" at Q.1



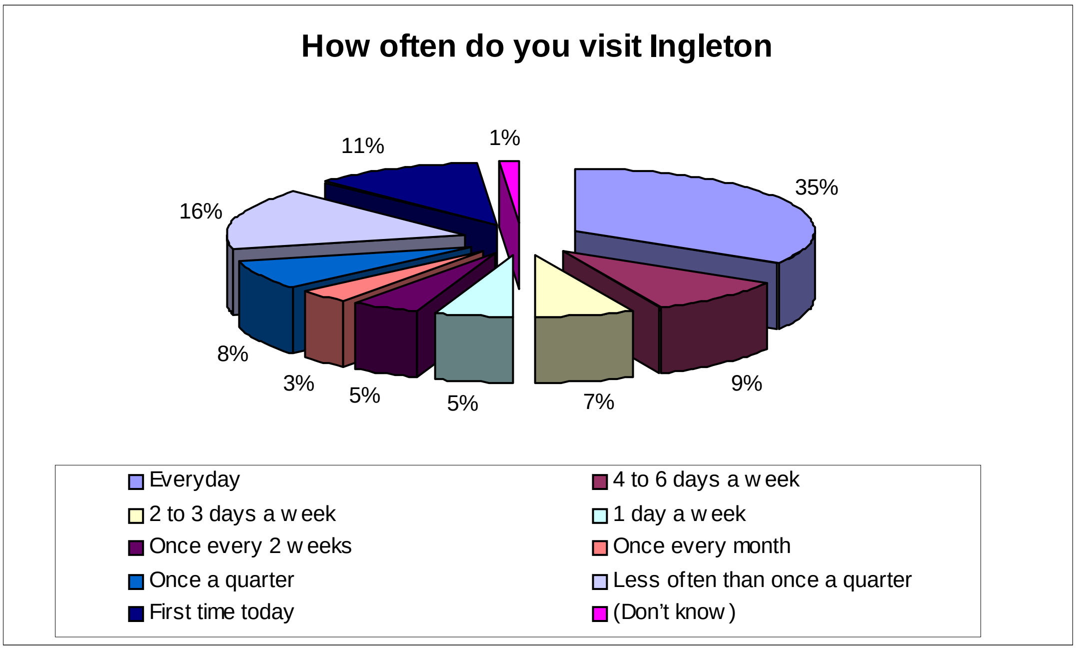
Question 3. **What is the main reason for your visit here today?**



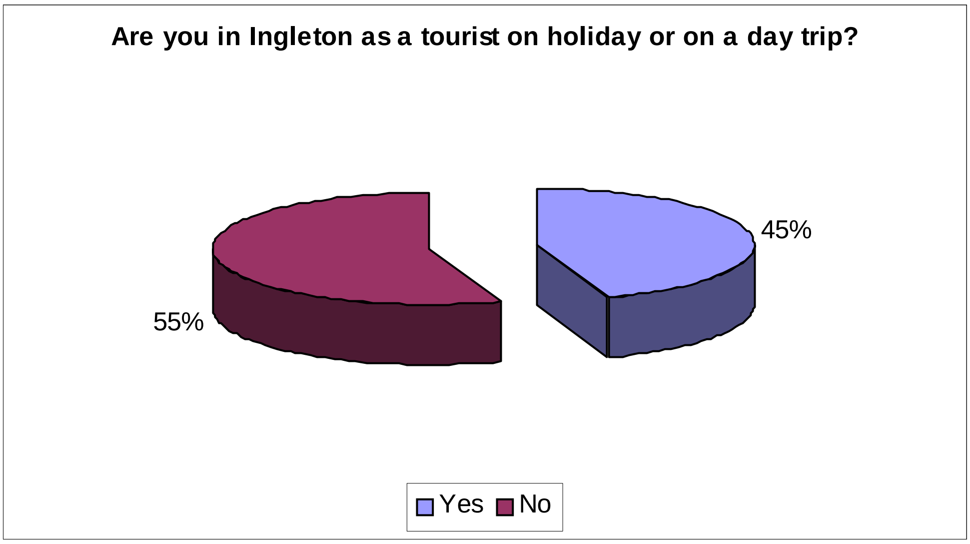
Question 4. **How long did you intend to spend in Ingleton today?**



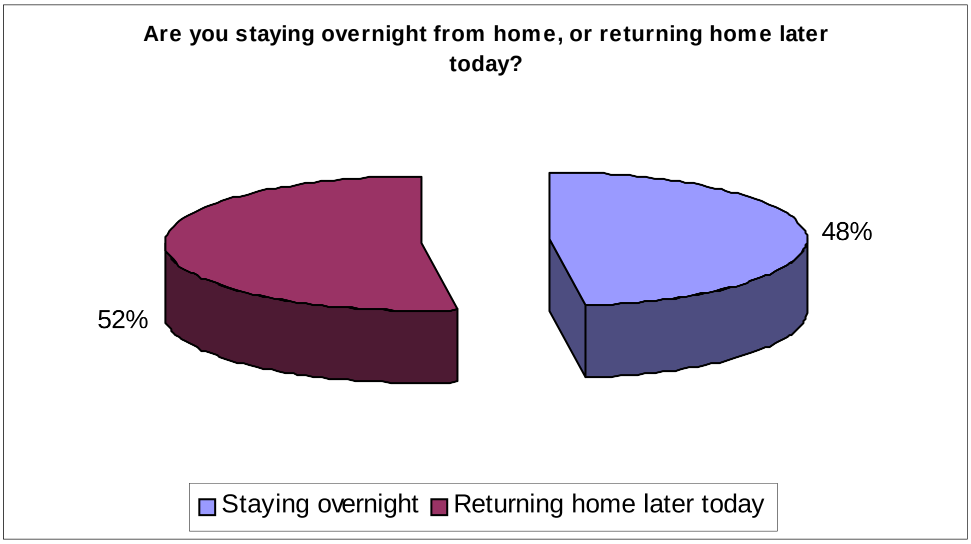
Question 5. **How often do you visit Ingleton (including Sunday)?**



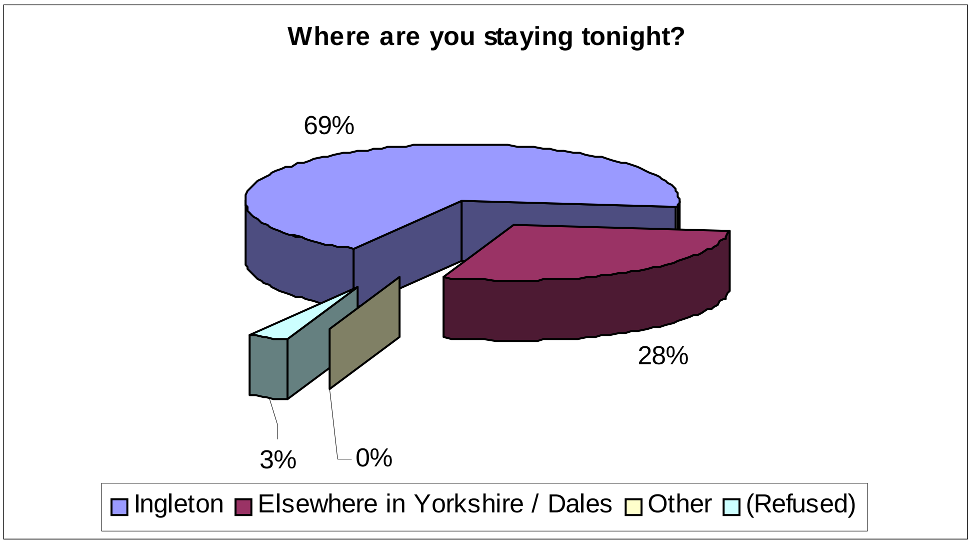
Question 6. **Are you here in Ingleton as a tourist on holiday or on a day trip?**



Question 7. Are you staying overnight from home, or returning home later today?
Only those who said "yes" at Question 6.

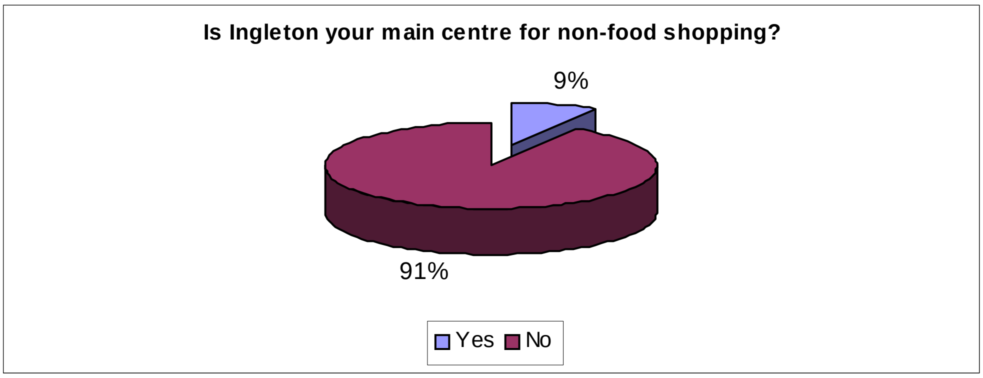


Question 8. Can you tell me where you are staying tonight?
Only those who are "staying overnight" at Question 7.

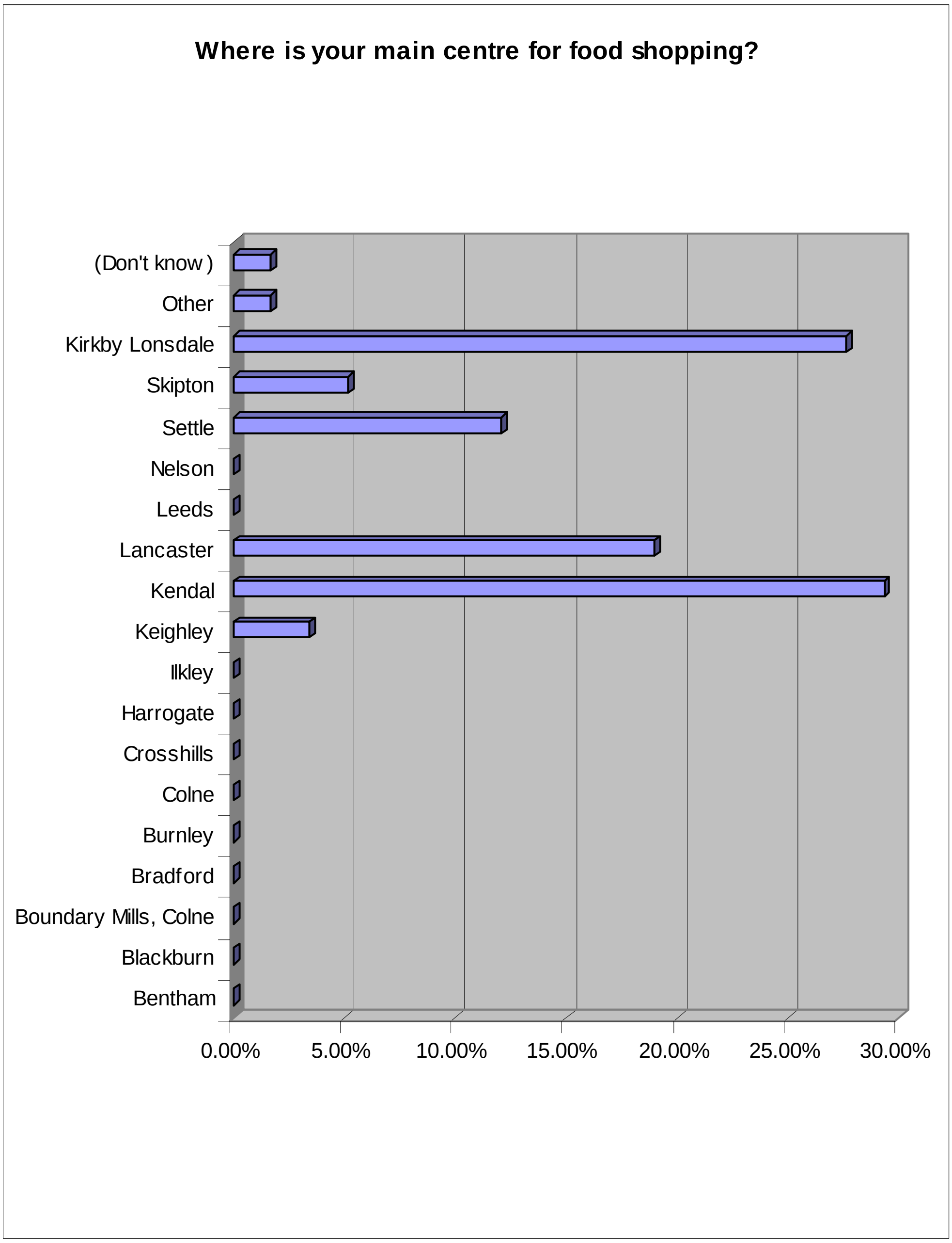


Question 9. **Is Ingleton your main centre for food shopping?**
Only those who said "no" at Question 6.

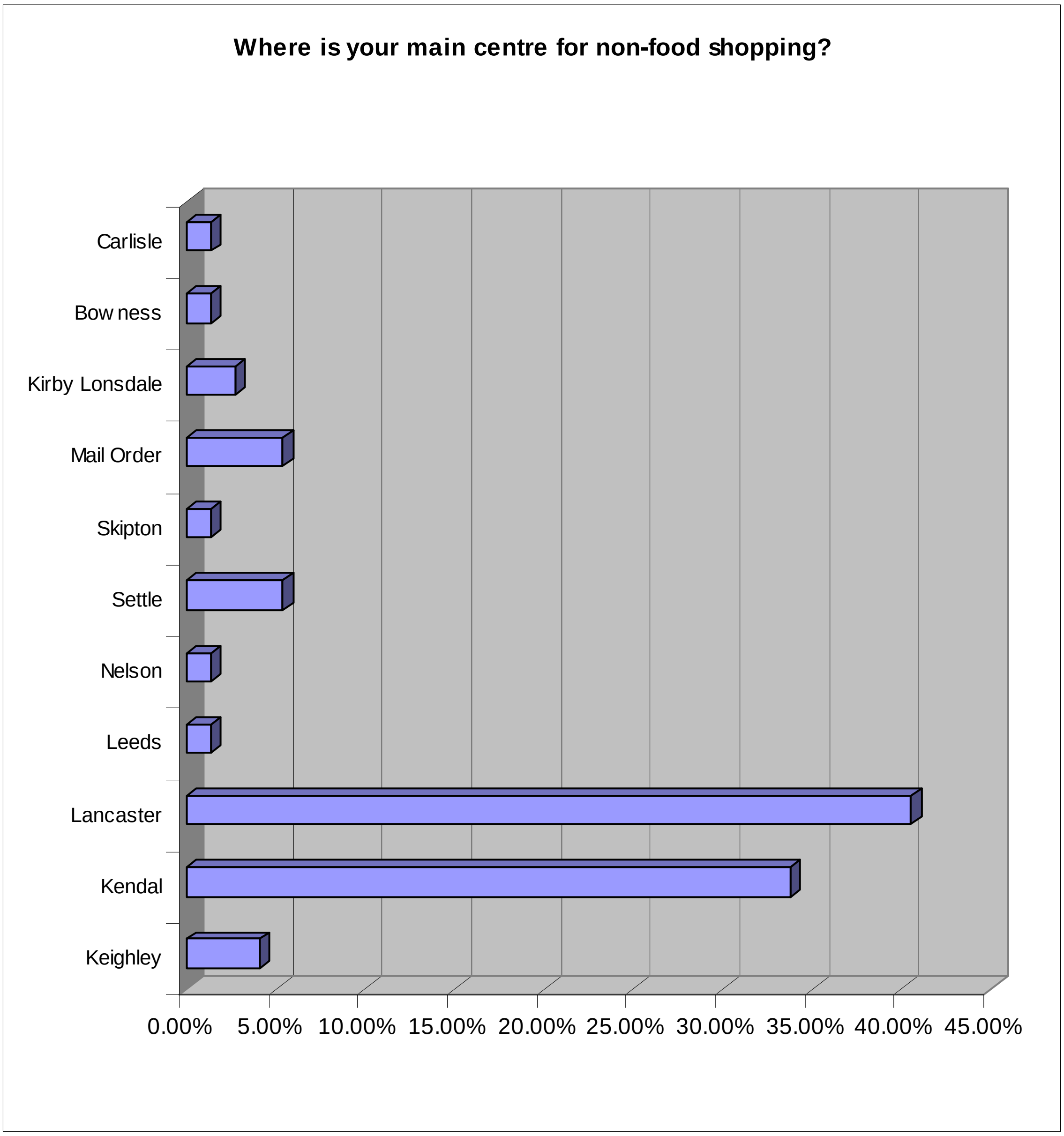
Question 10. **Is Ingleton your main centre for non-food shopping?**
Only those who said "no" at Question 6.



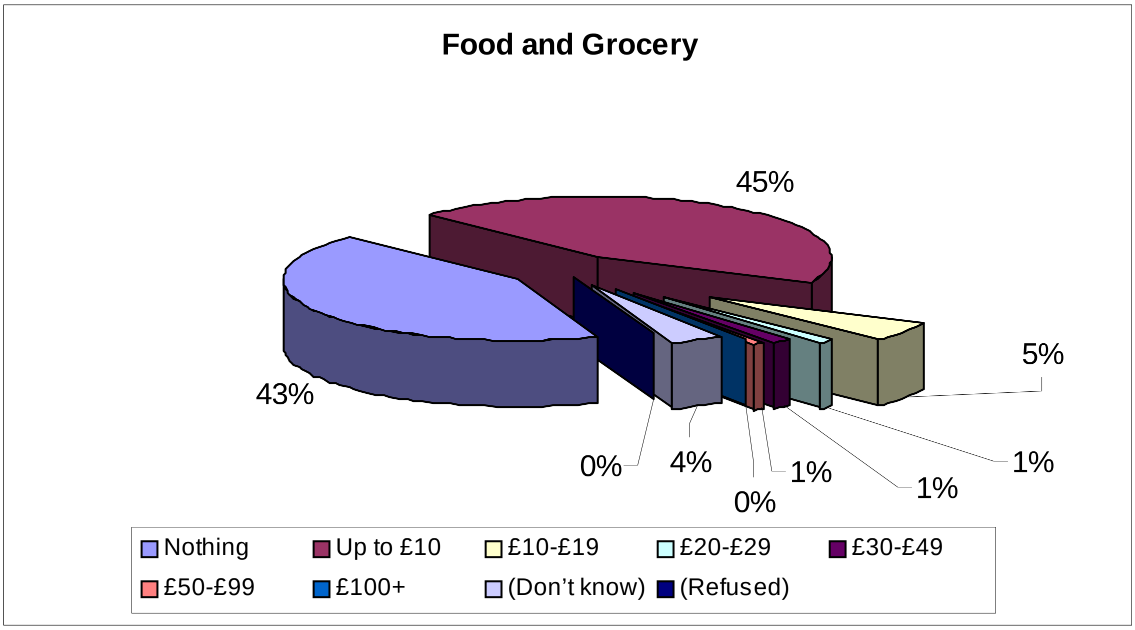
Question 11. **Where is your main centre for food shopping?**
Only those who said "no" at Question 9.

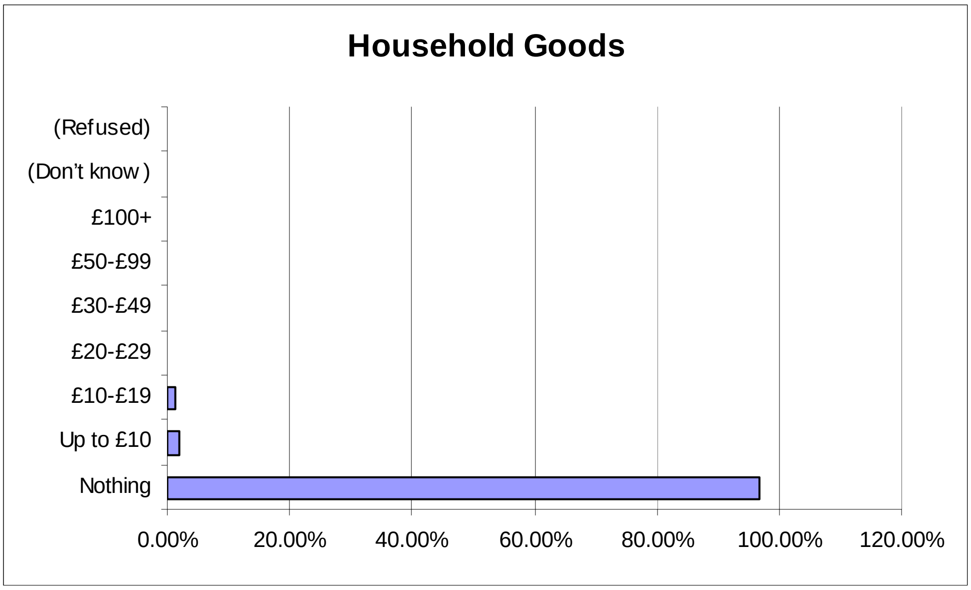


Question 12. **Where is your main centre for non-food shopping?**
Only those who said "no" at Question 10.

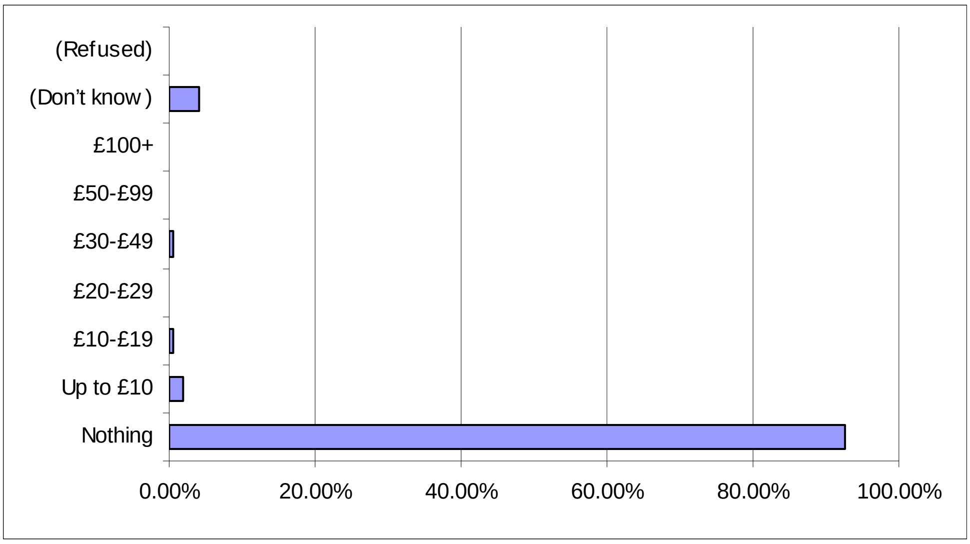


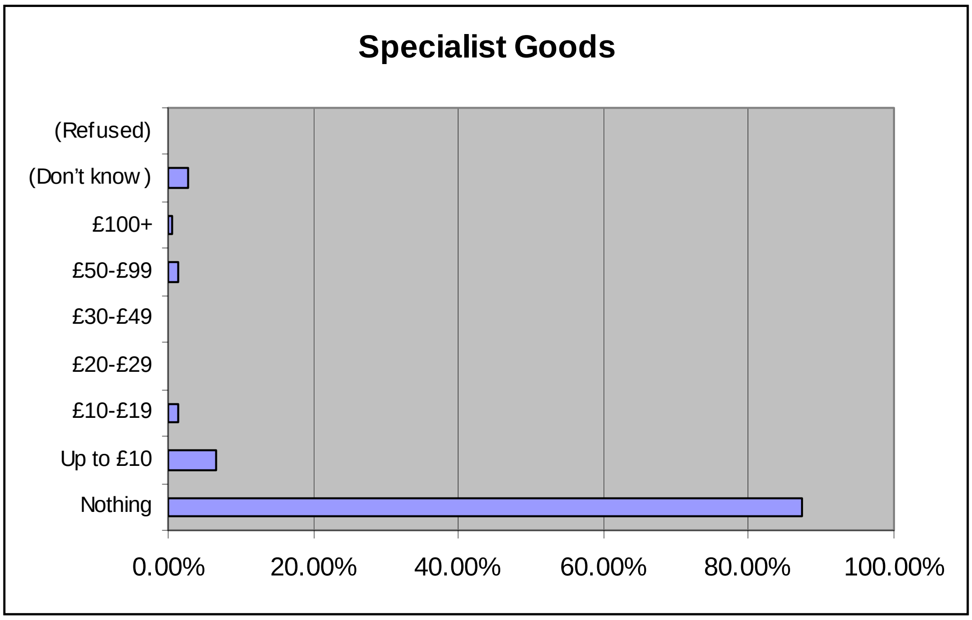
Question 13. **How much did you spend/expect to spend today on shopping on the following types of goods?**

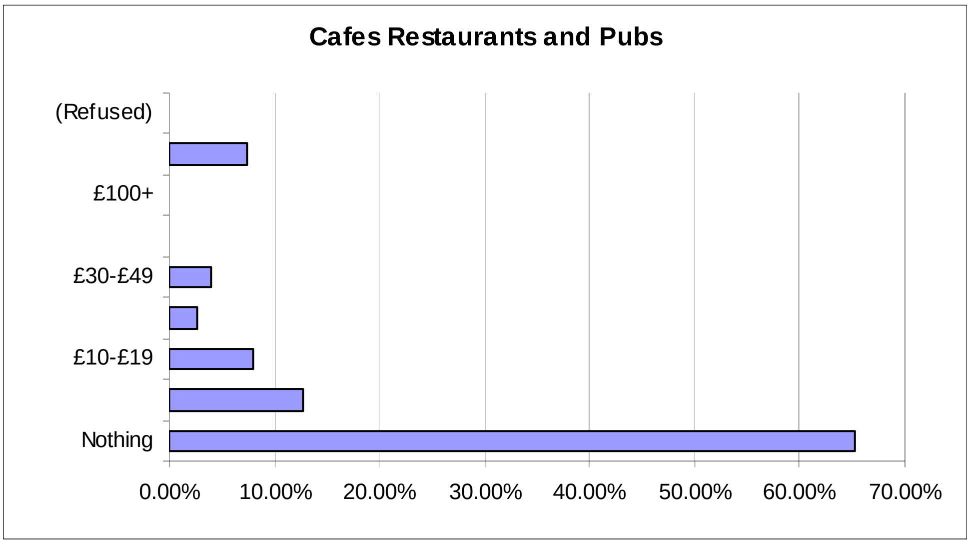


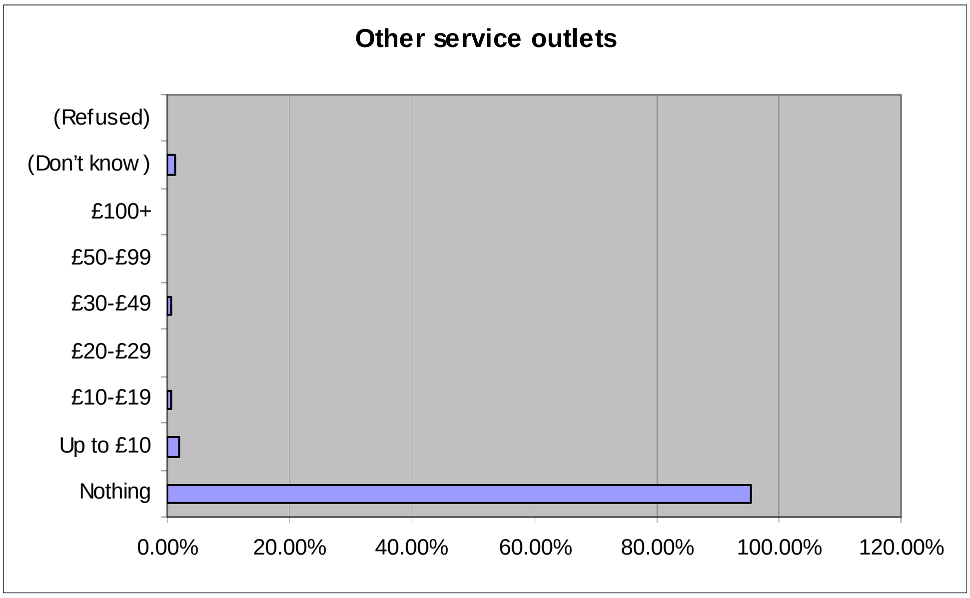


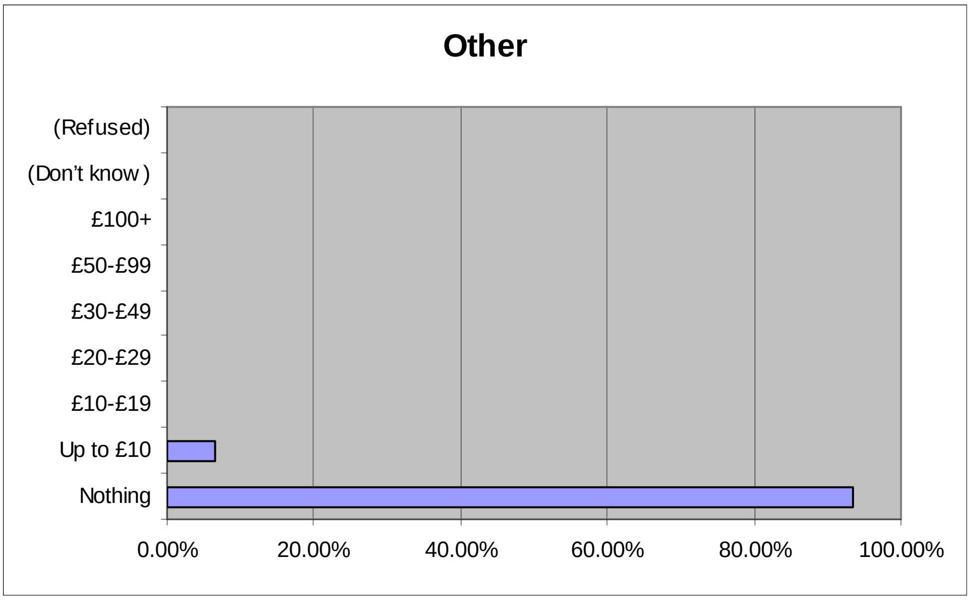
Fancy Goods (gifts, glassware)



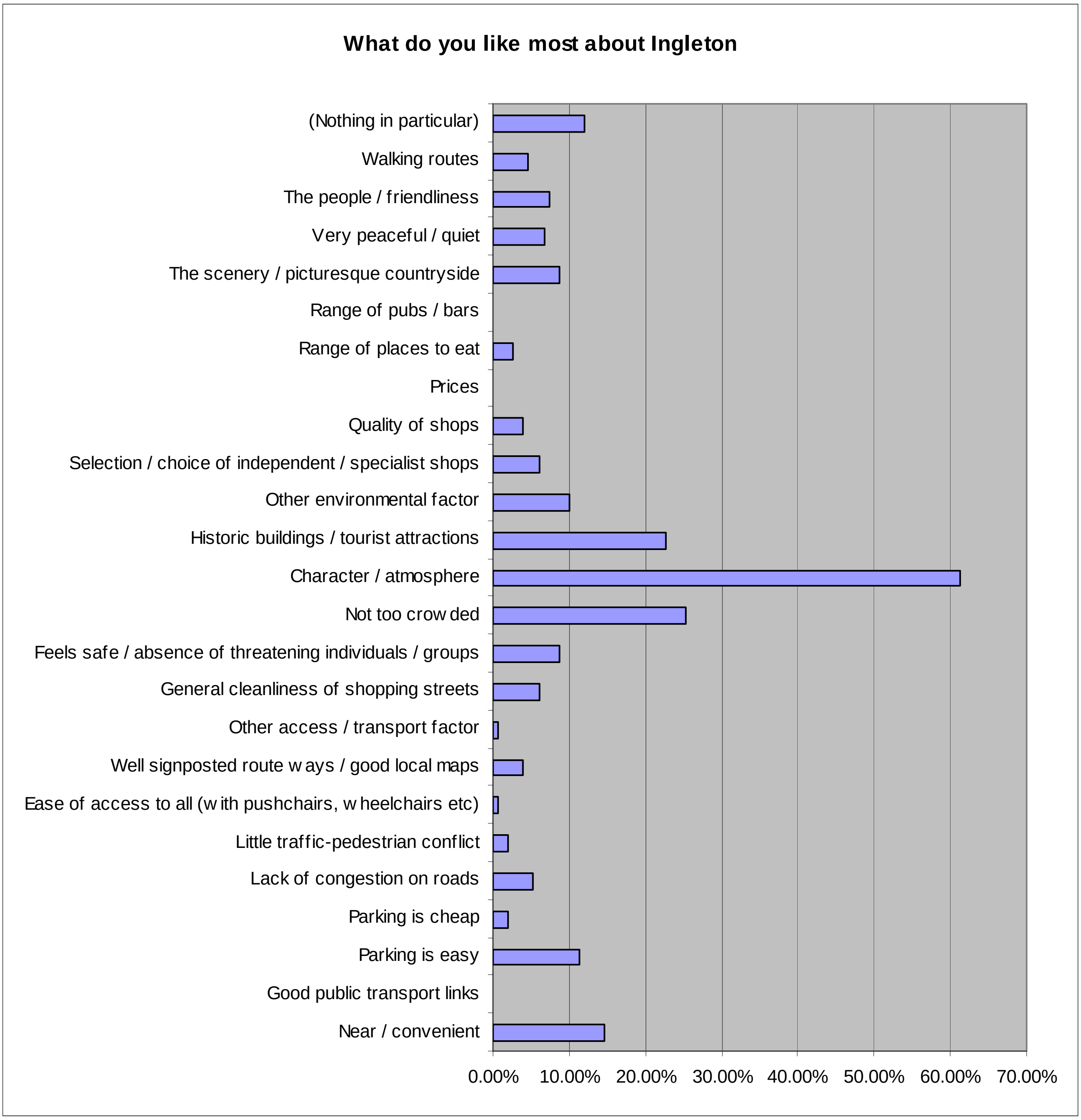



Cafes Restaurants and Pubs
(Refused)
£100+
£30-£49
£10-£19
Nothing
0.00%
10.00%
20.00%
30.00%
40.00%
50.00%
60.00%
70.00%

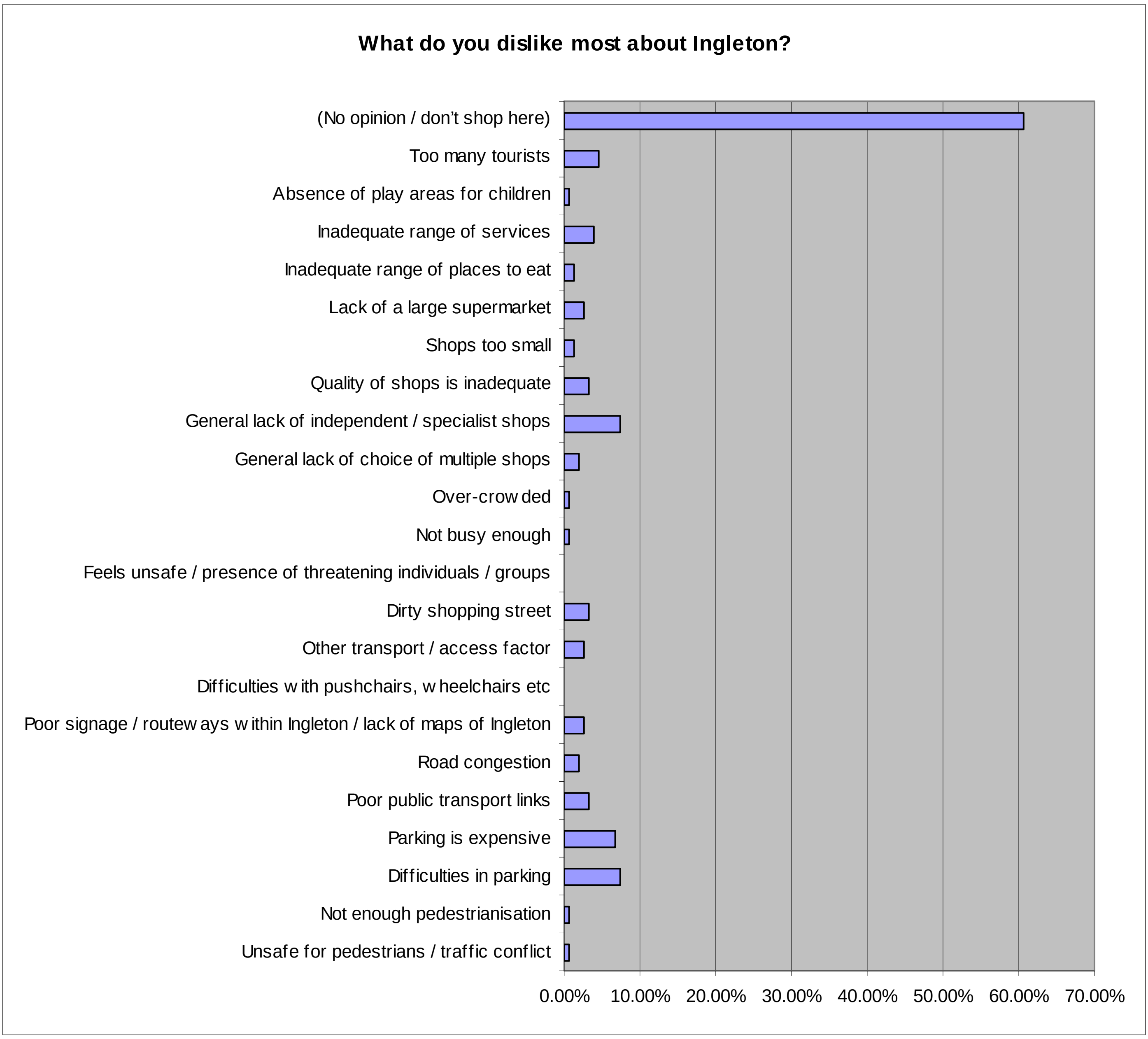

Other service outlets
(Refused)
(Don't know)
£100+
£50-£99
£30-£49
£20-£29
£10-£19
Up to £10
Nothing
0.00%
20.00%
40.00%
60.00%
80.00%
100.00%
120.00%


Other
(Refused)
(Don't know)
£100+
£50-£99
£30-£49
£20-£29
£10-£19
Up to £10
Nothing
0.00%
20.00%
40.00%
60.00%
80.00%
100.00%

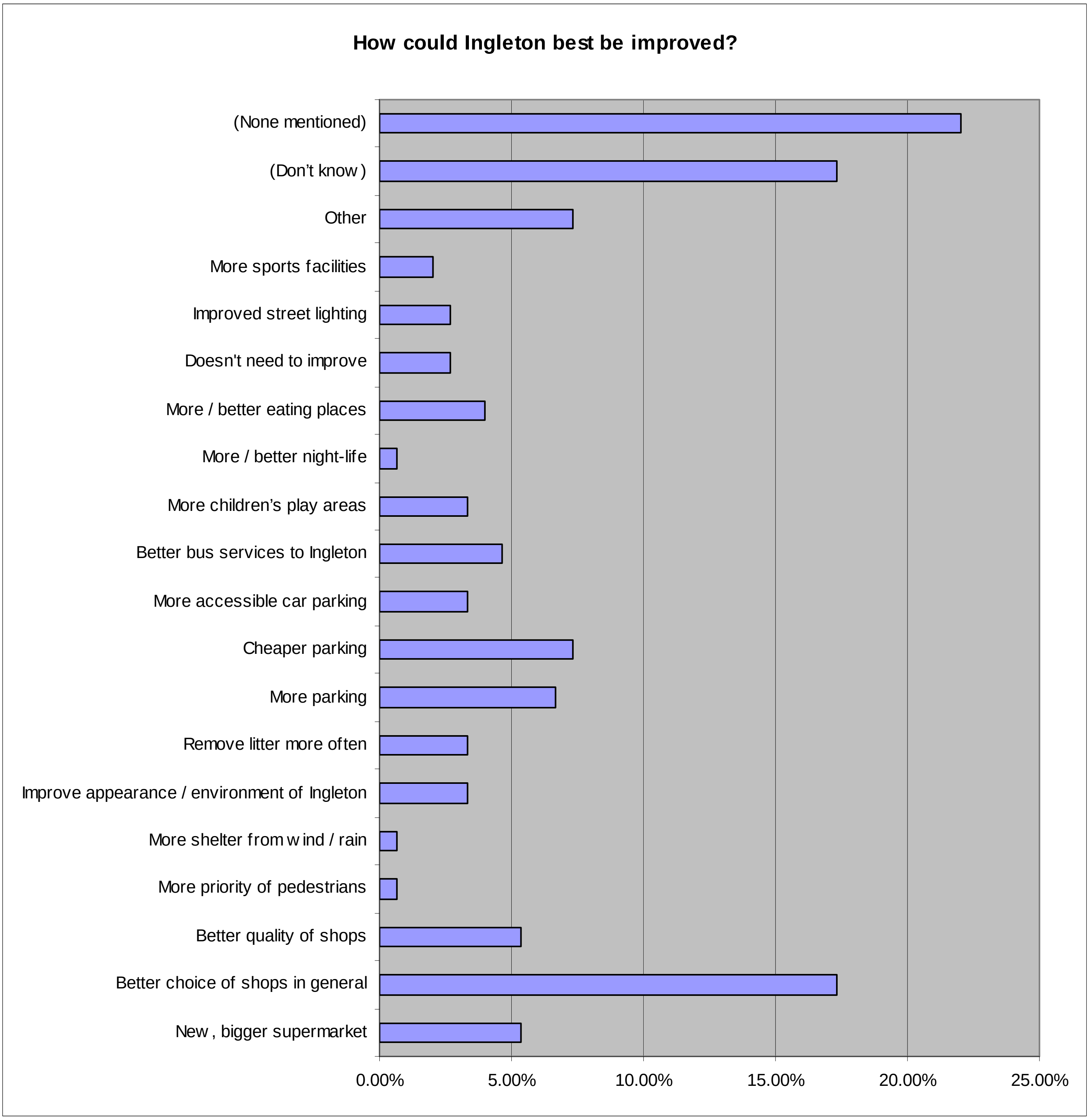
Question 14. What do you like MOST about Ingleton?



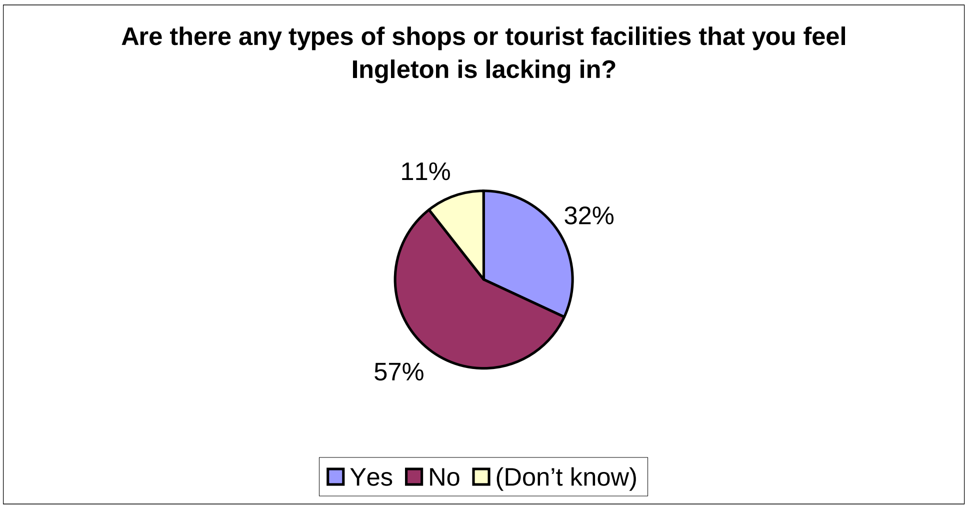
Question 15. What do you dislike MOST about Ingleton?



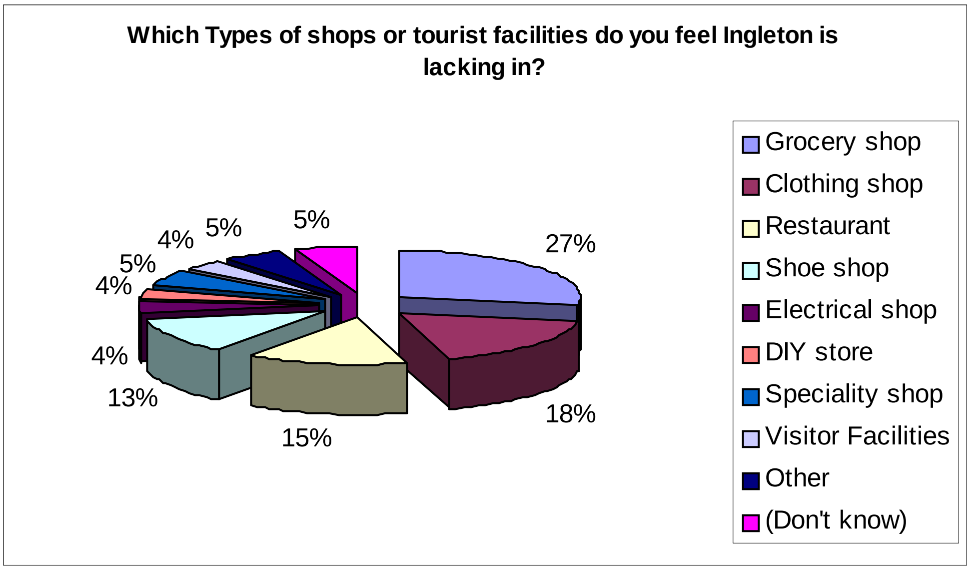
Question 16. How could Ingleton best be improved?



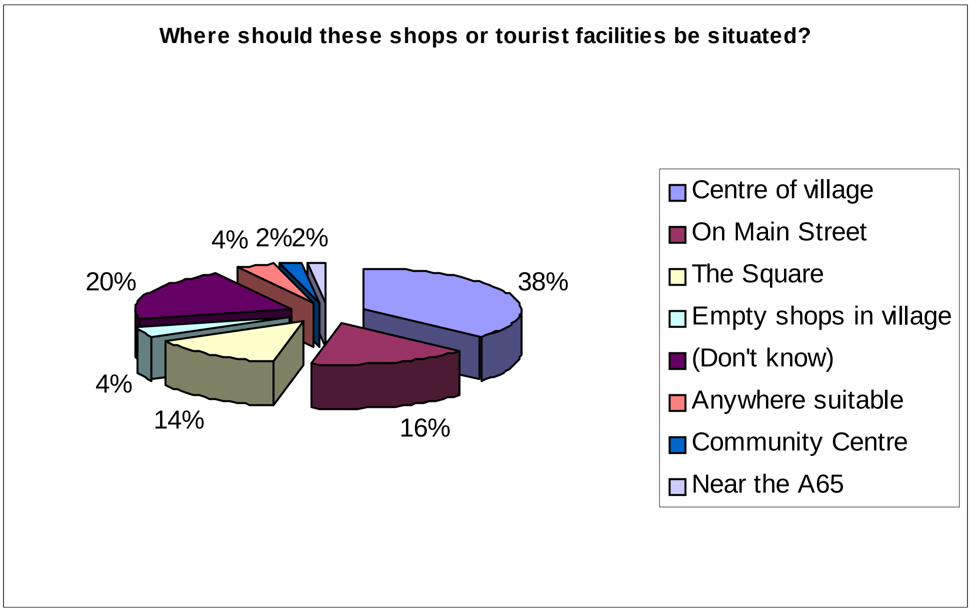
Question 17. Are there any types of shops or tourist facilities that you feel Ingleton is lacking in?



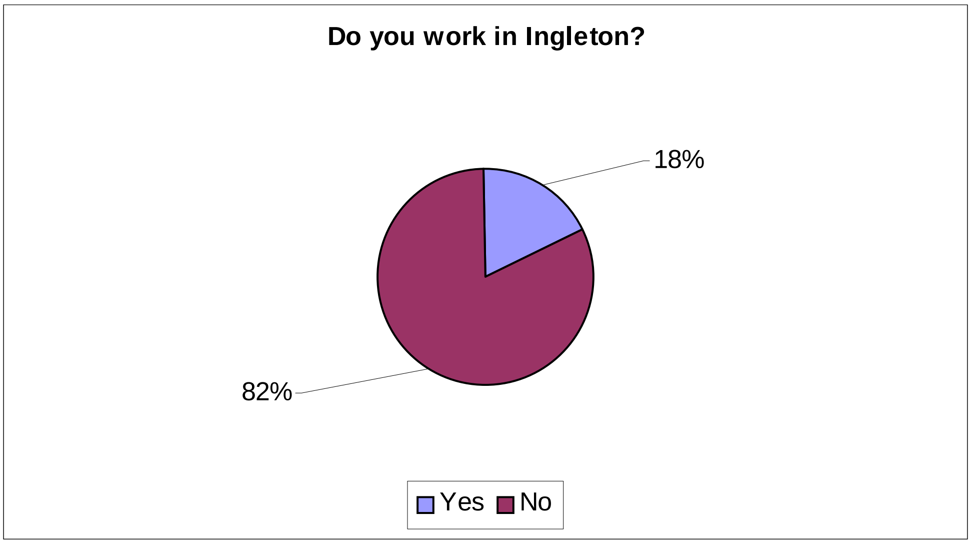
Question18 Which types of shops or tourist facilities do you feel Ingleton is lacking in?



Question 19 **Where should these shops or tourist facilities be situated?**
Only those who said "yes" at Question17.



Question .20 **Do you work in Ingleton?**



Appendices

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Appendix 4 – Household Survey Questionnaire & Analysis of Responses in the Ingleton Zone

Appendices

CRAVEN DISTRICT COUNCIL

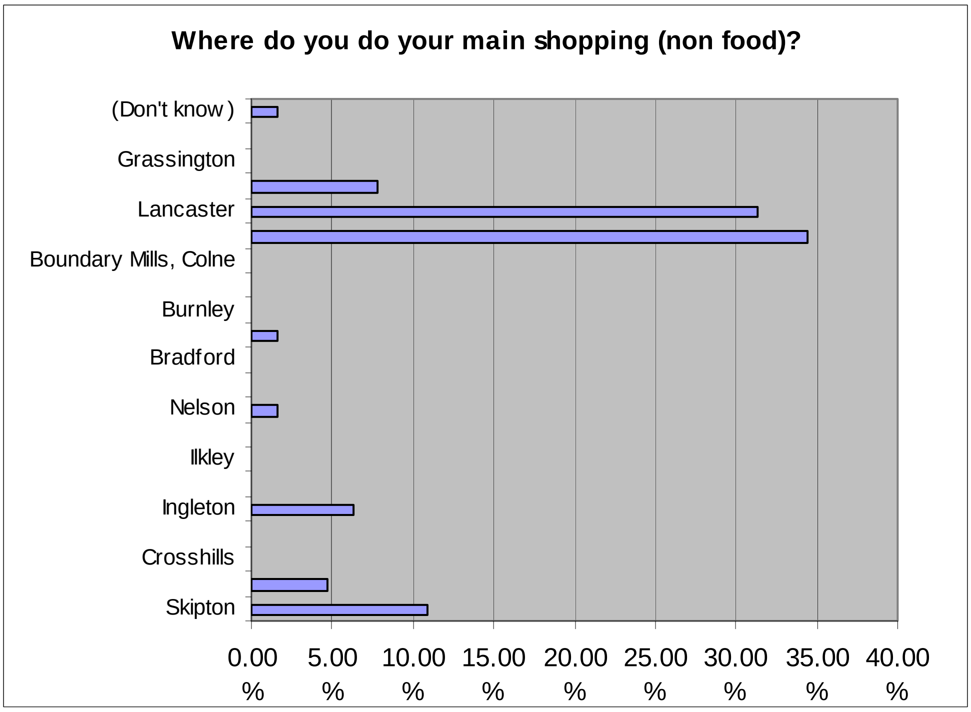
INGLETON HEALTH CHECK

Appendix 4
Telephone Survey Analysis

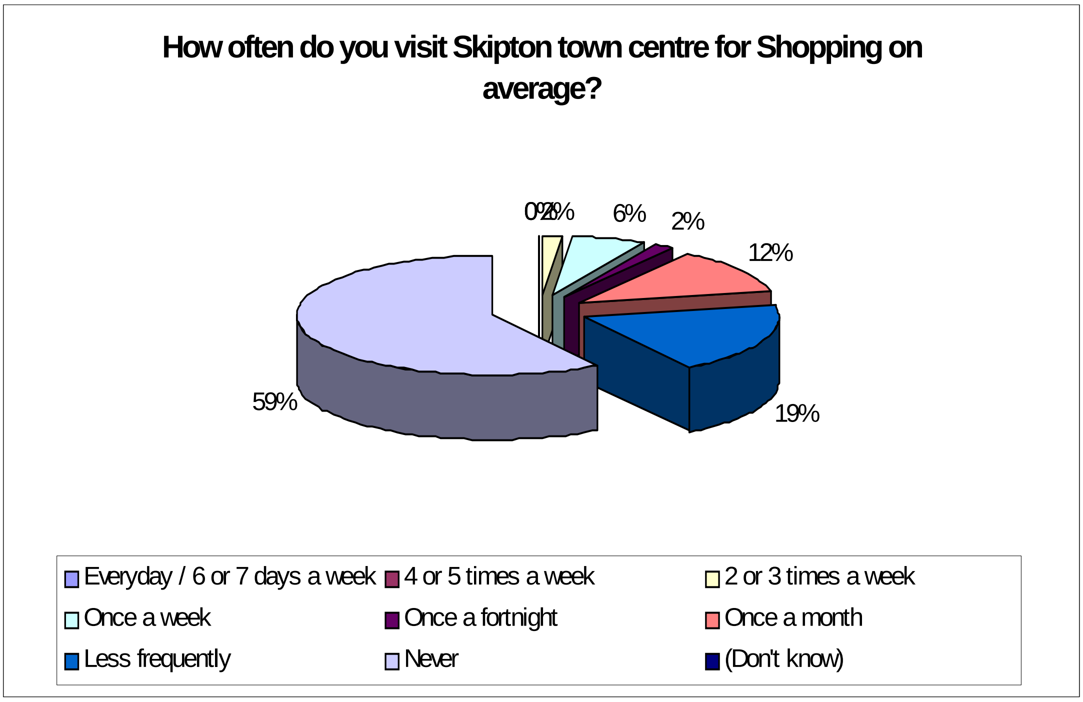
Appendix 4 – Telephone Survey Analysis

The following is an analysis of the responses to the household (telephone) survey made by residents in Zone 8 (Ingleton and Chapham Ward). We have excluded most of the responses which are not relevant to the performance of Ingleton.

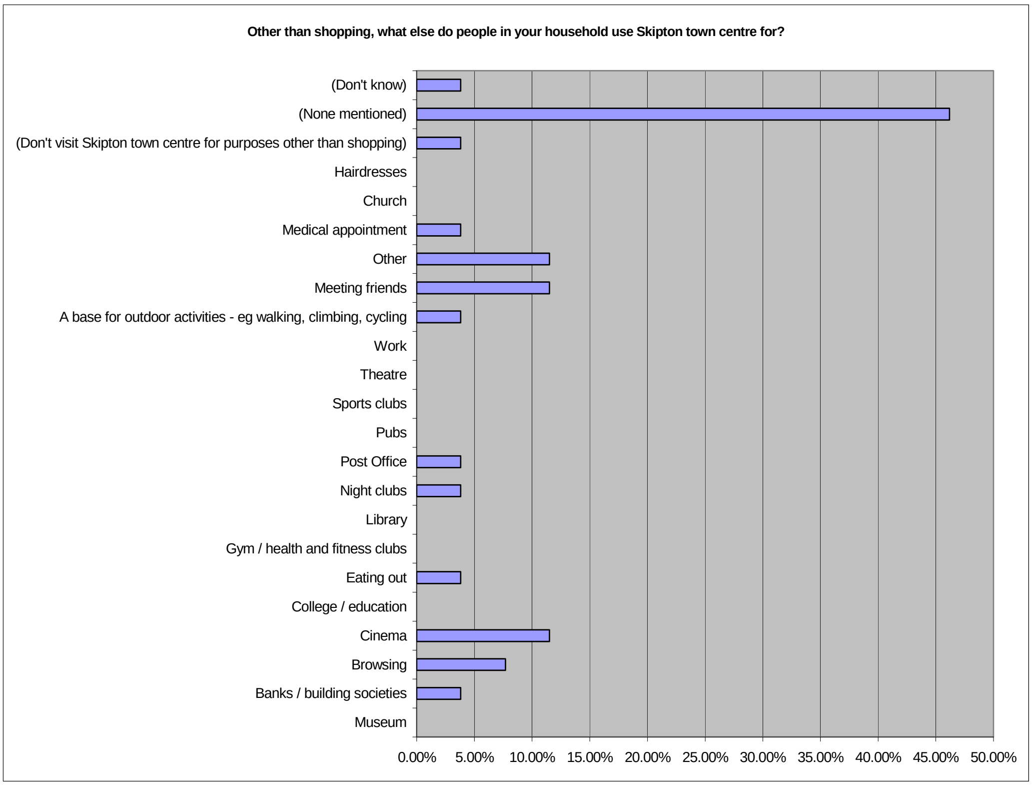
Question 1 - Leaving aside food shopping, where would you regard as your household's main shopping centre ?



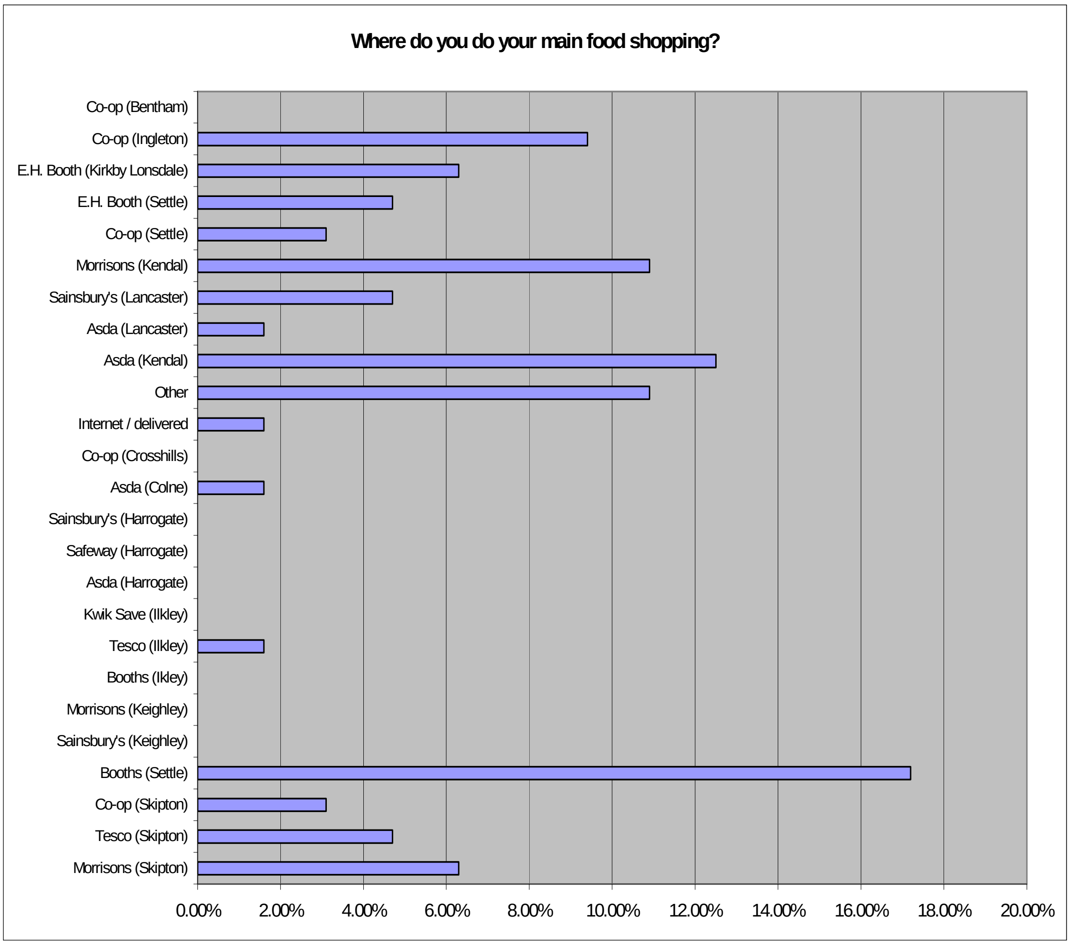
Question 2 - How often do you visit Skipton town centre for shopping on average ?



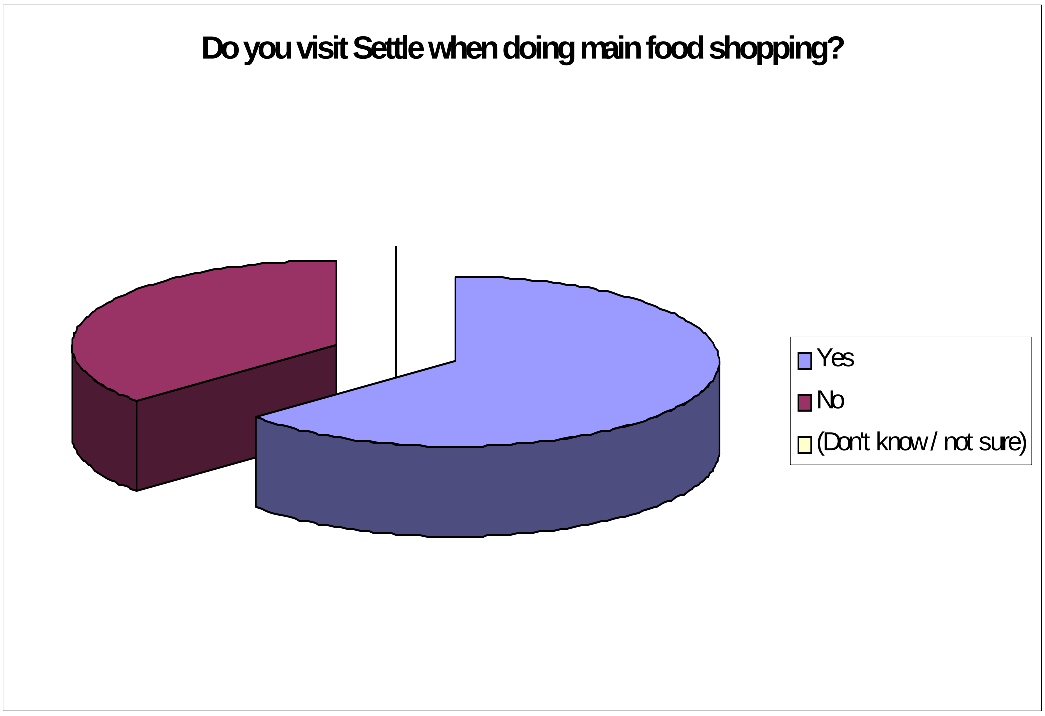
Question 4 - Other than shopping, what else do people in your household use Skipton town centre for?



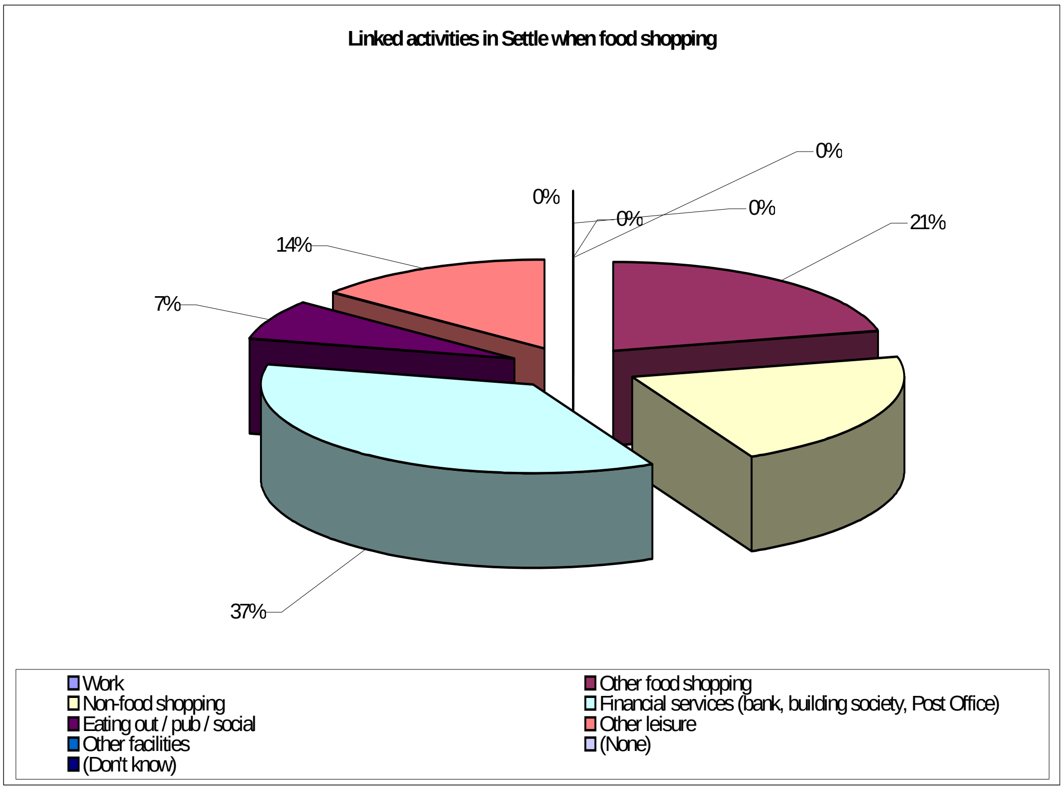
Question 14 - Where do you usually go for your household's main food shopping?



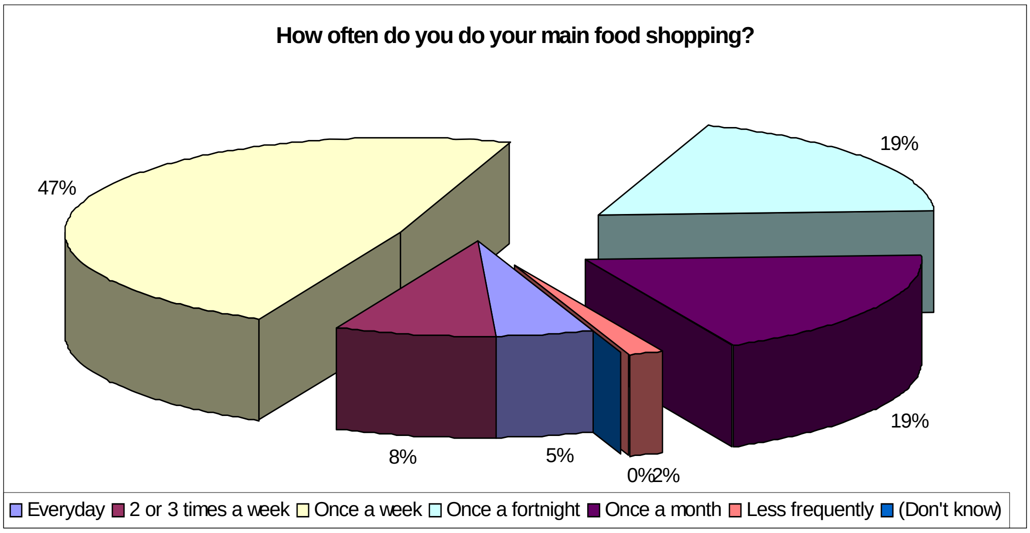
Question 17 - When doing your main food shopping, do you usually visit Settle town centre? (Only those who named Settle as their main food shopping centre at Question 14.)



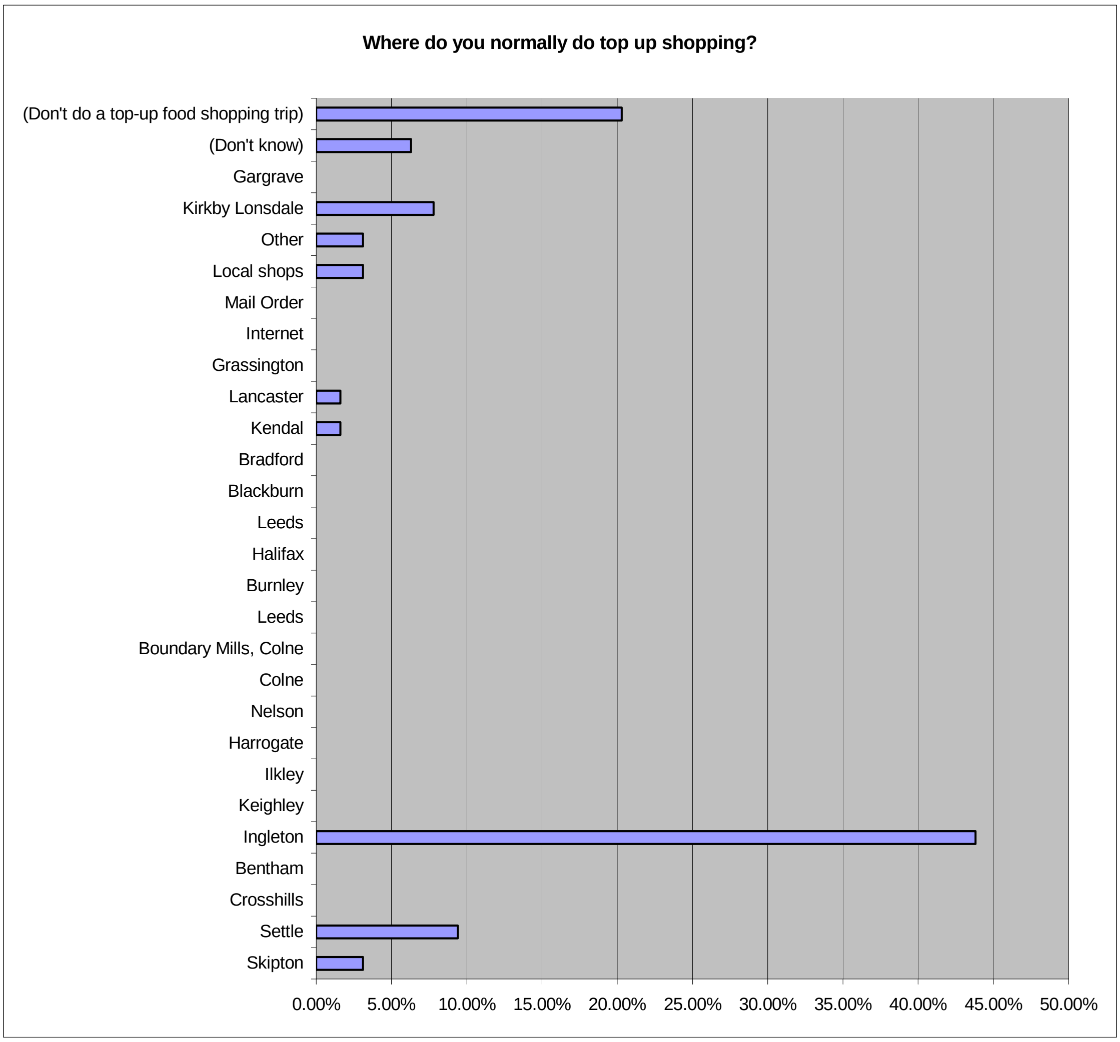
Question 18 - Do you usually visit / carry out any of the following in Settle town centre whilst on your main food shopping trip? (Only those who responded "Yes" to Question 17.)



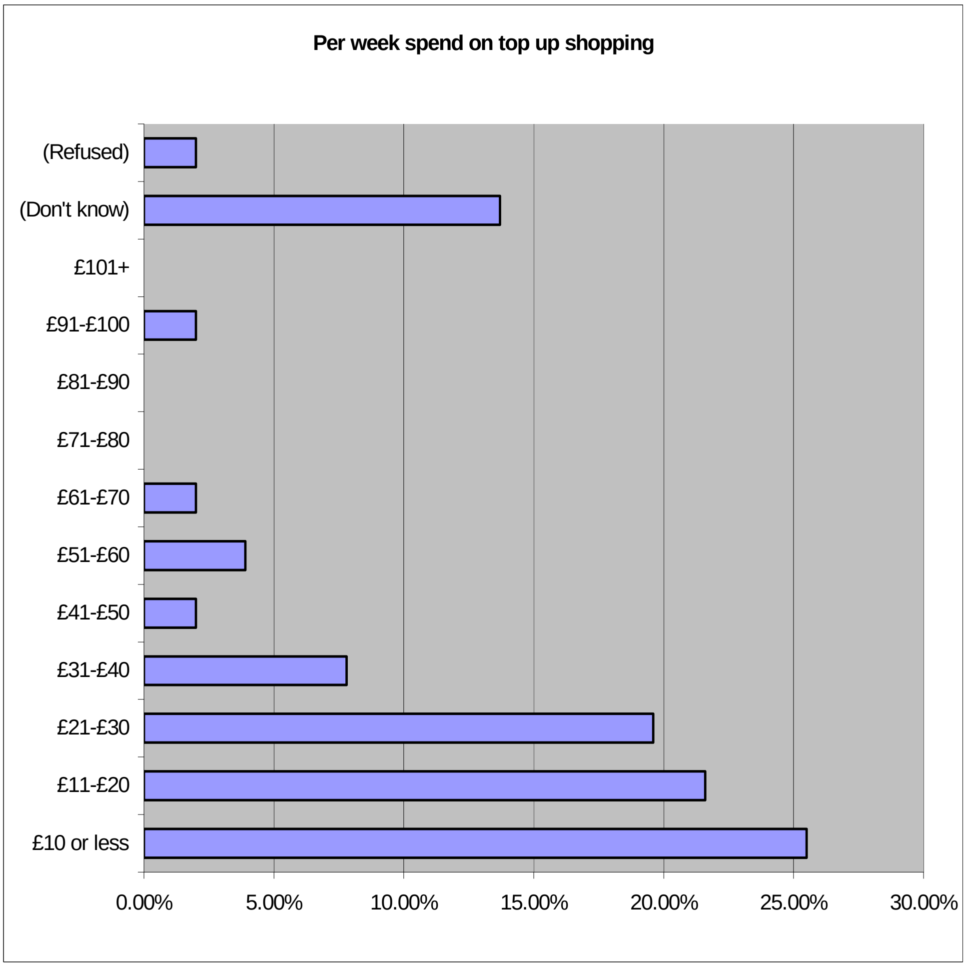
Question 19 - How often do you do your main food shopping?



Question 20 - Where do you mostly do any top-up food shopping (ie. between main food shopping trips)?

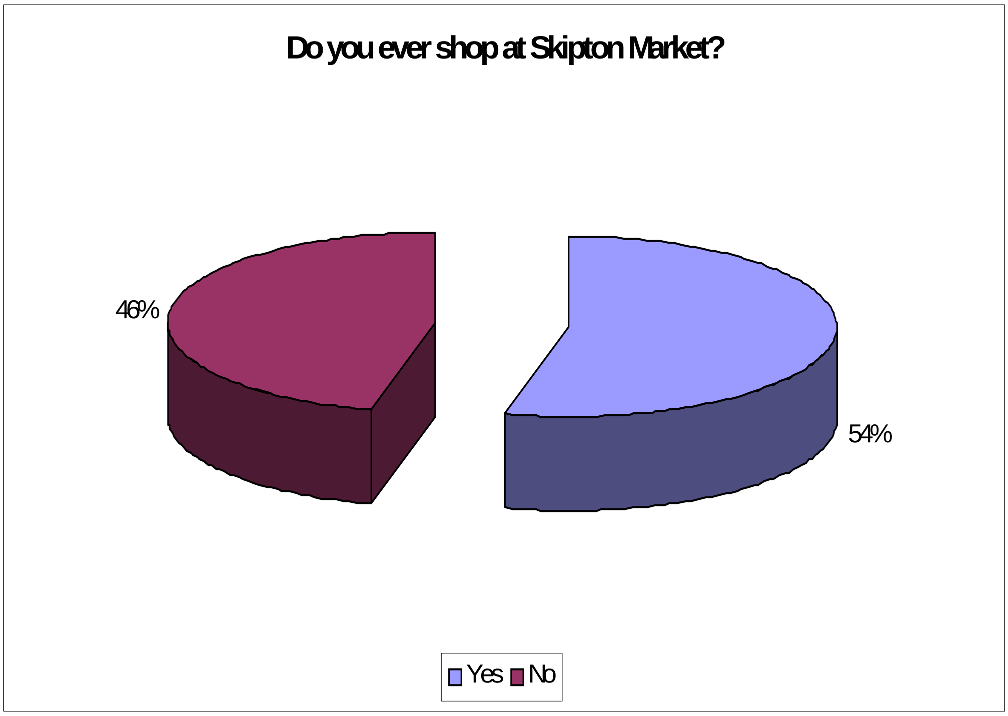


Question 21 - About how much a week would you say you spend on your top-up shopping?

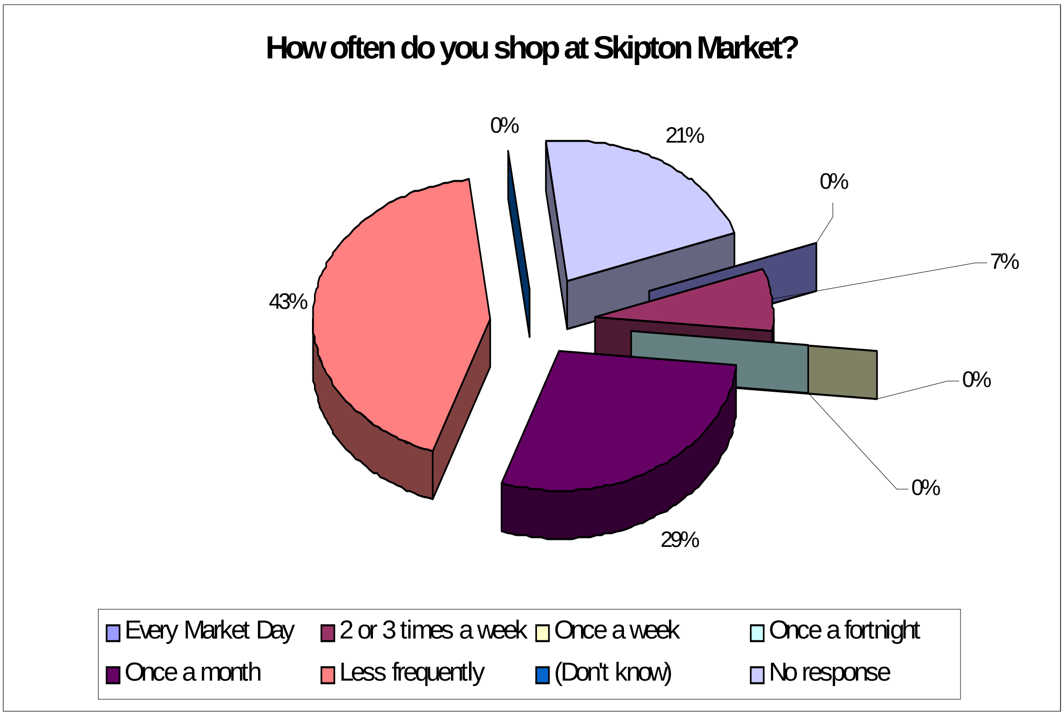


The following two questions have been considered together with Question 23 for comparison purposes.

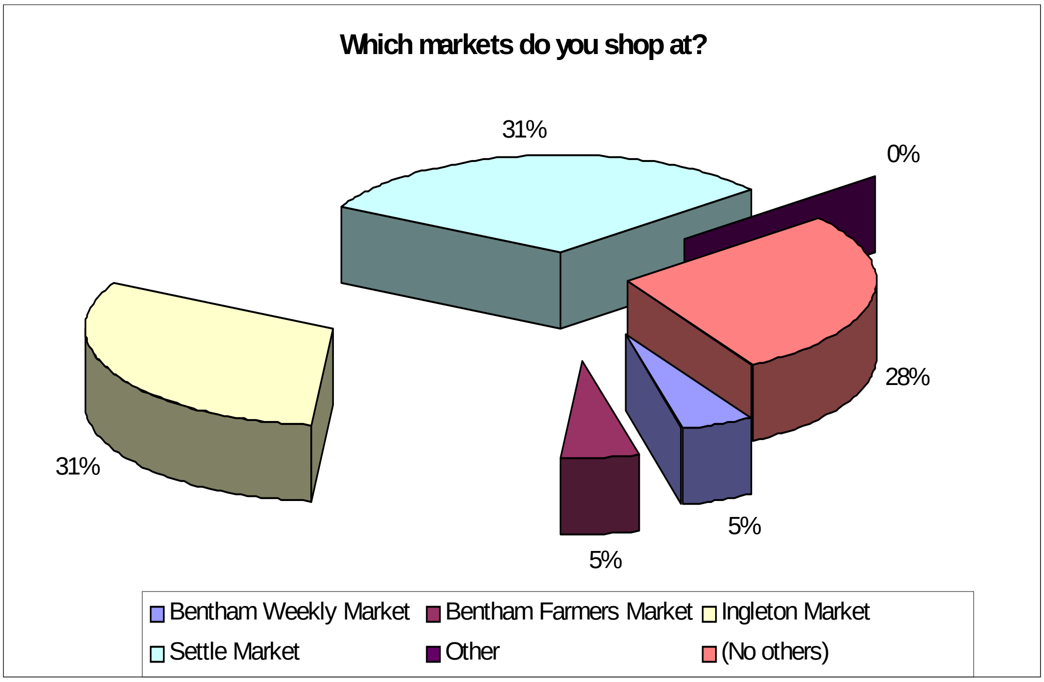
Question 9: Do you ever shop at Skipton market?



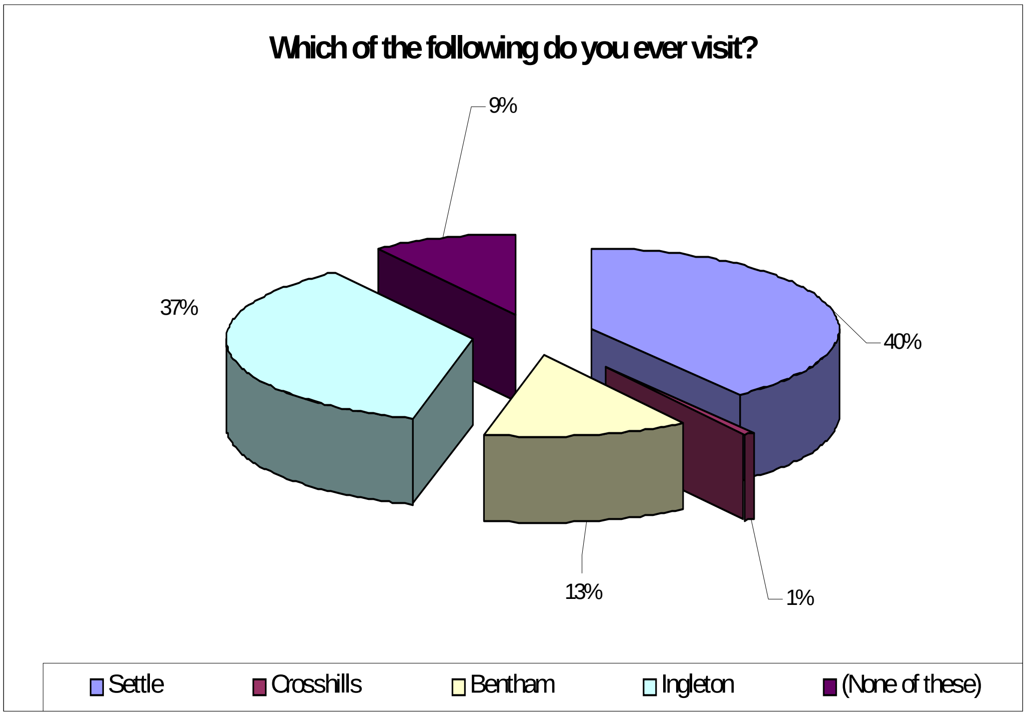
Question 10: How often do you shop at Skipton market?



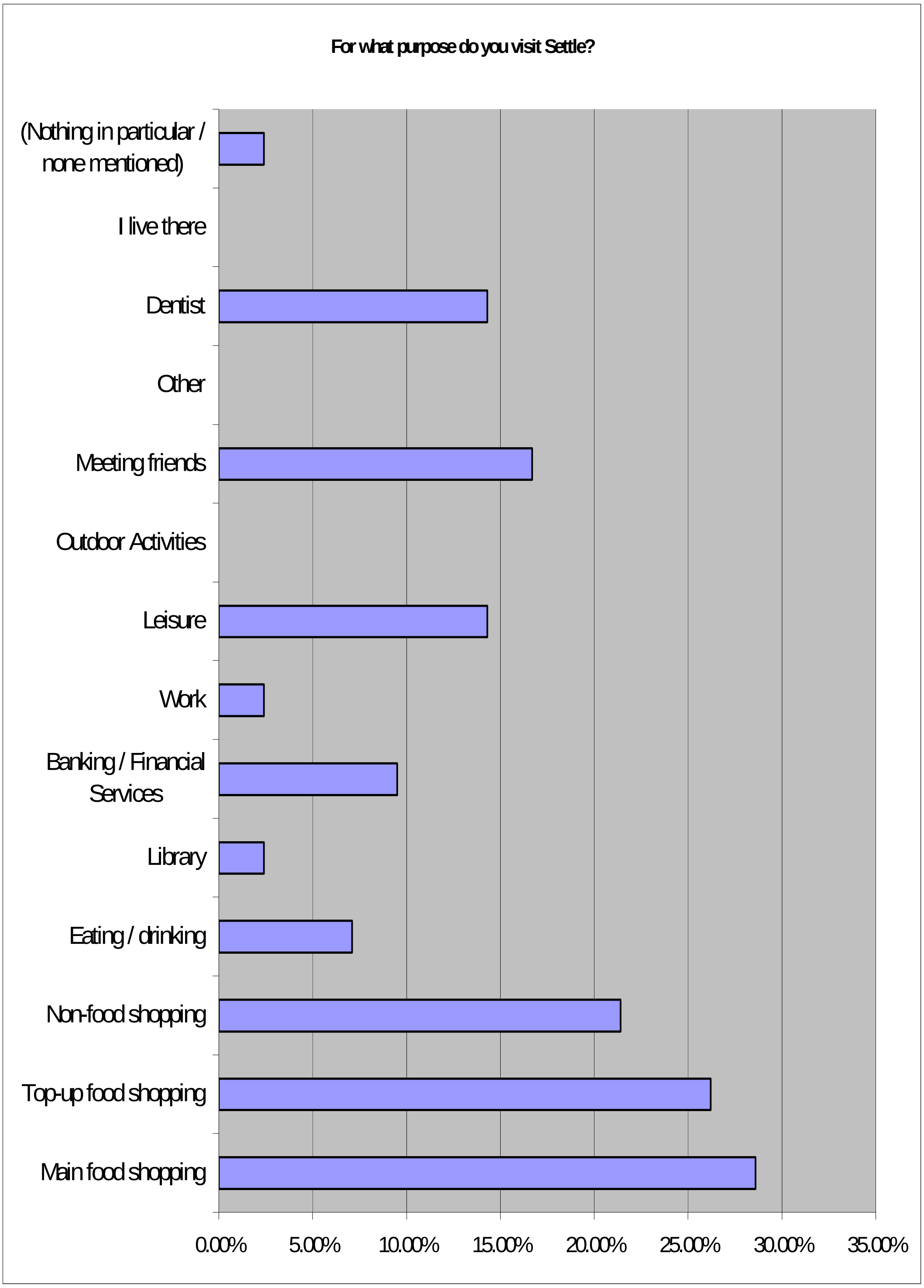
Question 22: Which of the following markets do you ever shop at ?



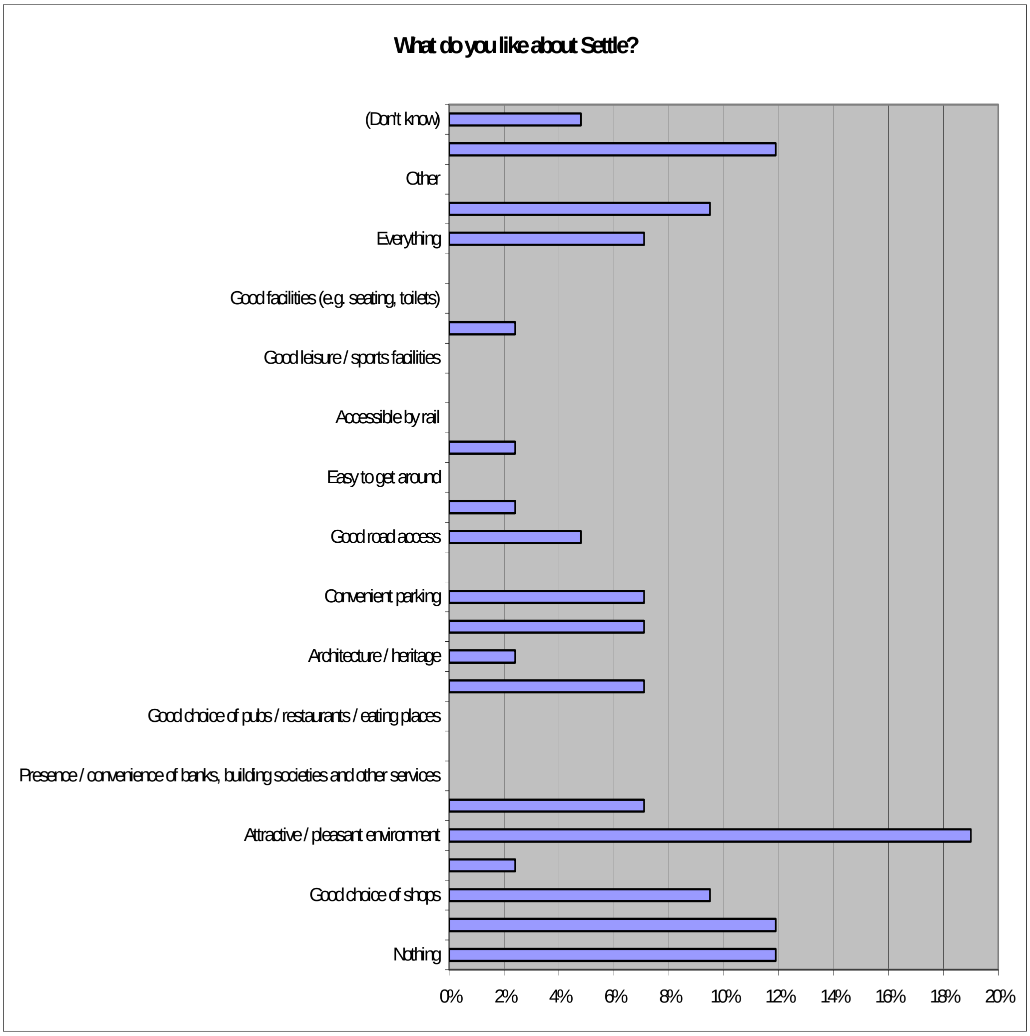
Question 23: Which of the following do you ever visit?



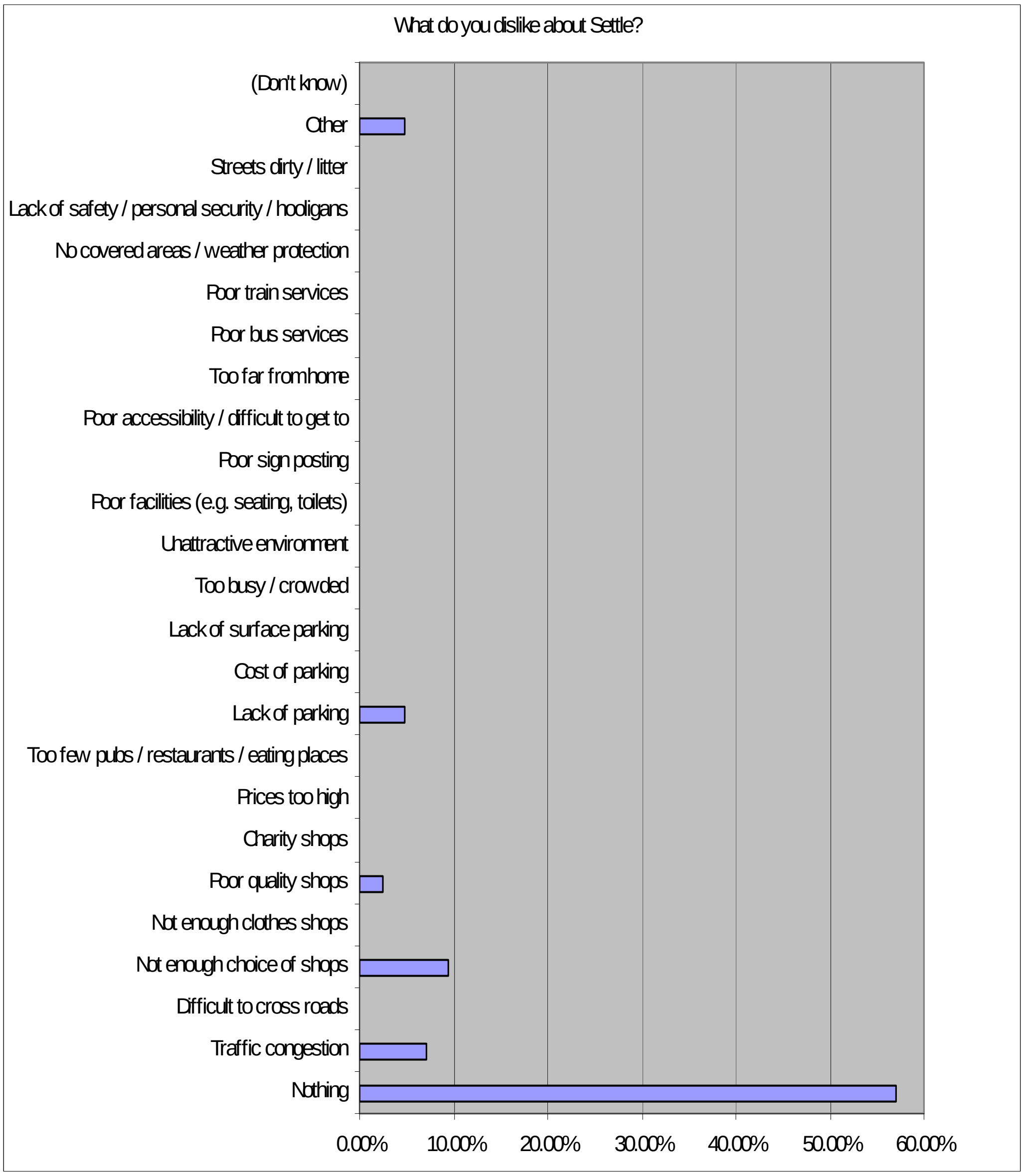
Question 24A: For what purposes do you visit Settle ?



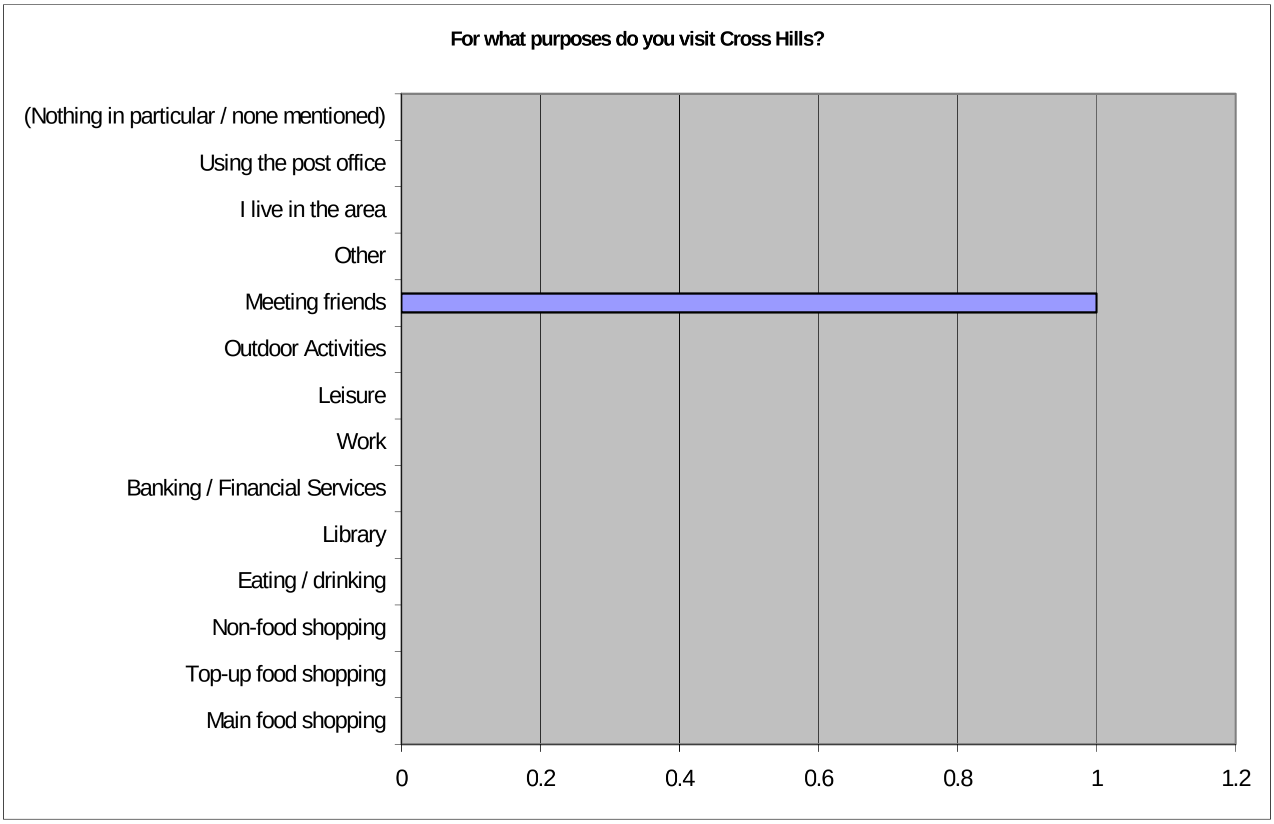
Question 25A: What do you particularly like about Settle?



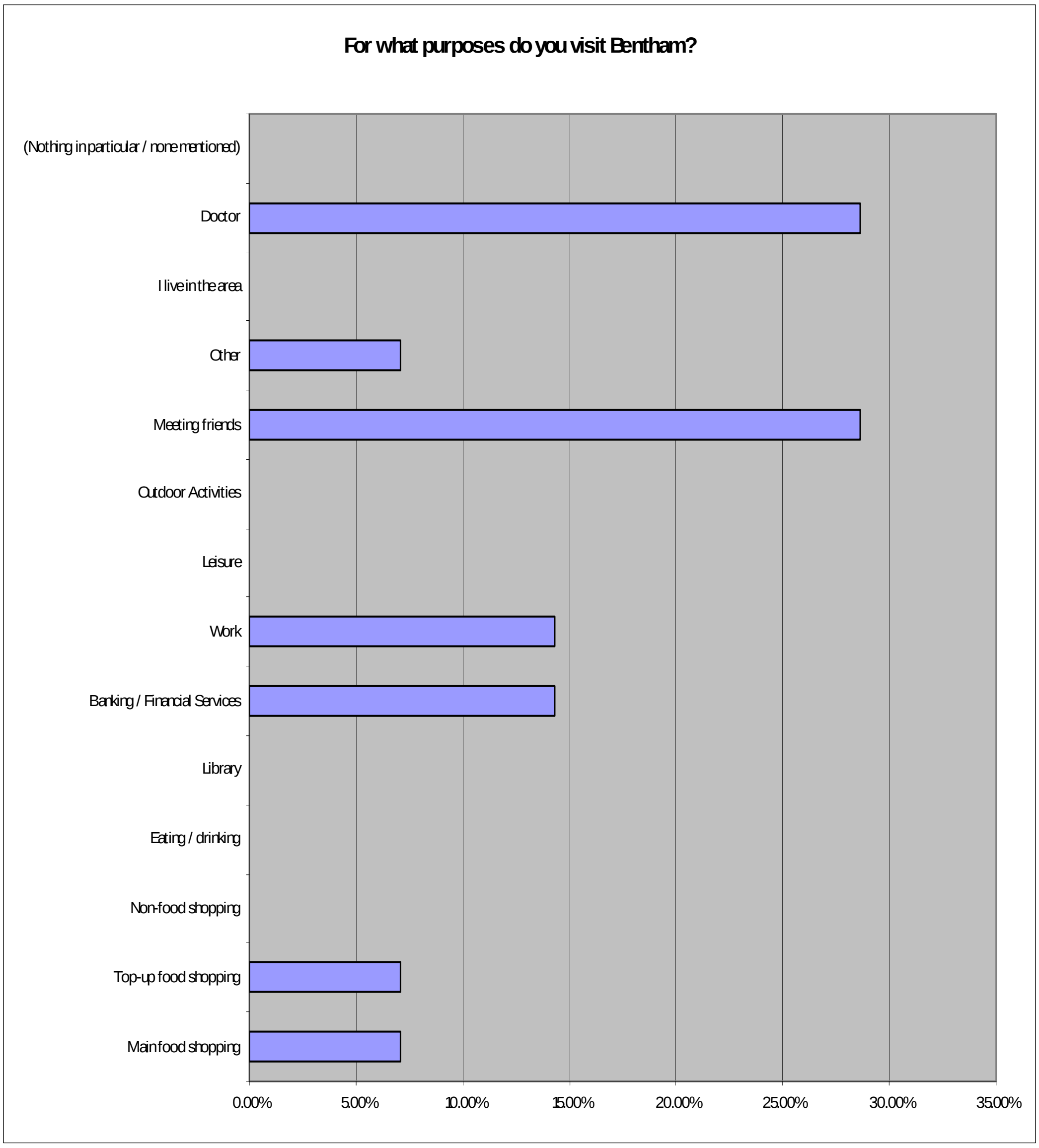
Question 26A: What do you particularly dislike about Settle?



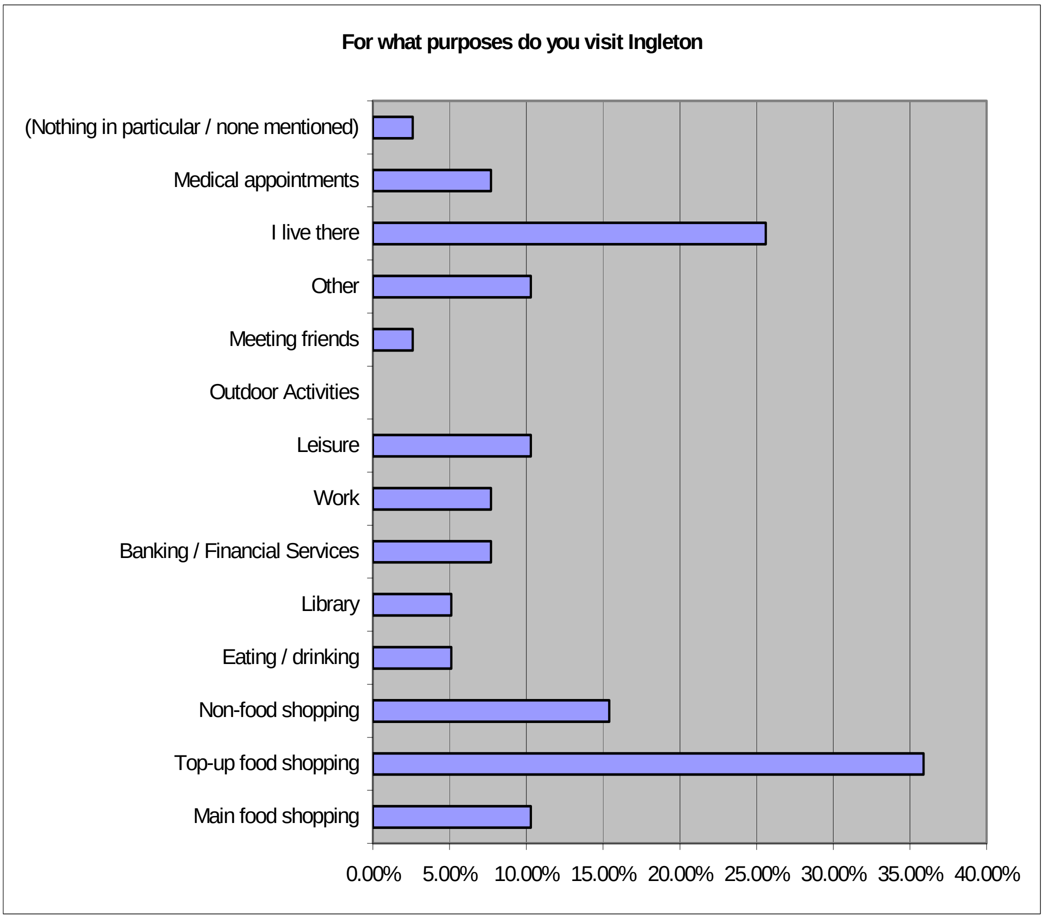
Question 24B: For what purposes do you visit Cross Hills ?



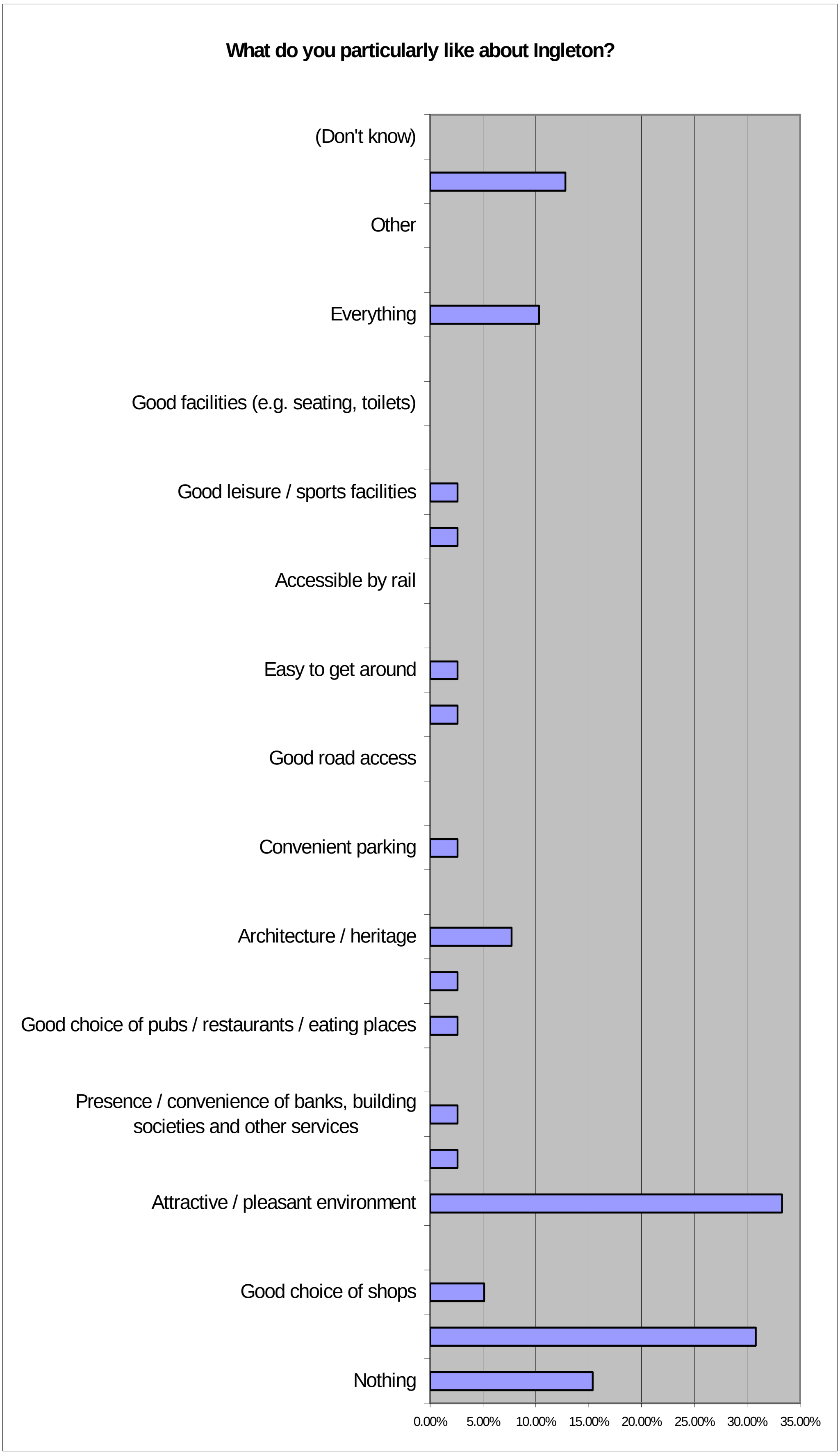
Question 24C: For what purposes do you visit Bentham?



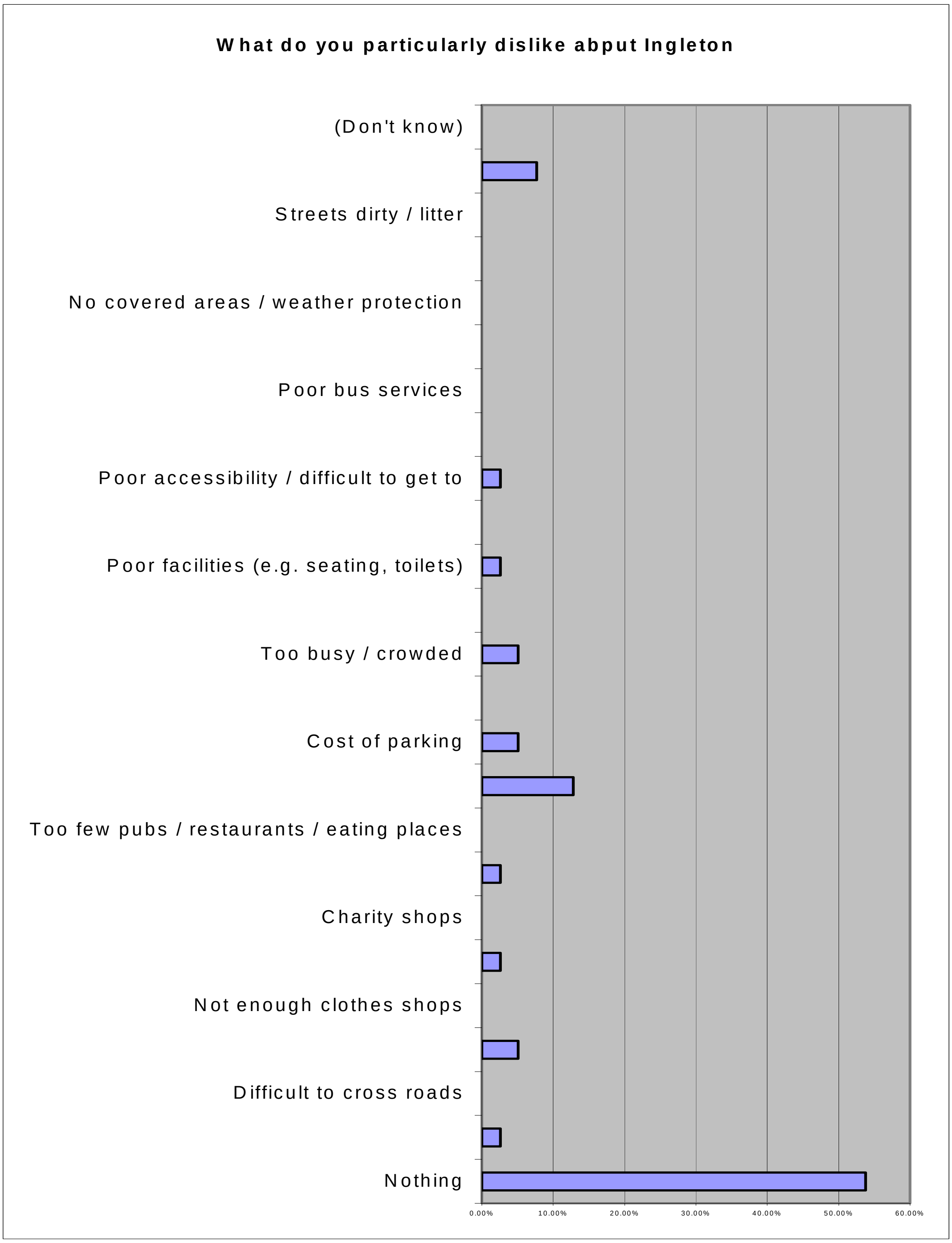
Question 24D: For what purposes do you visit Ingleton?



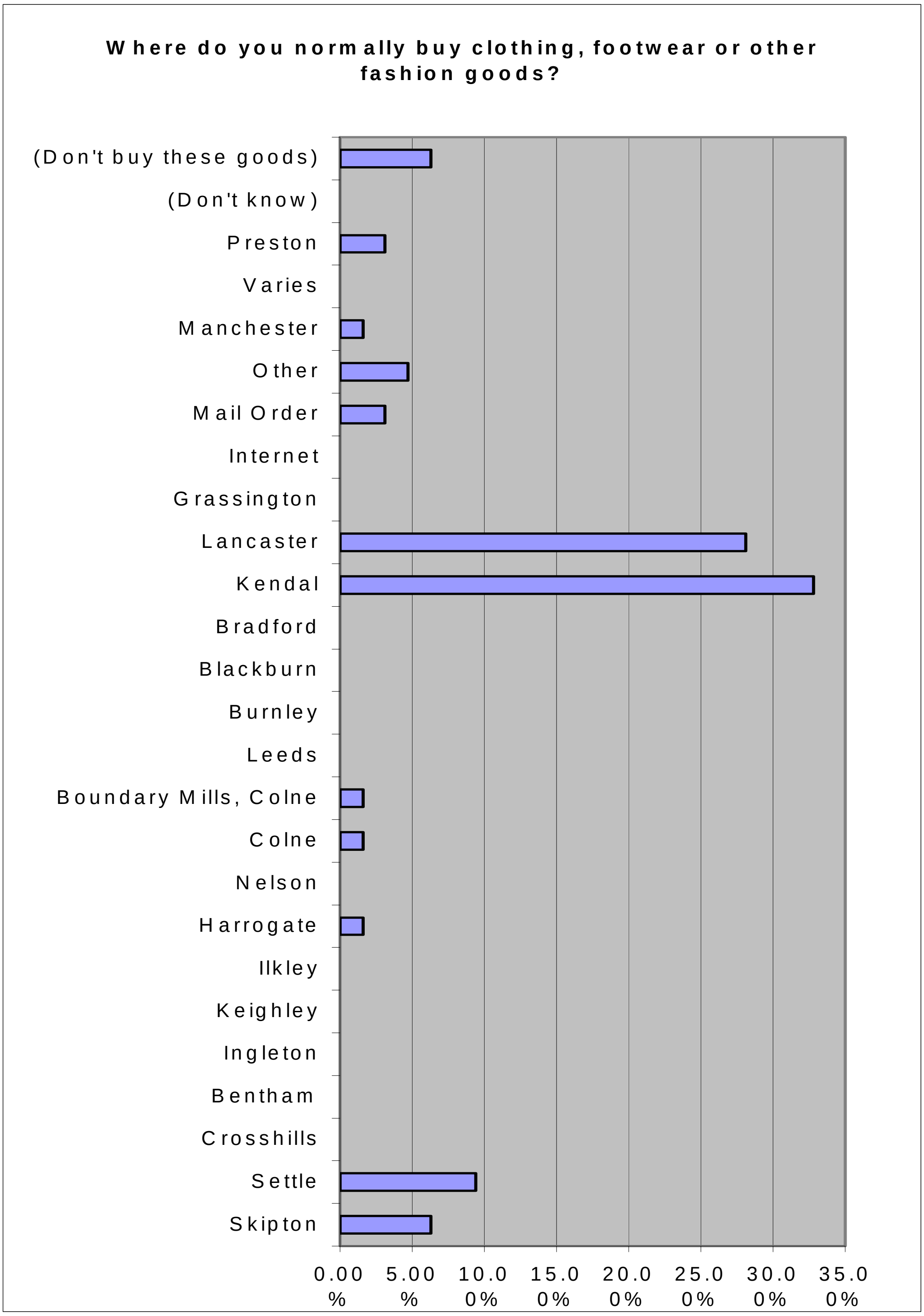
Question 25D: What do you particularly like about Ingleton?



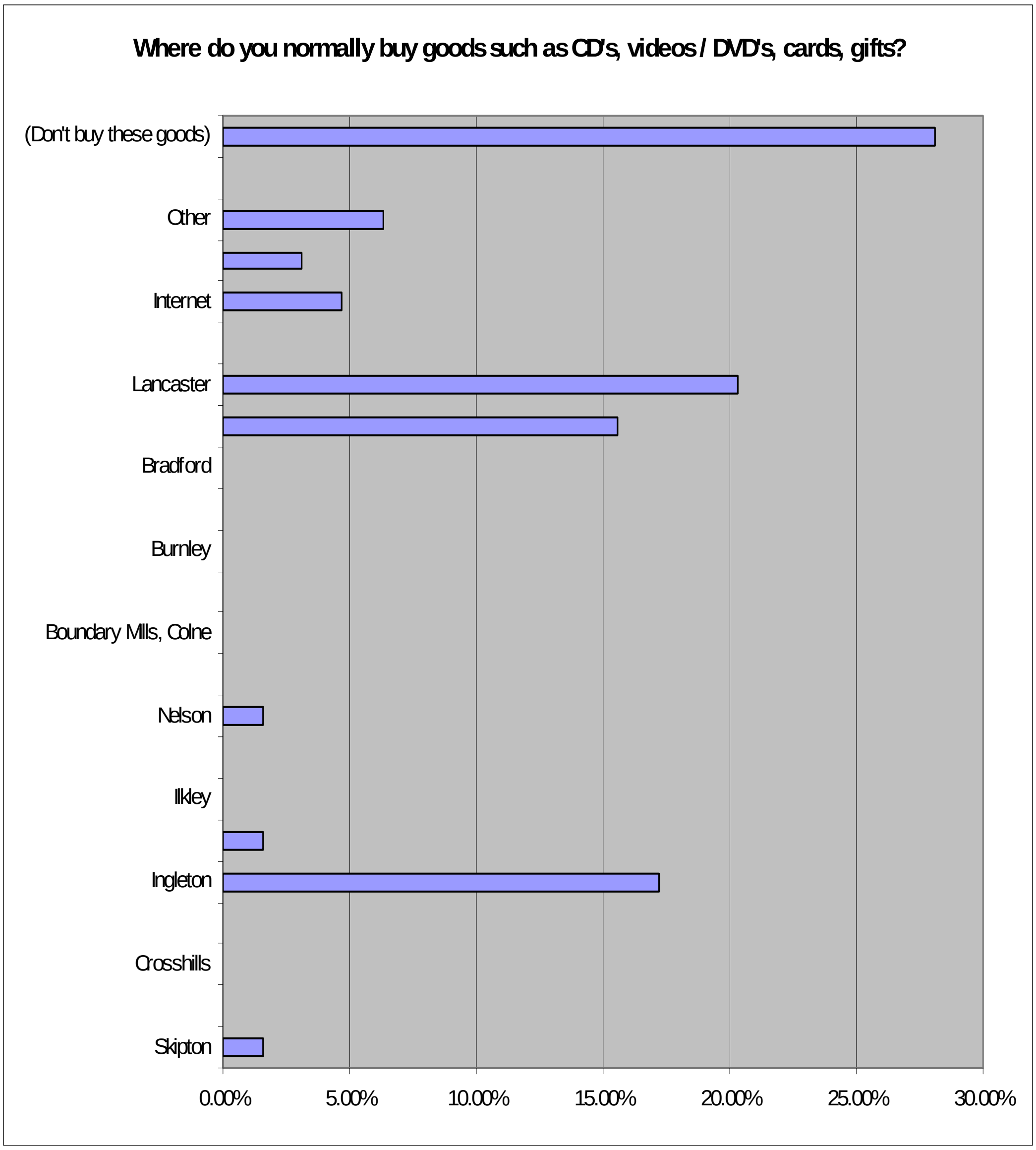
Question 26D: What do you particularly dislike about Ingleton?



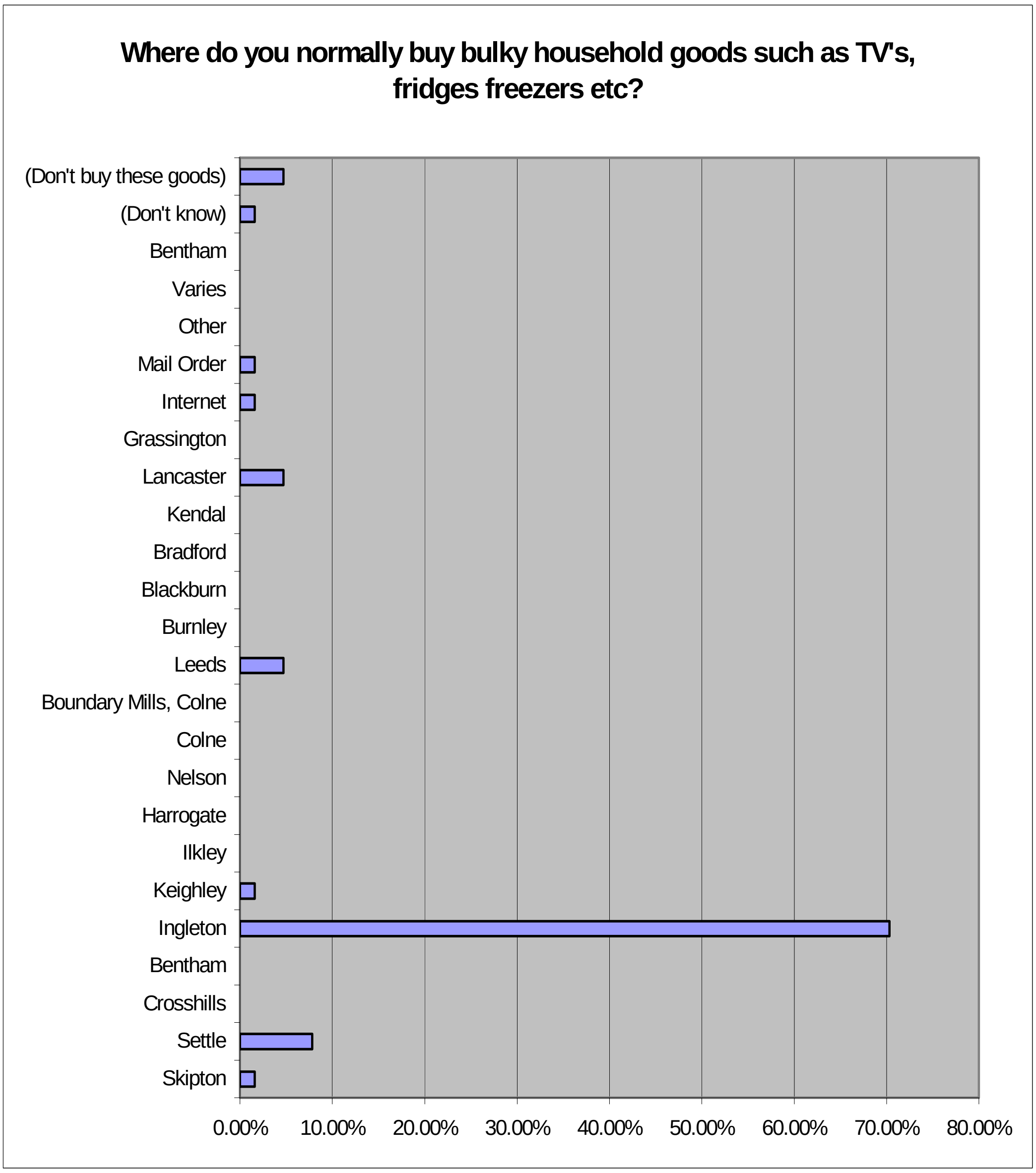
Question 27: Where do you normally buy clothing, footwear or other fashion goods?



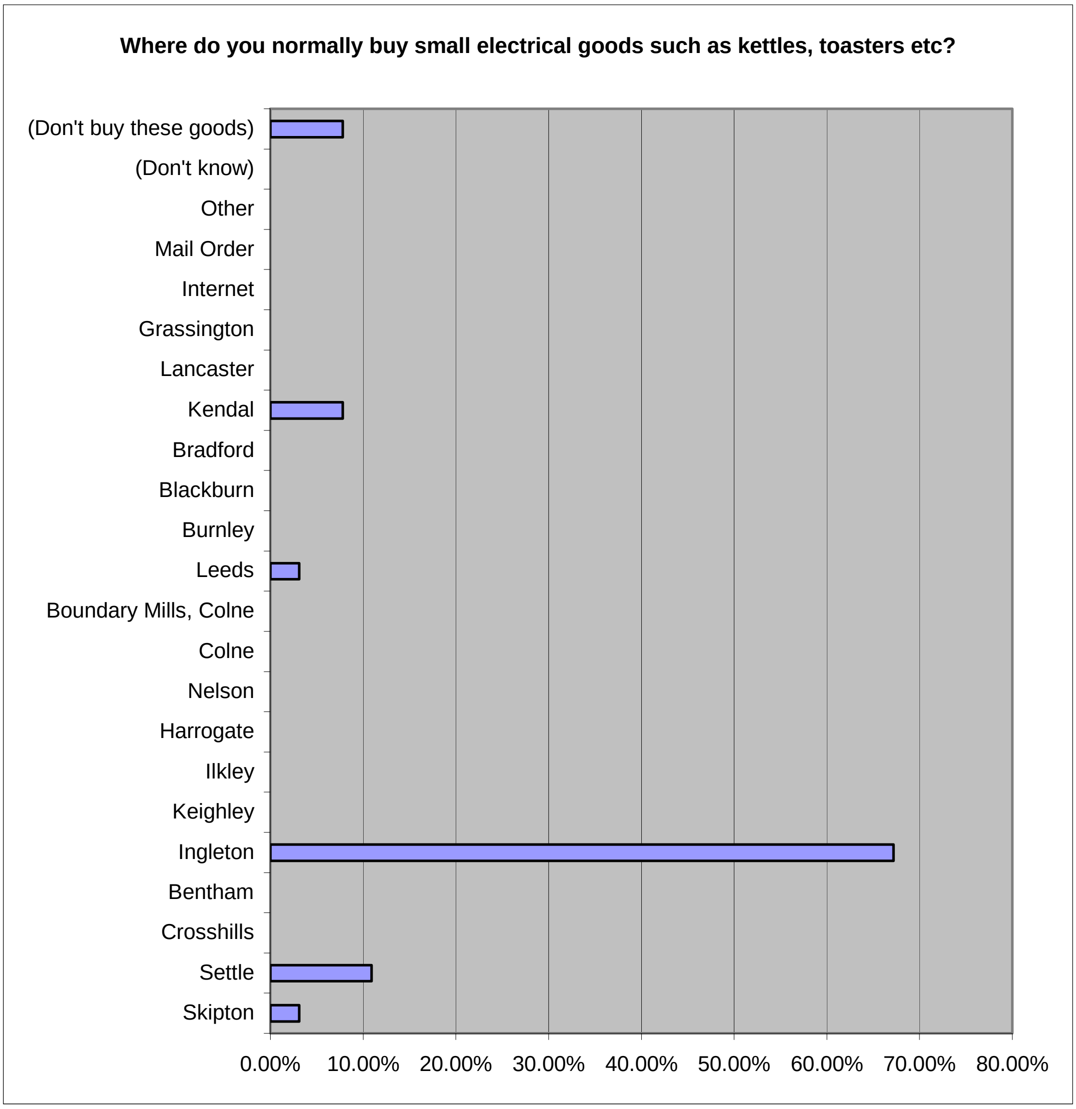
Question 28: Where do you normally buy goods such as CDs, videos / DVD's, cards, gifts ?



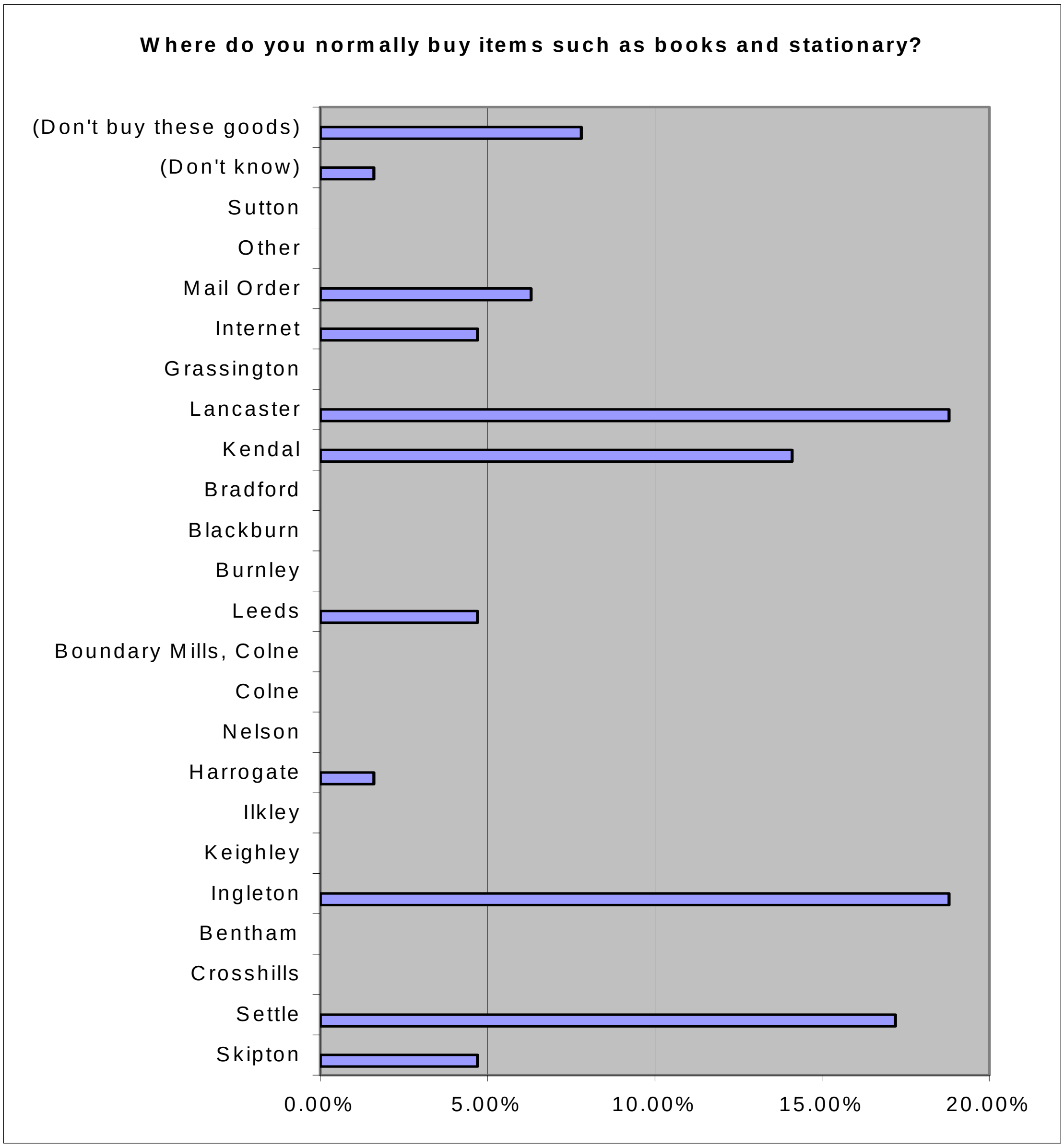
Question 29: Where do you normally buy bulky household goods such as TVs, fridges, freezers etc?



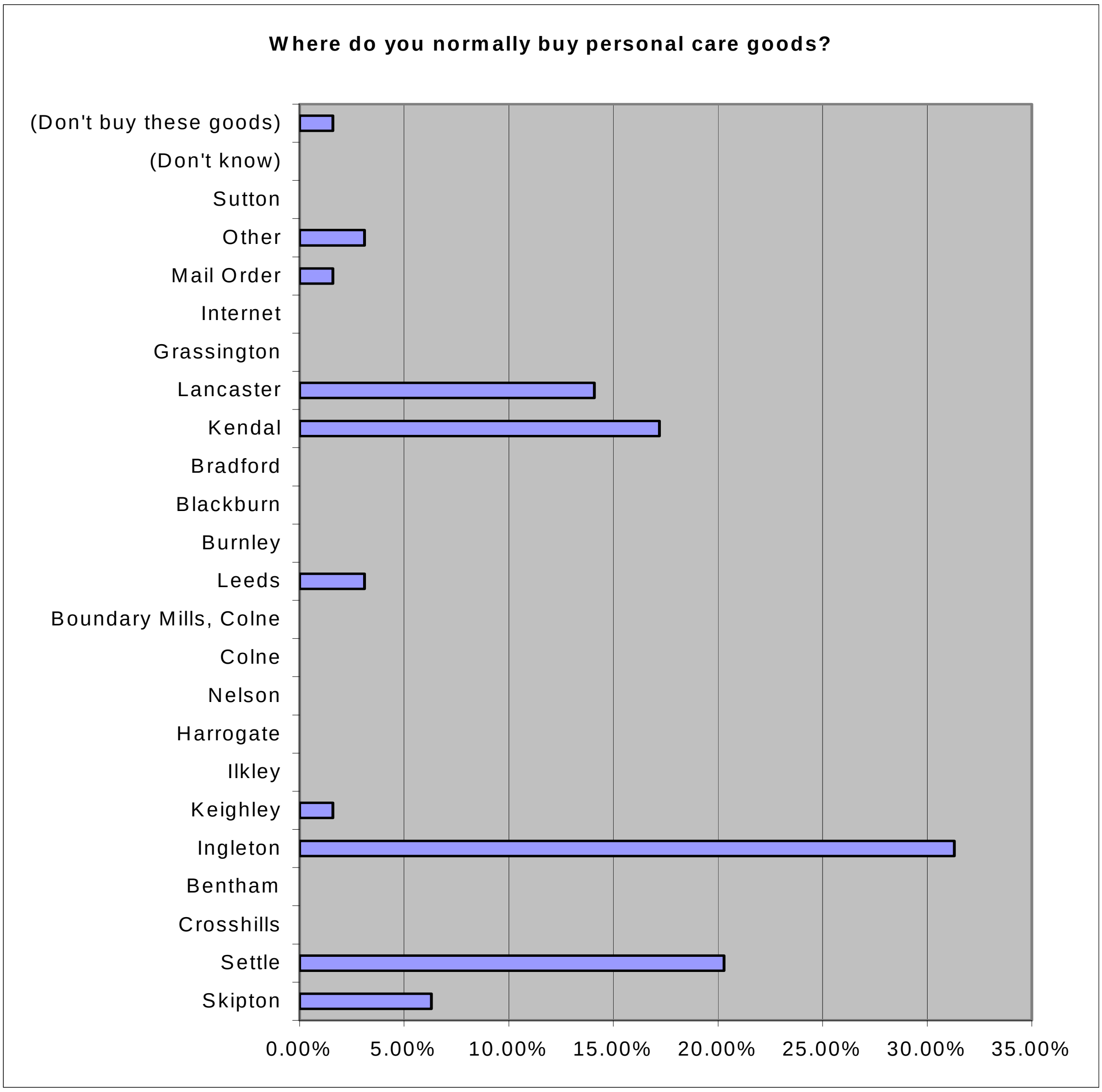
Question 30: Where do you normally buy small electrical goods such as kettles, toasters etc ?



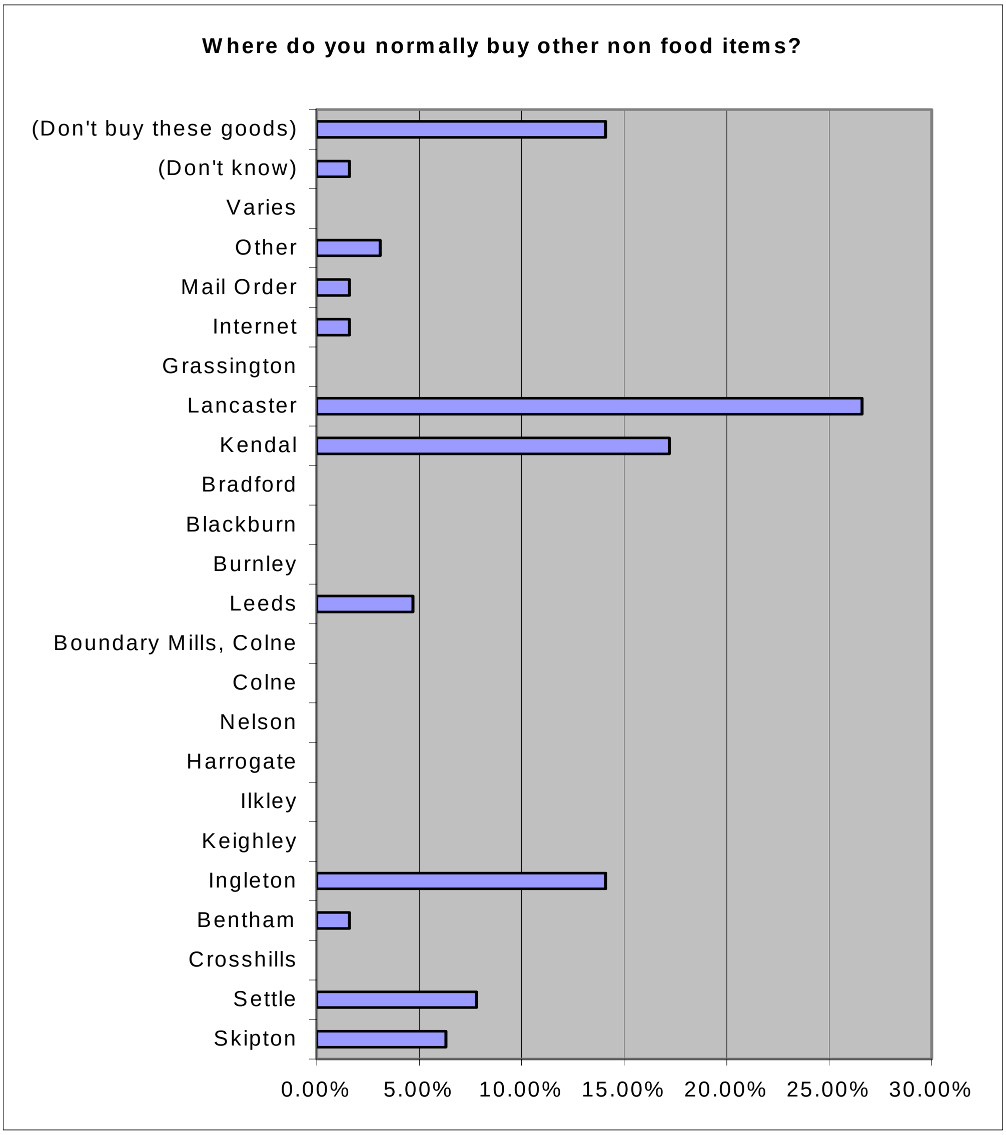
Question 31: Where do you normally buy items such as books and stationery ?



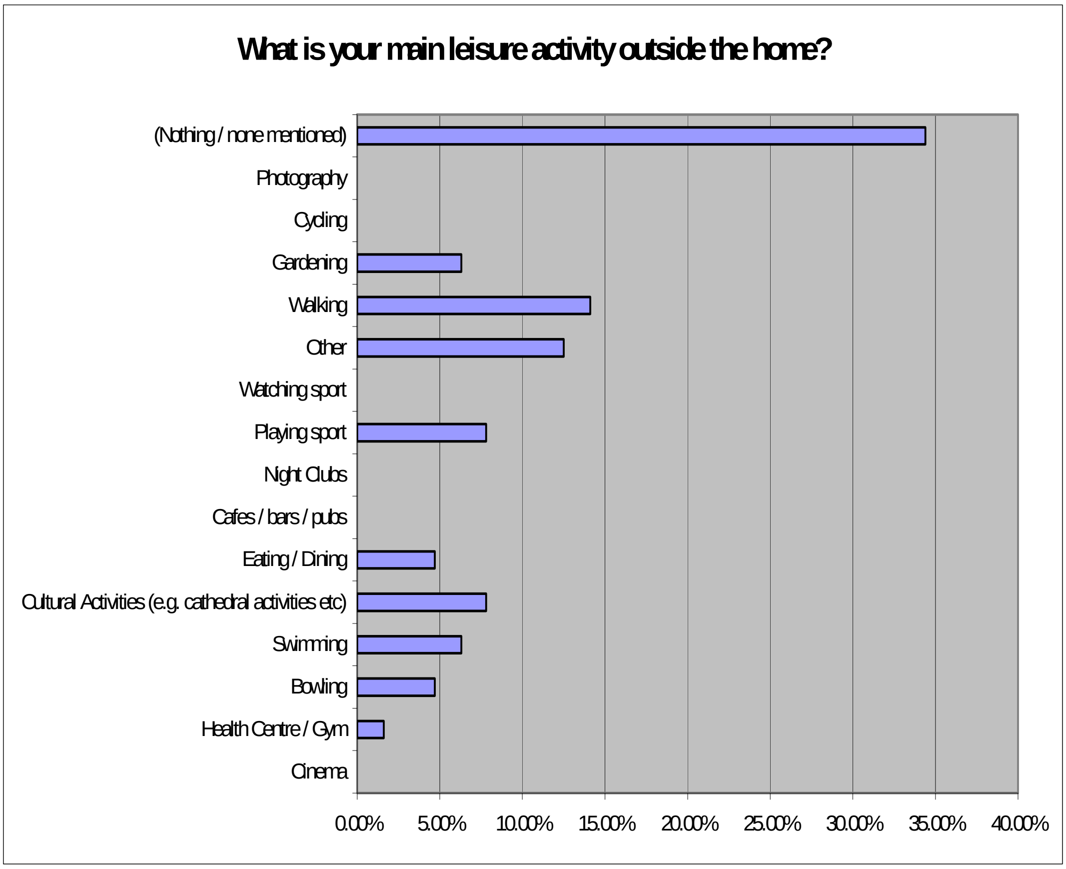
Question 32: Where do you normally buy personal care goods?



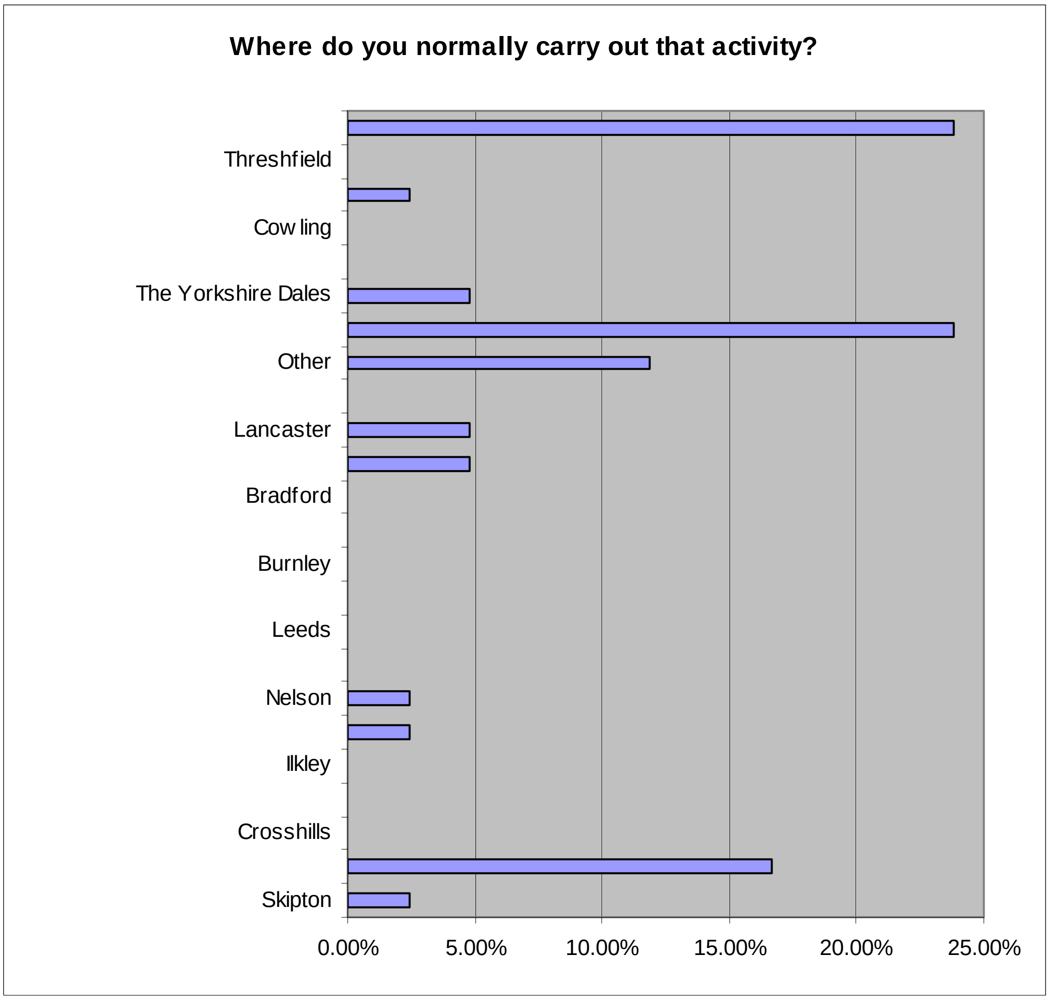
Question 33: Where do you normally buy other non-food items?



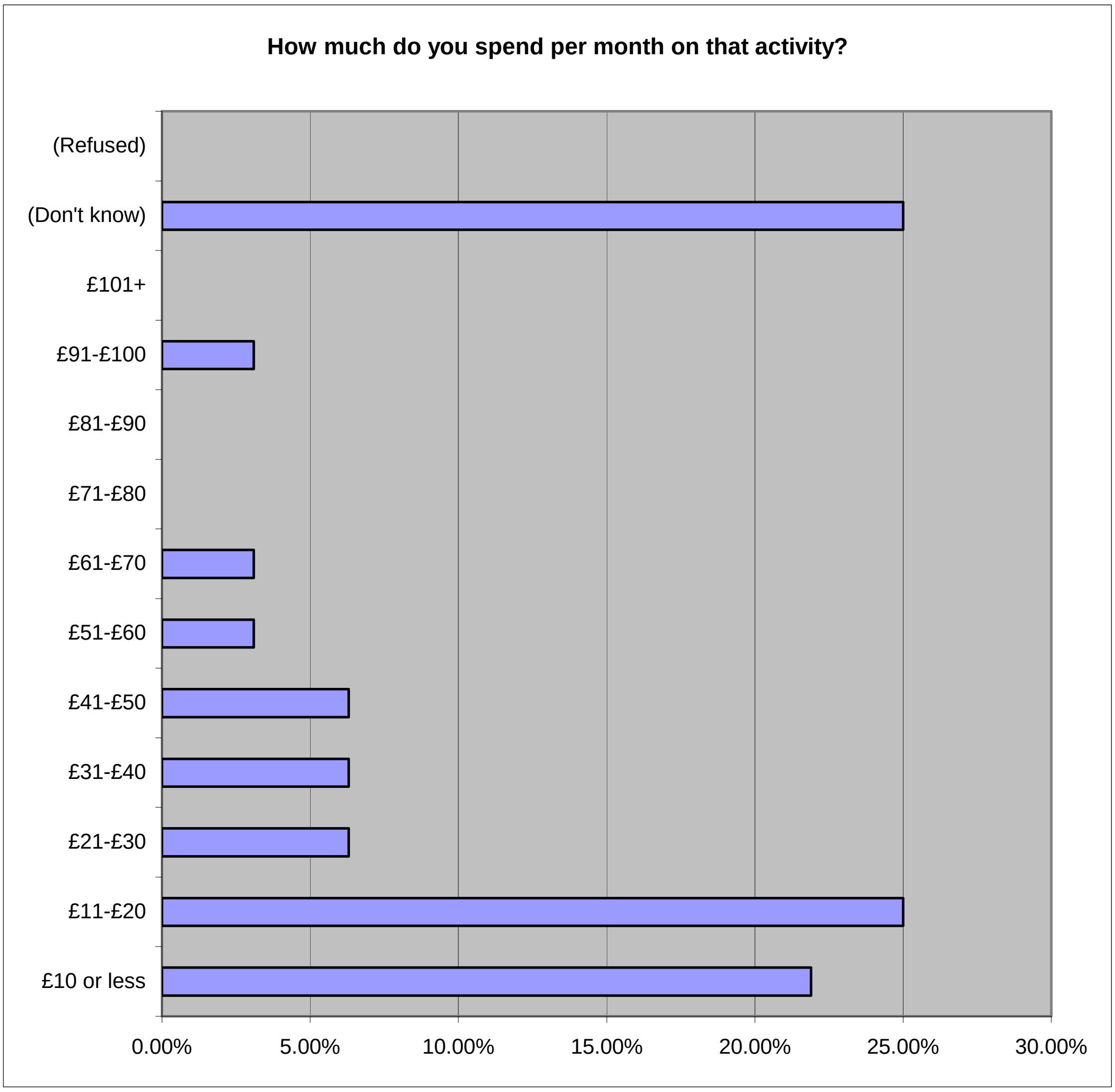
Question 34: What is your main leisure activity outside the home ?



Question 35: Where do you normally carry out that activity? (Only those who named an activity at Question 34.)



Question 36: About how much do you spend per month on that activity ?



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