



Craven District Council Council Plan 2020 and beyond



A message from the Council Leader & Chief Executive

We are fortunate to live in this incredible district, with beautiful countryside, a low crime rate, wonderful people, and a rich cultural heritage.

We know we have a great responsibility to lead Craven forward, and protect what is dear to our communities, while providing more opportunities for young people and families.

This plan sets out our vision for 2020 and beyond, focusing on our key priorities which will really make a difference to the lives of our residents.

We have achieved a great deal in the last few years, with major projects including the redevelopment of Skipton Town Hall, a new playground at Aireville Park, shared ownership housing around the district, improvements to canal paths through Craven, and our Skipton Employment and Housing Growth Project, which will be crucial for economic growth in the whole district.

We must maintain this momentum as we look to the future, and a number of exciting projects are due to come to fruition in the coming years.

We also recognise the important role we must play in shaping the environmental future of our district, with a determination to create a low carbon economy in Craven.

This forms a new key priority in our Council Plan.

We believe this Council Plan will be a game-changer for Craven in the next 10 years; it involves significant amounts of external investment which will benefit everybody who lives and works here and visits the district.

Of course, we cannot deliver all these ambitions in one year; and we will need to work in collaboration with other organisations, and with our communities, to achieve our aims. We must ensure that development is sustainable, matches our values, and provides value for money, and we will continue to work hard to attract even more inward investment from external bodies.

In 2017, senior officers from other local authorities conducted a peer review for us, to find out more about our strengths, and how we could improve in the future.

The review found that we are a high-achieving, successful council, with good quality services, and we punch well above our weight.

It also highlighted the need for the council to be even more ambitious, while recognising that resources are limited, and to ensure partners and the public know and understand our considerable contribution to the local community and economy.

We were also advised to develop a corporate strategy setting out a clear vision beyond 2020 and the necessary approach to achieve this ambition. We have taken on board all the insights from this peer review as we have prepared this plan for the future. We hope you will support our Members and staff in their efforts as we continue to develop ambitious proposals to provide excellent value and high quality facilities and services for Craven.



Richard Foster
Council Leader



Paul Shevlin
Chief Executive

What your Council does for you

The Council provides a wide range of services and facilities throughout the Craven District. We provide all the below and more to our communities for just £3.31 a week per resident – based on the average Band D Council Tax.

Business and Tourism

- Supporting the growth of new and existing businesses across Craven
- Providing car parks across the district
- Working with partners to increase the contribution of tourism to the local economy
- Running Tourist Information Centres in Skipton and Settle
- Supporting the delivery of local festivals and events across Craven
- Hosting the Green Apple Awards for environmentally-friendly businesses
- Liquor, entertainment and hackney carriage (taxi) licensing
- Food safety inspections of local restaurants and takeaways
- Working with partners to improve access to higher speed broadband



Community

- Working with local communities and supporting local voluntary and community groups such as the Friends of Aireville Park to deliver local plans and initiatives
- Hosting the Community Champions Awards Scheme
- Providing grants to local organisations and communities, including Ward Member Grants
- Working in partnership to reduce crime and social behaviour
- Supporting the development of dementia friendly communities across Craven
- Providing planning and building control services and administering local land charges
- Working with partners to address rural loneliness and isolation
- Managing bereavement services at Waltonwrays Cemetery & Crematorium in Skipton, and Ingleton Cemetery
- Maintaining public conveniences in Skipton and Settle



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What your Council does for you

Culture and Recreation

- Maintaining Aireville Park in Skipton
- Supporting activity to develop the arts and sport across Craven
- Managing Craven Leisure facilities
- Running a programme of events across Craven during the Skipton Town Hall redevelopment



Democracy

- Maintaining the register of elections
- Administering elections for local Parish, District, County, UK Parliamentary, European Parliamentary, Police and Crime Commissioner elections and referendums
- Supporting Council Members and the Chairman of the Council to undertake their duties as democratically elected representatives
- Administering meetings of the Council's committees and Council



What your Council does for you

Environment

- Cleaning streets and public places to maintain high standards of street cleanliness
- Dealing with noise nuisance issues
- Monitoring and improving air pollution, contaminated land and flood prevention
- Collecting trade and household waste and recycling including bulky items and garden waste
- Monitoring the quality and safety of private water supplies



Housing

- Preventing homelessness and providing housing advice
- Providing advice on disabled adaptations and energy efficiency
- Working in partnership to increase the supply of affordable housing
- Improving private sector housing conditions for people in Craven through initiatives such as advice to homeowners, tenants and landlords, and licensing of homes in multiple occupation
- Providing a Housing and Council Tax benefit claims service



Our Vision & Values

Our Vision

For Craven to be a prosperous place with strong and vibrant communities, where all residents enjoy a good quality of life.

Priorities for 2020 Onwards

- **Carbon Neutral Craven**
Facilitating economic growth in a low carbon Craven
- **Supporting the wellbeing of our communities**
Developing vibrant, connected and healthy communities
- **Attracting and retaining younger people**
Creating a district that attracts people of working age to live and work
- **Financial sustainability**
Ensuring a self-sustainable Council



Our Priorities - Carbon Neutral Craven

Facilitating economic growth in a low carbon Craven

What we will do

Create a low carbon economy

How we will do this

Improve the quality and capacity of the transport infrastructure serving the District

Key delivery mechanisms include

- Publication of the Local Development Plan
- Production of a masterplan to inform improvements to infrastructure in and around Skipton Railway Station that creates a sustainable economic vibrancy and an attractive gateway to the town
- Lobbying for investment in the road, rail, bus and green infrastructure serving all the District
- Implement schemes to increase walking and cycling in our towns



Our Priorities - Carbon Neutral Craven

Facilitating economic growth in a low carbon Craven

What we will do

Create a low carbon economy

How we will do this

Enabling the use of electric vehicle transport in Craven

Key delivery mechanisms include

- Facilitate and support initiatives to extend the Electric Vehicle Charging Network, across the main settlements
- Review the Council's commercial vehicle fleet and replace vehicles with an electric option where appropriate
- Explore options to use taxi licensing for the introduction of electric vehicles



Our Priorities - Carbon Neutral Craven

Facilitating economic growth in a low carbon Craven

What we will do

Create a low carbon economy

How we will do this

Acknowledge, reward and promote best environmental practice across businesses and the voluntary sector

Key delivery mechanisms include

- Writing and implementing a Climate Emergency Strategy and Plan, to ensure a planned and managed transition to carbon neutrality
- Running and promoting the Craven Green Apple Award scheme
- Promoting Business Support Services, to support and advise through national and regional provision
- Investigating options for community energy generation



Our Priorities - Carbon Neutral Craven

Facilitating economic growth in a low carbon Craven

What we will do

Create a low carbon economy

How we will do this

Ensure all businesses and residents in Craven have access to a high quality broadband and telecommunications connection by 2022.

Key delivery mechanisms include

- Support for the delivery of Broadband Delivery UK funded activity through the Superfast North Yorkshire programme
- Working with businesses and communities to support delivery of alternative broadband technologies including wireless and fibre to the home networks



Our Priorities - Carbon Neutral Craven

Facilitating economic growth in a low carbon Craven

What we will do

Stimulate business growth

How we will do this

Enable the development of 16 hectares of new employment land by 2030

Key delivery mechanisms include

- Development of the South Skipton Employment Zone and improvements to the Engine Shed Lane area
- Creation of new employment sites in Bentham, Ingleton and Settle (Anley Crag)
- Development of employment space at Langcliffe and Threshfield quarries.



Our Priorities - Carbon Neutral Craven

Facilitating economic growth in a low carbon Craven

What we will do

Stimulate business growth

How we will do this

Ensure new and existing businesses have access to, and are able to benefit from business support services

Key delivery mechanisms include

- Delivery of the Ad-Venture Enterprise Growth Programme in collaboration with partners
- Continuing with the role of SME Growth Manager in collaboration with Leeds City Region Local Enterprise Partnership
- Delivery of the Digital Enterprise Business Support Programme in collaboration with partners



Our Priorities - Carbon Neutral Craven

Facilitating economic growth in a low carbon Craven

What we will do

Low carbon housing

How we will do this

Provide affordable energy efficient homes

Key delivery mechanisms include

- Deliver the Empty Homes Strategy to bring empty homes back into use
- Design and develop a new carbon neutral housing model and roll out across the district
- Use the Council's own land to build low cost energy efficient, housing
- Use Council assets to build 25 homes per annum from 2020
- Promote and assist communities to take advantage of Community Led Housing



Our Priorities - Carbon Neutral Craven

Facilitating economic growth in a low carbon Craven

What we will do

Re-use and recycling of waste

How we will do this

Reduce waste to landfill and increase re-use and recycling

Key delivery mechanisms include

- Review the Waste Management Strategy and aim to achieve a 50% recycling rate
- Devise and deliver a Waste Education Programme to increase recycling of household and business waste
- End the use of single use plastics across all Council operations
- Explore options for the provision of anaerobic digestion facilities in Craven
- Reduce fly-tipping, littering and dog fouling through campaigns and enforcement



Our Priorities - Supporting the wellbeing of our communities

Developing vibrant, connected and healthy communities

What we will do

Improve the economic vitality of Craven's market towns and villages

How we will do this

Enhance the quality of the trading environment within the district's core retail centres

Key delivery mechanisms include

- Development and delivery of action plans for Bentham, Grassington, Cross Hills, Ingleton and Settle
- Working with partners to support delivery of the Skipton (BID) Business Improvement District



Our Priorities - Supporting the wellbeing of our communities

Developing vibrant, connected and healthy communities

What we will do

Improve the economic vitality of Craven's market towns and villages

How we will do this

Deliver the adopted Local Plan

Review the adopted Local Plan, completed by 2025, to meet the needs of our current and future communities



Our Priorities - Supporting the wellbeing of our communities

Developing vibrant, connected and healthy communities

What we will do

Enable active communities and improve quality of life

How we will do this

Facilitate and deliver high quality public events that align with Council priorities

Key delivery mechanisms include

- Streaming live events into our rural communities
- Support and delivery of external festivals e.g. the puppet festival
- Use CDC assets to support larger events in the district e.g. Tour de Yorkshire, Skipton Triathlon, The Fold youth festival and the Yorkshire Dales Festival



Our Priorities - Supporting the wellbeing of our communities

Developing vibrant, connected and healthy communities

What we will do

Enable active communities and improve quality of life

How we will do this

Reduce health and wellbeing inequalities

Key delivery mechanisms include

- Actively participating in the Health and Care Partnership Board to encourage investment in prevention activities for the benefit of Airedale, Wharfedale and Craven residents including the Craven Communities Together Programme
- Identifying and implementing a range of projects to reduce health inequalities, including supporting the development of Dementia Friendly Craven
- Working in partnership with North Yorkshire Police, continue to develop the community safety hub, with a focus on prevention and anti-social behaviour
- Working with partners to provide improved support and intervention services for rough sleepers and those at risk of sleeping rough
- Support a cross sector partnership to look at the feasibility of the provision of a health and wellbeing hub for north Craven
- Reduce health and well-being inequalities of our most vulnerable residents



Our Priorities - Supporting the wellbeing of our communities

Developing vibrant, connected and healthy communities

What we will do

Enable active communities and improve quality of life

How we will do this

Make Craven's public spaces cleaner, safer and greener

Key delivery mechanisms include

- Working with relevant agencies and the Community Safety Hub to tackle anti-social behaviour
- Work with partners to start the development of the Northern Forest and DNAire, creating better habitats
- Develop and implement a new Aireville Park Masterplan



Our Priorities - Supporting the wellbeing of our communities

Developing vibrant, connected and healthy communities

What we will do

Enable active communities and improve quality of life

How we will do this

Enable community groups across the District to achieve their ambitions

Key delivery mechanisms include

- Continue to deliver the Ward Member Grant Programme providing support to a range of community groups across the District
- Enable community groups to achieve better quality facilities through planning gain and external funding opportunities



Our Priorities - Supporting the wellbeing of our communities

Developing vibrant, connected and healthy communities

What we will do

Enable active communities and improve quality of life

How we will do this

Improve access to and enjoyment of Craven's great heritage, culture and environment

Key delivery mechanisms include

- Development of Skipton Town Hall into a vibrant cultural community venue
- Enable and facilitate the development of new and existing hubs across Craven
- Establish in partnership with others a cultural apprenticeship scheme
- Deliver the Leeds & Liverpool Canal Interpretation Plan



Our Priorities - Attracting and Retaining Young People

Creating a district that attracts people of working age to live and work

Key delivery mechanisms include

- Delivery of the Great Place Lakes and Dales Scheme including a series of small events in spaces and venues developed by younger people for younger people
- Deliver the action plan agreed with partners for the retention and attraction of working age households
- Facilitate the delivery of a project to provide housing and workspace for Young Creatives
- Support the development of services and infrastructure in Dales settlements to maintain vibrant places that can attract more young people to the area.



Our Priorities - Financial Sustainability

Building a self-sustainable Council

What we will do

Create a council that is financially resilient without dependence on core government grant and able to deliver the services that reflect residents' priorities

How we will do this

Ensure financial and corporate governance arrangements are robust and support the delivery of the council's priorities

Key delivery mechanisms include

- Reviewing and implementing the Council's Medium Term Financial Strategy
- Undertaking a budget consultation with residents and stakeholders
- Setting a balanced budget annually that supports the delivery of council priorities
- Responding to consultations and changes that affect Local Government and/or the Council thus ensuring that our voice is heard
- Investigate the possibility of signing up to the Councils for Fair Tax Declaration



Our Priorities - Financial Sustainability

Building a self-sustainable Council

What we will do

Create a council that is financially resilient without dependence on core government grant and able to deliver the services that reflect residents' priorities

How we will do this

Act commercially, maximising income from services and investment to generate additional income.

Key delivery mechanisms include

- Ensure that the council's financial plans remain robust in order to maintain financial resilience
- Exploring and exploiting opportunities presented by grant funding and through devolution
- Ensuring that the medium and long term financial implications of all decisions are understood
- Ensuring that the balance between risk and reward is properly understood



Our Priorities - Financial Sustainability

Building a self-sustainable Council

What we will do

Create a council that is financially resilient without dependence on core government grant and able to deliver the services that reflect residents' priorities

How we will do this

Maximise the Council's investment for the long term sustainability of the Council and the District

Key delivery mechanisms include

- Invest in appropriate new assets to improve the financial sustainability and well-being of the district.
- Delivering a range of schemes through our Joint Venture Company that support regeneration, growth and income generation across the district.



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