

the audience agency

Introduction

RESEARCH HIGHLIGHTS NOV 2018

On behalf of Great Place: Lakes and Dales, The Audience Agency, MB Associates and DOINK set out to talk to people about their experiences of living, working and engaging creatively and culturally in the Craven and South Lakeland districts. In our research we spoke to 965 people including students, residents, creatives, business owners, apprentices, families and visitors through surveys, interviews, creative consultations, discussions and social media.

Our findings, along with a good rummage through existing literature, population data and conversations with stakeholders, revealed the hopes, needs and aspirations of the under 35s. As with all research, it raises as many questions as answers, but its conclusions clearly demonstrate the need for change in specific areas. The recommendations have the opportunity to be tested out through the projects, pilots and experiments which Great Place: Lakes and Dales will deliver between now and 2020.

The focus of the research has been with those resident or visiting the area, to understand their lived experiences of the area, which has also afforded insights into perceptions or pre-conceptions of those not living in the area, or who have moved to the area from urban places. This approach has enabled objective, rather than subjective findings for the research questions while clearly identifying the opportunities for the project. We were also exploring the issues related to the 16-35 age range, and not those which might relate to more specific characteristics of diversity (although the project may go on to investigate these as it progresses).

Highlights of what we discovered follow, and this report is rounded off with the recommended route map for the Great Place: Lakes and Dales project. This suggests a set of principles by which the project can live by or a manifesto which will inform the legacy of the project.

Full reporting is provided in a suite of reports including detailed research findings, population mapping and a literature review.

Rurality is a **national issue**, attracting and requiring national and regional policy responses. There is a general migration to the country by those seeking a better quality of life. Incomers to rural areas (locally known as offcumdens or offcomers) are wealthier, come seeking wellbeing, and benefit rural areas by being more likely to set up new businesses. Great Place: Lakes and Dales is about young people's position in this and the opportunity to make positive change.

In terms of **migration**, more young people are moving out of the area than in, and more older people are moving in than out. The 16-34 year old population is 17.5% in the two Districts against 26% nationally. This older population puts demands on services and undermines youth representation. Young people may need to move away for personal and professional development, but to move back they may need to start their own business, in response to a lack of new jobs or formal career progression. Outward migration is generally for jobs, education or family reasons, and is greater in Craven than South Lakeland.

The population consists of stayers, incomers and returners. **Returners** have a stronger sense of community than either stayers or incomers and much higher life satisfaction at 57% 'high', compared to 27% and 45% respectively. Returners and incomers tend to be more highly educated.

The economy

Although average **earnings and job density** are reasonable, young people's low starting wages and a combination of liveability factors exacerbate the feeling they cannot afford to live here independently. Families offer the only acceptable shared living opportunity.

At the same time **businesses** feel there are too few young people from whom to recruit. Businesses depend on word of mouth; a strength but also a weakness as it can channel an 'old-school mentality' in which new businesses are not always welcome. Businesses invariably need to look elsewhere for support and training. Working or selling online is a way of making a living locally, though shared or collaborative physical space and facilities would be welcomed by many.

The creative economy, and especially a place-making focus, can support positive change. 25% of 16-34 year olds are involved in creative and cultural industries.

The visitor economy has a positive knock on effect on infrastructure and the economy with tourist income in the billions, but the offer tends to suit older people more. A fifth of visitor respondents said they are likely to move to the area with 17% saying they are likely to buy a holiday home. Both tourism and culture-led development need to be sustainable and avoid any sense of 'gentrification'.

Liveability

There is a **diversity of appeal** between places to live related to transport, local activity, broadband connectivity and cost of housing – the latter being cited by 87% of young people as a key issue. Transport links are better in Craven than South Lakeland, but this in turn makes this a commuter town with negative effect on community.

Though some young people value outdoor pursuits and the Young Farmers are a mainstay, many young people are frustrated by a **lack of things to do**, from affordable shops to nightlife. They have to make pro-active efforts to join classes for example to meet people.

Their **cultural interests** tend to the 'everyday' – and include listening to music, reading, cinema, heritage (important for identity), theatre and gaming. They can feel excluded by more formal activity by price and lack of information or uncertain quality and expect to go to cities for bigger provision like gigs. Added to which, much activity is developed and delivered for and by older people. A youth focused space, both literal and metaphorical, can seem no more than a dream, as is a say in the future.

Generally South Lakeland is much stronger in the arts than Craven, except for museums. There is also a general sense that both supply and demand for activity are dwindling. Coordination between villages could be better supported to prevent competition for audiences or funding.

Community

Local **'identity'** is much influenced by the outdoors, even (though less so) for young people. 'Quiet' is the one feature appreciated by all age groups. There is a tension between this and the need for economic and town growth. Overall, the area ranks well in terms of wellbeing, but poorly in terms of sustainability and resilience.

A sense of community is considered better in rural areas than towns by returners, but not always by those who have lived locally because what they see is a decline; 'hollowing out' through loss of services (especially places for collective activities), increased second homes and commuters. Resilience and community spirit can both be supported by culture and creativity – from the space to discuss creative solutions, to a medium for celebration.

In many places it is voluntary **active citizens** who are making things happen that might previously have been fundamental amenities. But there is little regard for or inclusion of what young people can offer.

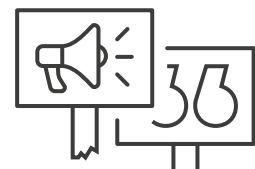
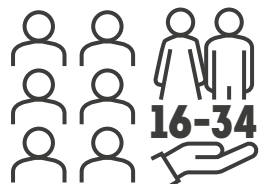
The schematic which follows summarises the conclusions and recommendations which the research project has prompted.

COMMUNITY, IDENTITY AND CULTURE

COMMUNITY

Support for
community resilience
Infrastructure to meet
needs of 16-34s

Lay foundations for
change in policy
and strategy



VOICE

Representation
Things to do
Signpost to opportunity

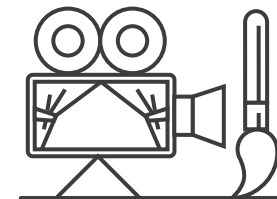
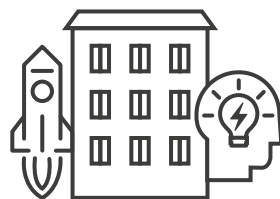
Nurture a
youth culture



BUSINESS

New business support:
Be a catalyst
Connect
Champion

Dedicate time
and space for new
business, creativity
and innovation



CULTURE

Arts & heritage:
Authentic
Sustainable
Co-designed

Involve 16-34
year olds in arts
and culture agenda
and delivery



ECONOMY &
OPPORTUNITY

INFRASTRUCTURE
& LIVEABILITY



Population

The population in Craven and South Lakeland Districts is proportionally older than the average urban area and the average across England. Added to which, this differential will become more pronounced as the population grows, which is the starting point for the Great Place: Lakes and Dales project. The inflow and outflow of residents in the area for age ranges up to 34 years is evenly matched, except in the 15-19 age range where the outflow exceeds the inflow. However, for age ranges older than 35 years the inflow is invariably greater than the outflow¹. It is this balance of inflow and outflow which needs to be re-dressed in the context of the population growth in order to increase the proportion of 16-34 year olds in the population.

While population growth generally means potential greater productivity and impacts for the economy, when it is mostly of an older demographic it generates imbalances. A proportional decrease in the working population, and increase of those of pensionable age, puts pressures on services², which is heightened in an age of tough spending decisions. Combined with which residents of younger age ranges lack representation democratically and a say in the future of their communities³.

¹<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/articles/overviewoftheukpopulation/july2017>

²<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/migrationwithintheuk/bulletins/internalmigrationbylocalauthoritiesinenglandandwales/yearendingjune2015>

POPULATION, GROWTH AND MIGRATION



16-34YR OLDS
IN CRAVEN

17%

16-34YR OLDS
IN SOUTH LAKES

18%

26%

16-34YR OLDS
ENGLAND AVERAGE



**THE OLD AGE DEPENDENCY RATIO
IS SET TO INCREASE
BETWEEN 2016 AND 2036**

PERCENT 65+ IN THE POPULATION

2016 ⇒ 2036

INCREASING IN CRAVEN

26% ⇒ 36%

INCREASING IN SOUTH LAKELAND

28% ⇒ 37%

IN 2015**

CRAVEN
NET INTERNAL MIGRATION



3.8

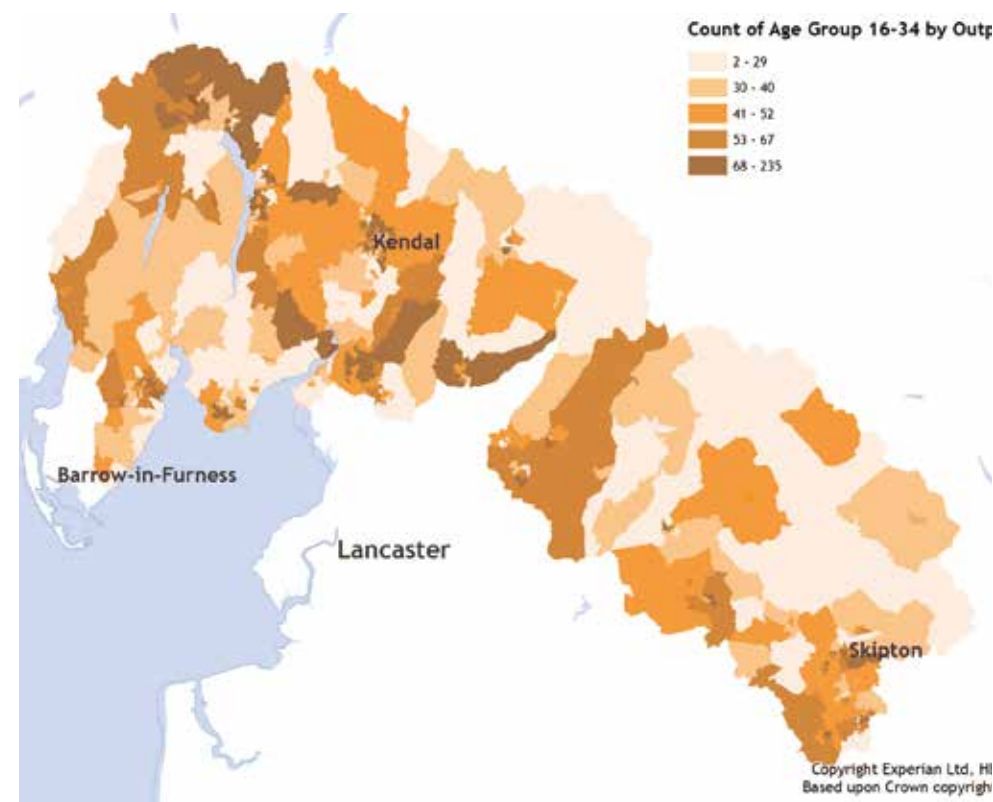
PEOPLE
PER 1,000 RESIDENTS

SOUTH LAKELAND
NET INTERNAL MIGRATION



4.4

PEOPLE
PER 1,000 RESIDENTS



Austerity, young people and rural areas

The research has taken place at a time when all younger people across the UK are facing challenges in an age of austerity and in the context of Brexit, so many of the concerns of young people expressed in this research are not exclusive to the Lakes and Dales. Each new generation, whether Millennials or Gen Z, have different life expectations. A recent Demos study for the British Council's Next Generation Research⁴ found that,

“...Young Britons also feel a lack of affordable housing, a constrained jobs market and poor pay conditions are the biggest issues facing their generation. ...Encouragingly, the research found many ambitious voices in the younger generation, ready to embrace the opportunities of change; for example, 54 per cent believe that technology is improving workplaces for the better.”

Government guidance indicates that policy needs ‘rural proofing’ to counter particular issues, whether accessing and providing services over larger distances and with a low population density; lower levels of infrastructure which put up barriers to business growth and productivity; and the variety and availability of the right skills and access to training. Added to which invariably the proportion of older people is greater in rural areas compared to urban⁵.

Addressing these challenges is embedded across the Craven and South Lakeland Districts and the Lake District and Yorkshire Dales National Parks policies and strategies. Government statistics indicate that increasing numbers are moving from urban to rural areas, in search of improved health and wellbeing. This movement has been encouraged and supported⁶ as those moving are more likely to set up business and tend to be wealthier which can boost local economies. So, how are these benefits felt and are they equally felt by younger people?

Great Place: Lakes and Dales offers a new opportunity to better understand the issues and challenges by providing a platform for under 35s to support them to stay in, or to move to, the area to live and realise their potential. Working together across the two Districts and National Parks, and in partnership with younger people, the project can demonstrate what is possible and identify opportunities. Based on what we heard, this report sets out a route map for change, for which the work of Great Place: Lakes and Dales project can lay the foundations.

A creative approach

The cultural placemaking literature outlines a number of benefits from a place making approach which could support successful development in the Lakes and Dales:

- effective community engagement
- strong partnership – public, private and community
- engendering pride and interest in a place to raise the confidence and aspirations
- attracting investment into the cultural sector to achieve outcomes related to health, the local economy or quality of life
- bringing people together for cultural experiences as a way of achieving other outcomes, such as community cohesion or education
- ensuring that there are champions for a project within the local council and in partner organisations
- using success to unlock further funding opportunities and form new partnerships⁷

However, it is not necessarily a silver bullet – it requires a shared vision, should be tailored to the distinctive features of place and of course needs to mobilise public will. Most of all the approach should be sustainable and avoid displacement or ‘gentrification’⁸.

Learn from experience

Throughout the research numerous examples of initiatives across the area and beyond have been found (which are documented in the full reporting) – from social enterprises, community initiatives to address issues of connectivity and infrastructure, creative approaches to business development and heritage and cultural activities and development in partnership with local communities. Some of these examples are not without their challenges, but provide inspiration and suggest what could be possible – and also perhaps what is not.

Liveability & Infrastructure



The question of liveability is vital and begins with basic needs and core services. It is widely recognised that living in a rural area may have its limitations. However, many respondents either had experience of an erosion in local services and facilities over time or that their needs were not being served. Housing is the main infrastructure issue quoted by respondents, closely followed by transport and fast broadband.

While both Districts score very well in the Northern Powerhouse Liveability Index⁹ (placed first and third), with house prices above the Northern average in both places, earnings relatively high and strong employment. However, the research shows that this is not felt by young people, particularly as they start out on their careers on inevitably lower wages. They have a strong perception of lack of affordable housing and the prospect of being able to live independently in the area seems out of reach.

"You get a lot of the weekend house and holiday cottages, which is nice for them, but I think it's also a shame because you get a lot of nice little one or two bedroom houses that could be living opportunities for younger people."

(20-24, APPRENTICE)

"Houses are really expensive because of holiday homes (only has a house here because she inherited one). It's too expensive. If you want young people to stay here, then they need jobs!"

(26-35, RETURN, KENDAL CALLING)

"I work here (Skipton) and had considered moving to the area, the main thing that puts me off is the career opportunities and the public transport – whilst train provision is generally good, bus provision is poor and I wouldn't want to be so dependent on driving or taxis...I feel in general, North Yorkshire will lose young people due to the lack of affordable housing and transport"

(25-34, ONLINE)

But there's always the rub.

"You get people saying they don't want it on their doorstep. They don't want another housing estate next to them in the fields."

(45-49, BENTHAM, RETURN)

And the option to live in an older person's spare room does not generally appeal, unless they are relatives.

"I did look into house-sharing when I first came up here. I wasn't sure if I wanted to live by myself. I found it wasn't generally house-sharing with young people. The opportunities there were, were probably families whose children had gone off to Uni and they wanted to rent a room out. I didn't find anything that was a group of young people looking for another house mate. Or if there was, it was Lancaster, or somewhere more built-up. Too far away to commute."
(25-29, APPRENTICE)

Transport is patchy, with a heavy reliance on cars. Villages without access to a train station felt having a station would make a difference to their quality of life, while those with a local station felt the current service was inadequate. It is interesting to note however, that one village that arranged its own bus service to the local town eventually had to cancel it through lack of use.

"I learnt to drive before I moved...My husband doesn't drive and it is quite difficult"
(35-39, INGLETON, NEW)

"We really need better infrastructure, the buses around here are terrible"
(18-25, SKIPTON)

It is the combination of factors which makes independent living challenging for some young people who are starting out.

"The wages. The wages are lower for young people. Not like we don't have to pay anything else, we're all trying to live on our own. Pay for cars, pay for houses, pay the bills for everything, but specifically for me, because I'm twenty, my wages are low, it can be lower sometimes. I'm on a reasonable wage now, but if you're on apprentice wage, what is it – three pound something an hour – trying to live on your own. It doesn't work."
(20-24, APPRENTICE)

It seems to fall to local communities to 'patch the gaps' in the infrastructure¹⁰ particularly for access to Broadband, which may be why this was not raised as a particular issue.

All statistics quoted are from the Panel Survey, unless otherwise referenced. See page 39 for details of the Panel survey.

WHAT'S MOST IMPORTANT OR VERY IMPORTANT FOR WHERE YOU LIVE? 16-34 YRS



72%

JOBS AND CAREERS



84%

FAST INTERNET



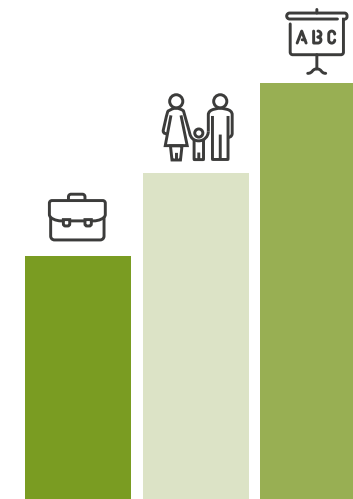
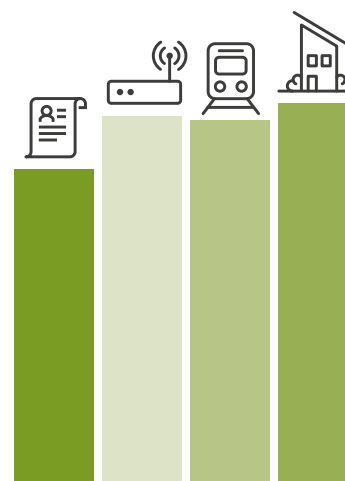
83%

GOOD TRANSPORT CONNECTIONS



87%

AFFORDABLE HOUSING



TOP REASONS FOR LEAVING 16-34 YRS



33%

WORK /JOB



56%

EDUCATION /TRAINING



44%

FAMILY /PARTNER

Economy & Opportunity



Economy

Currently the two Districts have reasonably healthy economies. The combined score using the Grant Thornton Vibrant Economy Index¹¹ puts the two districts Craven and South Lakeland at places 114 and 112 (of all 324 Local Authorities in the UK). For measures on health, wellbeing and happiness and community, trust and belonging Craven ranks in the top 20% nationally. For resilience and sustainability it ranks in the bottom 20% nationally and for dynamism and opportunity Craven ranks 253. Although it is the seventh most improved area in the past 5 years. South Lakeland ranks in the top 20% nationally for three groups of measures, but in the lowest 20% nationally for prosperity and 231 for resilience and sustainability.

These measures indicate that the quality of life may be good, however, with lower scores around sustainability and development, they suggest an imbalance which may not be to the advantage of younger people.

Visitor economy

The visitor economy is vital for the area and invests in and supports local infrastructure. The benefits to communities and businesses are therefore significant. Sustainable tourism is important and requires a delicate balance which the relevant tourism authorities have embedded across their policy and strategy. There are also other related opportunities such as the new designation of UNESCO World Heritage Site awarded to The Lake District. However, much of the offer serves an older demographic better, and the sector is looking to explore how it can attract a younger demographic both on the service side as well as visitors to ensure that the industry is 'future proofed'.

Skills and jobs

Many respondents spoke of infrastructure needs and employment opportunity in the same breath. While the job density¹² is relatively high per head of population, it does not seem to favour younger people who want to start a career and set down roots. The literature also references the need for a diversity of opportunity to achieve economic vibrancy¹³.

The research revealed two sides to this story. Firstly, the younger person in search of a job finding a lack of opportunity.

"I've just finished university and moved back home. Family is important to me so I want to stay nearby. If I don't get a job soon I will have to look further afield."

(16-25, RETURN, KENDAL CALLING)

"That's the problem they stay in the job. They get the job and they stay in the job until they retire, so it makes it harder for younger people. Can be ten, fifteen years before we get in."

(20-24, APPRENTICE)

"It comes down to giving young people a chance. I think that there is generally not just here – a lack of giving young people a chance."

(20-24, APPRENTICE)

While secondly, businesses can find it challenging to recruit for specific skills.

"There isn't much of a pool to recruit from."

(55-59, KENDAL, B)

"Found it hard to recruit young designers to a rural located office, so found it difficult to grow the business that way. Used remote freelancers would prefer to have freelancers come in to the office to work more collaboratively - less isolation."

(35-44, ONLINE)

Larger businesses can be more flexible, looking for potential, rather than specific skills, although they also find recruitment a challenge.

"In a previous role I recruited for two positions, both positions were offered to candidates at the ages of 23 and 25. It was a difficult process with many applications not meeting the requirements of the role. The two who were recruited did not have specific expertise in the sector we were operating in but displayed the correct attitude and willingness to learn."

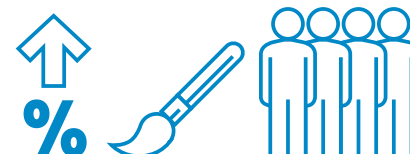
(25-29, SKIPTON, E)

16-34 YR OLDS EMPLOYED IN CREATIVE AND CULTURAL SECTOR

25%



A HIGHER % OF 16-34YR OLDS ARE ARTISTS, MAKERS AND CRAFTS PEOPLE



THAN IN ADMINISTRATIVE ROLES

DEVELOPING BUSINESS SKILLS



1/3

OF RESIDENTS OF CRAVEN AND SOUTH LAKELAND WHO WOULD LIKE TO DO SKILLS TRAINING SAY THAT THEY WOULD HAVE TO GO ELSEWHERE TO DO IT

While it was widely felt that a proportion of young people leaving the area was inevitable (and indeed possibly necessary for them to gather ideas and connections), creating the environment for them to return and develop a career was considered an opportunity.

"If you had more first job opportunities here, so people might go off to Uni but they could come and find their first job in the area, that's got to be, in this day and age with better technology and opportunities, it doesn't have to be in a city, it's how do we get it happening."

(40-44, SKIPTON, C)

In order to keep people in the area it is also important to consider what happens beyond a first job, as people develop their career and look to improve their quality of life.

"Lack of career development for me; lack of affordable housing."

(35-44, ONLINE)

The alternative is starting your own business, and many of those we spoke to were running their own micro-businesses mostly in the creative industries.

"I think you need to support young people with how to start their own businesses, and how to start their own careers."

(20-24, KENDAL, C)

Getting going in business

Word of mouth is clearly a strong force in business in the area.

"I'm a graphic designer with no branding, no website, and I've never done any promotion and I have been so busy since I've set up,...and that is literally...word of mouth. So that is very good in the area, because people know people."
(40-44, SKIPTON, C)

"Putting your work out on the internet is really good because it covers everyone as an audience round here it's mostly old people – it [my work] isn't very catered to the older generation..., so being on the internet allows me to find my audience and I've managed to sell things through that and make an ongoing business and make a name for myself, so online is like so essential."
(17-18, STUDENT, CRAVEN)

"I think it's like the opposite – if anyone wants a video up here you're struggling, whereas in a city there are plenty of companies who do it. It's like less competitive round here to get work, so if you're the only one who does it they're going to come to you."
(17-18, STUDENT, CRAVEN)

Many freelance creatives working in the area have developed their experience elsewhere and then moved to or back to the area. But this has come with some compromises.

"Most of my contacts are ones that I made when I was freelancing in Leeds...The work I've picked up since I've been in Yorkshire isn't the same sort of stuff that I would probably want to pick up that I used to do. I enjoy a lot of the work...but it doesn't have the same budgets, it doesn't have the same sort of creative scope, freedom that I had before."
(40-44, SKIPTON, C)

Not all Creative Industries are alike – some are selling artistic work which is different to selling your creative services, each requiring specific approaches. There is also a differential when it comes to potential for collaborating – whether supportive networks to attract business or to learn from each other.

"It's tough getting past that community spirit for local business, I know we're getting a string of help and community from businesses in Leeds and Manchester, Kendal, Otley and stuff like that, but round here up in the Dales, it's really hard to get past that old-school mentality."
(25-29, SKIPTON, B)

"The town doesn't seem to support local indie businesses..., I had a lovely community which I grew on Instagram, my online trade soared but the shop was never as much of a success unfortunately... We left Skipton as the price of houses are too expensive and the lack of creative opportunities."
(25-34, ONLINE)

"That's quite off-putting, ...when you're trying to get involved, and you're trying to make an effort and they treat you differently because you weren't born here... they don't like that I've got involved [in the voluntary sector]... I've got a business in the town, I got involved in the chamber... because I think if you live in a rural community, you should be involved."
(30-34, KENDAL, C)

Support and facilitation for new ideas and development is available, but the operating environment is not always welcoming to new ideas.

"There are older people who say, we want young people, we want young people, we want new ideas. And then they get new ideas and they go, no, no, no, we don't want that. If you want new people to stay here, and do things and you want new ideas, then actually you've got to accept that things are going to change, it's not going to be quite how you expect. It's so frustrating."
(30-34, KENDAL, C)

Others are looking for guidance as to how to get started and more core business skills.

"I'm looking at the minute at changing to be a freelancer and I wouldn't even know where to begin to look for business ...it's kind of like I wouldn't know other than to go to people I know to ask."
(25-29, SKIPTON, E)

"I'm really lucky to be able to [afford to set up a business], but generally people can't, so we don't have that new blood coming through, which is really tough."
(25-29, SKIPTON, B)

Better access to skills such as bookkeeping and understanding social media and support from business advisors was suggested. Services that used to exist, such as Business Link, were remembered favourably and their replacements considered not as good. A significant proportion of respondents suggested that they would need to go elsewhere for skills training.

Mentoring is suggested as a good way to develop a business.

"I pay someone to mentor me, because I wouldn't push myself otherwise... I actually went to a Cumbria Chamber course and she was on the course and she was recommended to me by the person running the course."
(30-34, KENDAL, C)

Economy & Opportunity

Business development

Business growth has to be considered carefully particularly if it involves taking on other people, as this usually involves a move to new premises (as many businesses start out in their owners' homes), which is expensive.

For some creative services it is not viable to be based in the area, as there would not be enough work locally (particularly as some of the work for creative businesses or services can be seasonal). One business owner was therefore contemplating ways around this by providing accommodation as well as a job.

"It has been necessary for me to either commute long distances and / or be self-employed in order to work as a designer and live in this area, opportunities for quality creative employment are very limited. It would have been much easier for me to move to Manchester in employment terms but I have chosen this area for the outdoor environment."
(45-54, ONLINE)

To attract new businesses, it was widely considered that facilities which could nurture them should be developed to create different kinds of business communities to generate positive collaborative opportunities.

"It would be great to have some sort of local creative community somehow. A location to meet like-minded folk – not necessarily in a competitive business situation – more social/neutral would be good...Perhaps Industry/creative specific inspiring talks, workshops, social events... desk sharing spaces – or affordable work pods rented on flexible terms".
(40-44, SKIPTON, C)

And that more competition could be healthy.

"I've found...that people with businesses that are similar to mine, aren't actually that happy to talk to me... It doesn't bother me, personally, I think more the merrier."
(30-34, KENDAL, C)

"Competition is good, because competition does turn into collaboration".
(55-59, KENDAL, FREELANCER)



Community, Identity and Culture



"The environment is great, but it's the people that make a place special"

(18-25, GRASSINGTON FESTIVAL)

Identity

For identity, pride and connection to where you live, in the Lakes and Dales look no further than (or in fact look out of the window at) the landscape, the environment, the outdoors. No matter how old you are, it is this which gives people their identity, it is what keeps people in the place and it is what attracts them to it. More importantly it is what they are familiar with or get used to.

It is inescapable.

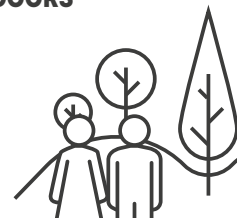
"It's difficult to think of anything other than the landscape really, it's called the lake district for a reason!"

(16-18, STAY, KILNSEY SHOW)

ACCESS TO OUTDOORS IS IMPORTANT

16-34

52%



35-49

67%

50+

65%

INFLUENCED TO MOVE TO THEIR AREA BECAUSE OF 'ACCESS TO THE OUTDOORS'



56%

NEWCOMERS



30%

RETURNERS

LIST AMONGST THEIR INTERESTS



66%

THE OUTDOORS/ENVIRONMENT



50%

ACTIVE LEISURE (SPORTS, WALKING, CYCLING)

Community, Identity & Culture

For many the environment is what makes them tick and brings happiness and wellbeing, amongst other things.

"I had a lovely job in a really nice agency [in London] but then I saw my little brother living up here...he's a furniture designer. He had a house and a car and a garden, goes mountain biking, camping and things like that on the weekends, and I used to come up and spend weekends with him and I kind of thought 'I might just do that instead'."
(40-44, CREATIVE, SKIPTON)

"Cycling around here is great...I prefer outdoorsy stuff. once upon a time I'd have got a night train to see gigs, not anymore."
(26-35, RETURN, LAKES ALIVE)

"I love nature, so I love living here, how can you not?!"
(26-35, NEW, KENDAL CALLING)

Although, it may not necessarily be what you love.

"Like, don't come here if you don't like going on a lot of boring walks because that's the only thing there is to do."
(17-18, STUDENT, CRAVEN)

On the other hand, rural life may just be what you are used to.

"I'd prefer a town, I don't like cities, too many people"
(17-18, STUDENT, CRAVEN)

"It's interesting. The environment, the community and quality of life is about the physical place itself, isn't it?... That sense of connection. I guess like [Participant] I had family, so I knew what it was like."
(20-24, APPRENTICE)

For some, it is a place to play

"I have a lot of friends and all of my family is nearby, I really like living around here because I can play in the park"
(UNDER 16, SKIPTON)

For others, it does come with its frustrations

"Everything is really expensive around here, it costs loads to get to somewhere you can go shopping and stuff"
(16-18, GRASSINGTON FESTIVAL)

And mess with this at your peril. The major environmental concern quoted by respondents was about potential damage to the immediate environment which could result from a push for growth.

"We need more jobs, but that doesn't mean they need to build loads of new things. The beautiful landscapes need to be protected."
(18-25, GRASSINGTON FESTIVAL)

"I love that it's quiet. More jobs would make young people stay, but it might lose something if the towns become bigger"
(26-35, NEW, KENDAL CALLING)



A place of different places

The two areas have some distinct differences, which come out in the research.

- South Lakeland has an existing stronger cultural offer and therefore residents are more culturally engaged than in Craven.
- Craven is better connected in terms of transport links which is an influencing factor for those moving there. However, it has made the town more of a commuter location with a higher proportion of residents working elsewhere.

However, it was also clear that individual towns and villages also had strong identities, as well as differences in infrastructure and local services. While there are higher concentrations of younger people around the towns, they are often making conscious choices about where to live to balance the needs of work, travel and family.

GROWN UP IN THE AREA



18% v's 41%
CRAVEN SOUTH LAKES

RETURNERS INFLUENCED BY TRANSPORT CONNECTIONS



31% v's 10%
CRAVEN SOUTH LAKES

AGREE GOOD PLACE FOR CREATIVE EXPERIENCES



41% v's 68%
CRAVEN SOUTH LAKES

AGREE GOOD PLACE FOR ATTENDING ARTS



27% v's 53%
CRAVEN SOUTH LAKES

'CULTURE IS AN IMPORTANT PART OF WHO I AM'



1% v's 21%
CRAVEN SOUTH LAKES

WHEN ASKED FOR THREE WORDS WHICH DESCRIBE WHAT THEY ENJOY ABOUT THE AREA, TOP WORDS WERE:

WHAT WE ENJOY...

16-34 YRS



COUNTRYSIDE



COMMUNITY



QUIET



LOCAL

WHAT WE ENJOY...

35-49 YRS



QUIET



ACCESS



LOCAL



TRANSPORT



PEOPLE

WHAT WE ENJOY...

50+ YRS



QUIET



PEOPLE



A sense of community

Respondents talked of a sense of community as a strong positive factor that differentiates the rural experience from the city experience and is characterised by friendliness and a willingness to help others and be assisted in return. People who had moved out to the area cited the sense of community as a motivating factor. However, most of those who expressed this sense of community had actively sought to engage or initiate community activities (who are invariably the older population and/or those who have returned to live where they were brought up). Those who had returned to the area, having been brought up there, across the research were the most community-minded and active, as well as expressing greater satisfaction with their lives.

On the contrary, this sense of community was not always shared with those who have always lived locally. These respondents describe a hollowing out of their community due to a reduction in amenities and the introduction of new people who commute to work and do not support community activities.

A resilient community?

To thrive, communities need some basic ingredients.

"I have people who come in [to my shop] on a daily basis for a chat, they don't buy anything...they come and ask you to do favours for them and drop things off for them... You don't get stuff like that in a city; people do watch out for each other...I grew up in Leeds and I was on a street with 100 houses and I couldn't tell you even half the people who lived there, I wouldn't recognise them. Whereas here, everyone knows each other."

(35-39, INGLETON, NEW)

While a strong community of people can take things so far, there may be some issues which put holes in the ability to thrive.

"There is a brilliant community here, but it needs to be nurtured. There's no infrastructure or anything'

(18-25, GRASSINGTON FESTIVAL)

"Skipton is a really good commuter town, but it means that people don't look at it as a place of its own. If people didn't have to travel out of here for work it would help the community loads."

(18-25 YEARS, SKIPTON)

"I think we lack that community now, in Lower Bentham especially...when I first moved down there, there were 11 businesses and three schools, a church and chapel, and now there's a church and one school...There's no shops or anything down there anymore...It's a commuter village now. A lot of people, they either have holiday homes or they come from away and just live in the village and commute out to work."

(65-69, BENTHAM, STAY)

"...we're a few steps away from our neighbours, we need to build things that naturally keep people together."

(60-64, RESIDENT, STAY)

Village halls, churches and sportsgrounds were seen as vital amenities. Crucially these are spaces where large groups can meet to plan or hold events.

"In Lower Bentham, it's the village hall that's the community".

(65-69-BENTHAM-STAY)

STAYERS SEEN THE MOST CHANGE



66%

AGREE AREA HAS 'STRONG SENSE OF COMMUNITY'



27%

HIGHEST LEVEL OF SATISFACTION



54%

WANT TO VOLUNTEER MORE



36%

HAVE CHILDREN

RETURNERS MOST COMMUNITY MINDED



78%

AGREE AREA HAS 'STRONG SENSE OF COMMUNITY'



40%

HIGHEST LEVEL OF SATISFACTION



68%

WANT TO VOLUNTEER MORE



61%

RETURNED BECAUSE IT'S A 'SPECIAL PLACE'

NEWCOMERS OLDEST AGE RANGE



64%

AGREE AREA HAS 'STRONG SENSE OF COMMUNITY'



30%

HIGHEST LEVEL OF SATISFACTION



29%

WANT TO VOLUNTEER MORE



32%

MOVED BECAUSE IT'S A 'SPECIAL PLACE'

A flourishing community?

Participants who took part in community activities saw civic engagement as vital to the health of their communities. It is active citizens in many places who arrange activities, including arts and sports. They also help support the economy where community initiatives bring in tourists. In some cases local initiatives provide fundamental amenities such as retail and housing. However, much of this relies on a dedicated group of people, who tend to be older.

“...we have a very strong community cooperation. I think it probably started when our shop closed and the community came together and bought it as a community shop. So, we have a whole lot of people who volunteer to help to run the shop, and it's the sort of central point of the village, ...We've built a new sports pavilion with amazing facilities, there's an outdoor gym ... There's a village hall, the gardening group, just doing a community orchard, all these things are drawing in different people's interests, so almost anything you're interested in, you can do, and it sort of brings the community together....Our most recent project is to buy the closed school and turn it into community housing for the community to lead on that and develop it.”
(65-69, BURTON IN LONSDALE, NEW)

“I'd say it's pretty much the same people involved in any committee...But I'd say of any community group, there's no younger people in them really, is there?”
(40-44, BENTHAM, NEW)

“The Middle School [in Ingleton] was shutting... it was the brainchild of one woman who drove it forward. I did a research in the local community. We got a body of evidence, we did Village SOS bid...We got the council to do a peppercorn rent and it's running a bakery, it's running a gym. There's yoga sessions, pilates, kickboxing, hotdesking. ... We could never have facilitated it if we hadn't got the council involved. It was a hot potato, there was a lot of politics involved. It nearly killed me”.
(50-54, KENDAL, C)

However, there was some concern about a lack of connecting up between communities.

“We're not connected, all the community groups work against each other in some ways...they're not joining up and talking to each other about what's happening...If Ingleton have got a big event on and Bentham have got a big event on [at the same time], it impacts on [attendance].”
(40-44, BENTHAM, NEW)

And most of the activity is dominated by the older age ranges, with a feeling that there is little confidence in what younger people may have to contribute.

“More of an opinion that actually matters rather than just saying we'll involve you, when they might invite you or something but you never actually do anything.”
(17-18, STUDENT, CRAVEN)

'Things to do'

While those under 16 years are mostly happy with being outdoors and doing sports, many young people over 16 years are frustrated at the lack of things to do from affordable shops to nightlife.

“It would be cool if there was more stuff going on here, like nightlife and things. There used to be a club but it closed down and now Kendal is empty.”
(16-25, STAY KENDAL CALLING)

“For what it's worth, sometimes it's frustrating not having as much to do”
(16-19, BENTHAM, STAY)

“There's a lot of the things are for older people, there's like 50 bars and pubs or there's for young people for kids like 10 year olds, like parks and stuff, but there's nothing in between.”
(17-18, STUDENT, CRAVEN)

“More shops and things to do”
(16-18, GRASSINGTON FESTIVAL)

“More exciting cultural places to go. More of a creative hub. More younger trendy galleries/shops/cafes. More independent quirky arty shops/ markets/spaces”
(35-44, ONLINE)

A variety of activities were mentioned by respondents that they did do, including those related to sport, children or the church, with some reference to craft and cultural activity, gardening and such things as scouts or national parks.

Once starting on a career and living independently, some respondents had set out to find things to do so that they could meet people and not feel isolated.

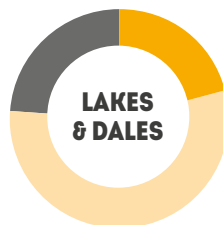
“Got to put yourself out there a bit, as well. It doesn't come to you. Like, probably a few years ago I wouldn't dream of going to all the classes I do now. It's taking that first step.”
(25-29, APPRENTICE)

Joining the Young Farmers was also quoted as a positive thing to do, however it only goes up to age 26 years officially, after that the perception was that the real work of farming takes over.

Arts and Culture



CREATIVE & CULTURAL INTERESTS



HOW CULTURALLY ENGAGED¹⁴

● 23% HIGHLY
● 61% MEDIUM
● 16% LOWER



● 26% HIGHLY
● 41% MEDIUM
● 33% LOWER

TOP CULTURAL INTERESTS

16-34 YRS



MUSIC



READING



CINEMA



HERITAGE
MUSEUMS



THEATRE



GAMING

16-34 YRS

MORE INTEREST IN THAN OTHER AGES



PAINTING



FESTIVALS



DANCE



DIGITAL
MEDIA

When it comes to arts and culture, again, there are a wide range of opportunities. Although young residents find it harder to find a way in and sometimes feel excluded from participating.

"I'm involved in a few different arts things around here. You have to look for it, but it's here"

(36 PLUS, NEW, LAKES ALIVE)

"There's a lot of things going on in Ingleton, they have a gala in July, there's a '40s weekend in July that's really big. This year there's a Harry Potter weekend in November, there's a Light Festival in October, they do a Christmas parade in December as well."

(35-39, INGLETON, NEW)

"I find most things I want locally, I suppose I might go further for a concert or something."

(36 PLUS, NEW, LAKES ALIVE)

"There's loads of stuff to do if you look for it. The creative community is thriving here but they are struggling because of all of the other costs."

(18-25, SKIPTON)

"I sort of know the carnival, the beer festival...I see there's a lot to do locally, I don't know if the opportunities sort of present themselves. I'm aware it's going on, but I don't really know the ways into that".

(16-19, BENTHAM, STAY)

However it is often hard to find out what's on and have assurances as to its quality.

"Better communications about the arts & cultural offer - a single online point for information - ...Many outdated websites belie the quality of what's actually happening."
(35-44 ONLINE)

Some respondents suggested that either the numbers are dwindling for local activity or there is no longer funding available to develop activities or keep them going (or at least not the people to support them). It was also recognised that local heritage initiatives and activities, and the preservation of heritage were important ways for local residents to feel a sense of belonging and to reinforce a sense of identity.

But there is no expectation that you can bring all that a city offers to the countryside and nor would you necessarily expect this.

"I suppose I could work remotely. I feel like moving here is the kind of thing you do when you're 40. I'm enjoying city life at the moment. This festival is cool but you get things like this in cities all the time"
(16-25, NON-RESIDENT, KENDAL CALLING)

Most expect to have to go to nearby cities for bigger name gigs.

"Manchester and Leeds, it's not often, but sometimes we go to the theatre, opera, concerts, that sort of thing, whenever it's, not a major name, but someone well known, ...It's quite a trek".
(16-19, BENTHAM, STAY)

TOP THINGS QUOTED THAT WOULD ENCOURAGE PEOPLE TO TAKE PART IN OR ATTEND MORE CULTURAL OR ARTS EVENTS:



32%
BEING MORE AWARE OF WHAT'S ON



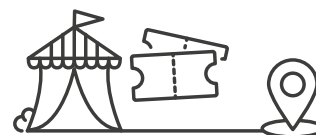
35%
CHEAPER TICKETS



28%
MORE THINGS TO SEE AND DO IN MY LOCAL AREA



WHERE DO LOCAL RESIDENTS GO FOR THEIR CULTURE?



20%
VENUES IN CUMBRIA

38%
VENUES IN WEST YORKSHIRE

18%
VENUES IN MANCHESTER

16%
VENUES IN LANCASHIRE

9%
VENUES IN NORTH YORKSHIRE

AUDIENCE FINDER CULTURAL BOOKER DATA FOR CRAVEN AND SOUTH LAKELAND

LOCATIONS OF ARTS TICKET BOOKINGS OF TICKET BUYERS FROM CRAVEN AND SOUTH LAKELAND 2015-2018

And let us be realistic about expectations.

"I don't know if I'd travel too far for arts and culture. I moved here for the lovely country side. Obviously, it would be great if there were big name gigs and stuff here but there's not enough people. Having more people would ruin the countryside!"
(26-35, NEW, LAKES ALIVE)

However, for young people, there really is a gap in cultural offer with a feeling that most activity is developed and delivered for and by older people or is just too expensive. There is a suggestion that it would be effective to find ways for young people to engage with culture and creativity and as active citizens on their own terms. Respondents cited a lack of younger people's involvement and they find it harder to know where to start to get involved. Some young people like to dream about a space which would allow them to develop their own creativity and cultural offer.

"In an ideal world, where I have endless money and contacts, I'd set up like my own bar or nightclub but make it available throughout the day, throughout the week, and get local young new bands events all the time, cheap and like and just make it generally something to do and if anyone has any suggestions to put events on".
(17-18, STUDENT, CRAVEN)

16-35 visitors and culture

While the majority of younger visitors to the area are there for a holiday and to enjoy the countryside, a good proportion are taking in cultural activities. However, in relation to arts, heritage or museums they perceive a lack of information per se, but also about the relevance to them enough to attract them to visit. Regardless of this a good proportion are considering moving to the area.

Thanks to all those we interviewed, joined a discussion group or responded to a survey.

VISITOR MOTIVATIONS

VISITORS' MOTIVATIONS TO COME TO THE AREA ALIGN WITH THOSE OF RESIDENTS



57%

CITE 'TO HAVE A HOLIDAY' AS THEIR REASON FOR VISITING



21%

OF RESPONDENTS SAID THEY ARE LIKELY TO MOVE TO THE AREA



17%

OF RESPONDENTS SAID THEY ARE LIKELY TO BUY A HOLIDAY HOME



47%

GIVING A RATING OF 9 OR 10 ON A SCALE WHERE 0 IS VERY POOR AND 10 IS VERY GOOD AS A PLACE FOR ARTS, MUSEUMS OR HERITAGE ACTIVITIES

OTHER COMMON REASONS FOR VISITING THE AREA INCLUDE:



33%

'TO ENJOY THE LANDSCAPE, COUNTRYSIDE, WILDLIFE'



19%

'TO VISIT A MUSEUM OR GALLERY'



24%

'TO GO WALKING OR CYCLING'



39%

'TO GO SITE SEEING'



29%

'TO VISIT A CASTLE, CHURCH, HISTORIC HOUSE, OR HERITAGE SITE'

WHAT WOULD ENCOURAGE THEM TO VISIT ARTS, MUSEUMS OR HERITAGE IN THE AREA



36%

'BEING MORE AWARE ABOUT WHAT'S ON'



29%

'HAVING SOMEONE TO GO WITH'



21%

'CHEAPER TICKETS'

Research Methods

The following research took place between June and October 2018.

- Creative consultations took place at Grassington Festival, Lakes Alive, Kendal Calling, Skipton Library, Craven Leisure Centre, Westmorland Show, Kilnsey Show.
- Discussion groups took place in Bentham and Milnthorpe with families, Kendal and Skipton with local businesses and creatives, Yorkshire Dales Apprentices and Craven College.
- Interviews with residents, stakeholders and partners across the two districts.
- A Panel survey of a representative population sample of 542 from across Craven, South Lakeland and surrounding rural areas across Cumbria, Lancashire and North Yorkshire.
- Face to face visitor survey with a sample of 161 at Skipton Castle, Wordsworth Trust, Museum of Lakeland Life & Industry and The Folly Museum.

Respondent Codes

Age ranges, location of respondent, B for business owner, E for employee, C for creative.

The Apprentices were from the Yorkshire Dales National Park. The Students from Craven College, although they lived in a variety of places around Skipton. Plus 'online' respondents from the online research portal and social media.

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