

## Corporate Board

10 July 2018

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### **Attracting and Retaining Families and Younger People to Richmondshire and the Yorkshire Dales**

Report of Senior Management Team

**All Wards**  
**Key Decision = [N]**

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#### **1.0 Purpose of Report**

- 1.1 To inform Members of the initiative to attract and retain more families and younger people to live in Richmondshire and the Yorkshire Dales National Park.

#### **2.0 Decisions Sought**

- 2.1 To agree to work with Partners across the Yorkshire Dales to develop and implement initiatives to attract families and younger people to live and work in Richmondshire and the wider Yorkshire Dales
- 2.2 Agree that an Action Plan setting out the projects that Richmondshire District Council and partners will develop and deliver to achieve that objective is brought to a future meeting of Corporate Board.

#### **3.0 Link to Corporate Priorities**

- 3.1 The problem of families and younger people choosing not to live in the more rural areas of the District has been a cross cutting theme for a number of years.

#### **4.0 Introduction & Background**

- 4.1 The problem of families and younger people choosing not to live and work in the more rural parts of the District is a long standing one that has been identified by numerous political administrations but more recently the joint partnership approach has been seen to be the most practical and likely way to achieve success. By success we mean encouraging families and younger people to either set up home or work in the rural areas of the District to ensure the sustainability of local services and facilities such as schools, health care, shops and businesses.
- 4.2 In November 2014 the District Council hosted the Richmondshire District Council/Yorkshire Post Rural Summit where partners were invited to Tenants in Leyburn to discuss a number of cross cutting issues such as housing, business and employment prospects and improving access to services. This initiative led to work being undertaken within the Council into exploring alternative methods of affordable housing delivery and the eventual introduction of the Richmondshire Economic Action Plan.

4.3 This initial work was followed up in September 2017 by a meeting arranged for Richmondshire, Craven, Eden and South Lakes District Councils and the Yorkshire Dales National Park to try to establish a number of deliverable objectives that would help to halt and reverse the decline in the number of people aged between 18 to 44 living and working in the area of the Yorkshire Dales National Park. This report is to inform Members of the intention to work with partners to agree and then deliver these objectives.

#### 4.4 Technical Background

By 2035 it is estimated that there will be a marked shift in the shape of the age profile in Richmondshire. The proportion of the population aged 65+ is projected to increase from 19% in 2014 to 29% by 2035.

4.5 This is most apparent in the area of the District that falls within the YDNP and results in a declining population. Outside of the YDNP population growth is positive which reflects the youthful age structure resulting from the presence of the large military population at Catterick Garrison.

**Table 1: Population change inside and outside of the YDNP (2014 – 2035)**

	Inside YDNP	Outside YDNP
Population change 2014 - 2035	-1147	5415
Population change % 2014 - 2035	-18.2	11.7

Source: Richmondshire SHMA Demographics (2017) – Edge Analytics

4.6 Table 1 demonstrates the change in the population both inside and outside of the YDNP across the years 2014 to 2035. There is a decrease in population in the YDNP compared to the positive figure in the remainder of the District.

**Table 2: Population profile by Age (2014 – 2035)**

Age	Inside YDNP		% change	Outside YDNP		% change
	2014	2035		2014	2035	
0 - 15	770	467	-39.35	8281	9390	13.39
16 - 24	394	193	-51.01	5921	6658	12.45
25 - 44	1232	701	-43.10	12130	12922	6.53
45 - 64	2097	1372	-34.57	11679	9624	-17.59
65 - 79	1414	1523	7.71	6376	8957	40.48
80+	407	911	123.83	2030	4279	110.79
<b>Total</b>	<b>6314</b>	<b>5168</b>	<b>-18.15</b>	<b>46415</b>	<b>51830</b>	<b>11.67</b>

Data sourced from: Richmondshire SHMA Demographics (2017) – Edge Analytics

4.6 Table 2 clearly shows the dramatic percentage change across age cohorts. In particular the working age population (16 – 75+) falls in the YDNP with a slight recovery in the 65 – 79 age bracket. Outside of the YDNP there is a general increase in population although there is a slight reduction in those aged 45 – 64. Overall, the working age population falls by 30.24% in the YDNP and increases by 10.47% in the remainder of the District.

- 4.7 The working age population across the entirety of the District increases by 6.19% between 2014 and 2035. However as seen from the marked difference inside the YDNP, which holds approximately three fifths of the geographical area but only 12% of the population, the issue of a falling working age population is most pronounced in the more sparsely populated rural parishes.
- 4.8 These trends have been developing over a number of years and the consequences can be seen in a number of ways but one of the most telling is in relation to education. Generally, pupil numbers in primary schools outside of Richmond and Catterick Garrison show little percentage change since 2008/9. However, there are seven where rolls have fallen to a critical level. Four of these are in the YDNP.
- 4.9 The reasons for this decline in population numbers are varied with the most common factors being quoted as poor access to higher paid employment, poor access to suitable affordable housing, physical remoteness and poor access to essential services and remoteness from cultural life. Craven District Council are leading on a piece of research work due to conclude in November 2018 named the Great Place Project with the intention of understanding why 16 to 34 year olds and 35 to 44 year olds do not want to locate in rural areas.

## **5.0 Responding to the Challenge**

- 5.1 The initiatives identified in paragraphs 4.2 and 4.3 were intended to start the discussion as to how we can collectively arrest the decline in younger people and hopefully start to reverse the trend. A key part of these discussions has been recognition that in order to try to achieve this aim it will no longer be enough to simply try to retain the people that are already living here, the area must attract young families and people of working age to move into it. This means tackling a number of different but related cross cutting issues at the same time because it is clear that overcoming one barrier alone e.g. affordable housing will not in itself solve the problem.
- 5.2 The combined approach in tackling these issues by involving the four District Councils, National Park and two County Councils has a lot of merit as it allows us to share expertise, research and resources and helps in addressing the cross cutting nature of the problem as identified in paragraph 5.1 above. This is why the joint approach is being proposed for endorsement.
- 5.3 Officers of the authorities involved have met a number of times since September 2017 to discuss practical measures that could be delivered and a wide ranging programme of activity is being developed to capture these. Currently proposals under discussion include :
- Increasing the levels of new house building
  - Broadening the type and tenure of new dwellings
  - Identifying and delivering employment sites
  - Delivery of economic regeneration projects in each District
  - Delivering high speed broadband and mobile telephony
  - Creating a high quality cultural offer
  - Marketing the Districts and the National Park as a place to live and work
- 5.4 Clearly the actions need to be widened to include those areas such as education and health services where partner organisations would play the lead role and in addition any actions agreed need to be in alignment with Local Plans and those of

the LEP. The action plan is due for further discussion at both Officer and a senior Political level and will be presented to a future meeting of Corporate Board for debate once a set of agreed actions have been established.

5.5 In addition to the joint partner work that is being proposed Richmondshire District Council is currently delivering a number of projects that support and help deliver the objectives described within this report. In particular :

- Promoting and assisting in the delivery of the Superfast North Yorkshire Broadband Project which is helping people to work in rural areas and providing young people with online access to social media, further education, online courses and training from home
- Funding elements of community led housing schemes in Hudswell, Arkengarthdale, Askrigg and Bainbridge with a total of £107,000 paid out to community groups and a further £90,000 committed to support of these projects.
- Funding an economic growth scheme at the Carrs Billington Site in Askrigg to provide for expansion and employment opportunities
- Promoting and funding the RDC Apprenticeship Scheme – funding has been approved to support 6 apprenticeship placements so far through the scheme (both a mix of lower level training courses and higher Level 5, qualifications)
- Through the Economic Growth Fund we have helped fund the Swale Trail which focusses on family activity and helping support small businesses along the length of the cycle route, the Wensleydale Railway which is an important local business and tourist attraction and the 24 Hour petrol filling station at Hawes deliver a round the clock service for the benefit of local businesses and residents.
- The Small Business Grants scheme has assisted many rural businesses purchase IT equipment to provide for home working
- The RDC Economic Action Plan particularly focusses on rural economic growth and support and seeking to ensure high quality employment opportunities for young people to remain within the area.
- The RDC Destination Management Plan supports rural visitor focused businesses as well as generally promoting the area as a great place to live, work and visit
- Wheels to Work Scheme – Each Area Partnership has funded their own moped for use within their locality to assist local people in getting to work

5.6 These projects and initiatives demonstrate that the theme of tackling the more negative impacts of rurality has been at the forefront of RDC service delivery for a number of years now so the intention is to continue with the good work that the District Council is currently undertaking including the projects listed above but also to work with the Counties, Districts and National Park to produce an agreed action plan that will be brought to Members for further discussion. Members will be kept aware of progress as the plan develops through the Members Bulletin.

## **6.0 Recommendations**

6.1 That Members note the proposal to develop an action plan to attract and retain more young families and younger people to live and work in the rural parts of the District and wider Yorkshire Dales.

6.2 Agree that the action plan setting out the projects that Richmondshire District Council and partners will develop and deliver is brought to a future meeting of Corporate Board for approval.

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## 7.0 Corporate Implications

Scrutiny Consultation	None in relation to this report but the individual subject areas such as housing delivery, economic growth and education provision are all suitable areas for Scrutiny consideration
Community Engagement	Community engagement events will be organised as part of the development and delivery of the Action Plan.
Environment & Sustainability	The purpose of this report is to highlight steps being taken to ensure the sustainability of rural communities
Financial Implications	None arising directly from this report.
Legal Implications	None arising directly from this report
Risk Implications	The main risk to the Council is one of inaction and that the decline in population in the rural parts of the District continues without intervention measures being agreed
Human Resource Implications	None
Equalities Implications	None arising from this report
Health & Safety Implications	None

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## 8.0 Further Information

8.1 Background Papers – None

8.2 File Reference – None

8.3 Appendices – None

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## PROJECT SUMMARY

To provide suitable, affordable and adaptable light industrial units for four local businesses who have expressed an interest in locating under the project

To utilise the five existing office spaces at the premises to provide fibre optic , high speed connected workspace for knowledge intensive creative industries and professional services which form a key part of the new rural economy

To increase the number of parking spaces available to residents and visitors to the village

In detail this is to:

1. Provide a unit for Spenrigg Ltd t/a Abbotside Events, The Dales Bar and The Whole Roast Company. This is an Askrigg based business owned by Uredale Mill Director Ian Bell who urgently needs to find dedicated premises to allow his catering businesses to move on from the kitchen table, grow to meet demand and improve efficiency.
2. Provide dedicated premises for Raydale Preserves, a local preserve making family business that has operated from a kitchen at home with various storage locations and now needs one bigger better located unit to allow for growth and improve efficiency.
3. Provide new premises for Ribblesdale Cheese, an Artisan cheesemaker currently based in Hawes who needs more space that is better suited to their needs to allow for growth and improve efficiency.
4. A storage unit for Incredible Artists, an international events company run by an Askrigg resident. They moved into the area in 2014 and have been commuting to West Yorkshire when required to put an event on.
5. Provide 5 flexible, dedicated, high speed connected office spaces, utilising the current offices in the Mill. Two of these have already been requested by locals who currently commute to Leeds and Hull and a third has seen an expression of interest from a group in the village.
6. Provide car parking for the redeveloped unit tenants and additional spaces for the village (either long term spaces for residents or pay and display for visitors) [This will be completed over a two year period]
7. Improve the aesthetics' of a derelict industrial unit and the landscape surrounding the building.

To achieve this the project will redevelop the empty feed mill. An architect and project manager overseeing the effective and timely conversion, in accordance with planning consents. This will involve making good and safe the existing structure, removing redundant feed mill related items, insulation and re-cladding of the exterior. Before

structural work internally is undertaken to divide and create individual units, including electrical, plumbing, building and decorative work by local trades to make the units and offices fit for habitation.

Outside there will be hard landscaping to provide the additional parking for the village and unit tenants and improve the overall aesthetic appeal of the site with native tree planting. The site will be redeveloped over a six-month period, prioritising the storage space for Incredible Artists as their need is most pressing, followed by the other units and offices.