

SETTLE REGENERATION STUDY: STUDY BRIEF, DECEMBER 2011

A study proposal was prepared by England & Lyle in October 2011 to carry out a research study in Settle. The proposal was made in association with Action for Market Towns. A meeting was held at the end of November between John England of England & Lyle and members of the Settle Area Regeneration Team (START) to discuss the proposals. The basis of a research study was agreed, to be known as the Settle Regeneration Study.

Objectives of the Study

Settle is an attractive small market town but it is not making the best use of its potential as a retail and service centre, and as a visitor destination. The town has many assets because of its location and its environmental quality but it also has some disadvantages which are holding back progress in regeneration.

The study will provide a local evidence base on the local economy. It will be based on empirical research to obtain reliable and up-to-date information about the town centre, the town's wider catchment area, the problems that the town is facing and views about how Settle could be improved in the future.

It has been agreed by START that the study must be robust, independent and intellectually rigorous. England & Lyle and Action for Market have extensive experience of undertaking research on market towns and town centres, and the study will be carried out to a high professional standard.

The study is an opportunity to get a consensus on what needs to be done to make Settle a better place. Through START, the local community will be closely involved in the process.

Scope of the Study

Existing information will be used wherever possible, for instance from Craven District Council, but the study will also provide a lot of new information that will be brought together to help gain a better understanding of Settle and its surroundings.

An analysis will be made of the local economy of Settle to draw up an economic profile of the local area, assess employment trends and compare the structure of the local economy with wider regional and national patterns.

The study area will include the town of Settle and its rural hinterland, representing the catchment area for services in the town and the local labour market.



The research will include surveys in Settle of local residents, visitors and businesses. An in-centre interview survey of shoppers and visitors in Settle town centre will be carried out to gather information on views about aspects of the town centre, environmental problems and suggestions for changes and improvements.

A questionnaire survey will also be carried out of businesses in Settle and the wider study area, to be co-ordinated by the Chamber of Trade.

Action for Market Towns will use their well-established Town Centre Benchmarking approach to carry out a health check of Settle town centre, based on key performance indicators.

The study will identify and analyse the positive and negative features of the local economy and the town centre of Settle.

Settle can learn from the experience of other similar market towns, both in the local area and nationally. Action for Market Towns has a database of case studies of towns that could provide valuable lessons for Settle.

The findings and conclusions will be available for use by the local community in taking forward ideas and projects for action in Settle in the future.

Organisation of the Study

The study will be carried out by England & Lyle as lead consultants, working in collaboration with Action for Market Towns to provide specialist assistance with interview surveys and the town centre health check in Settle.

START will act as the Steering Group for the Study but the consultants will have responsibility for the final report.

START will also undertake consultations with various local organisations to make them aware of the Study and to seek their involvement in the research.

Timing of the Study

The study is due to start in January 2012 but some base information will be assembled before that time. The target date for completion is May 2012.