

SOUTH LAKELAND DISTRICT & ECONOMIC PROFILE

Location

Situated in the North West region of England, South Lakeland covers an area of 1,551 square kilometres (600 square miles) in the southern portion of Cumbria and is the largest district in the county. South Lakeland includes major parts of both the Lake District and Yorkshire Dales National Parks. The District is largely rural with a varied landscape including coastline, woodland, rolling countryside, lakes and mountains and is recognised as one of the country's finest areas for its quality of life. South Lakeland District can be sub-divided into four distinct areas centred on Kendal, Furness and Cartmel and the areas within the Lake District and Yorkshire Dales National Parks.

Kendal is the administrative centre for the District and the largest town in South Lakeland. Affectionately known as the "Auld Grey Town", Kendal is also the southern gateway to the Lakes and still retains much of the character of a small market town. However, appearances can be deceptive and Kendal is, in fact, home to a wide variety of industry including carpet-making, financial services, engineering, paper making and food products. Links with tradition are never forgotten though and world famous Kendal Mintcake is still made here for export to every corner of the globe. Likewise, snuff is still made in Kendal, just as it was hundreds of years ago.

Furness and Cartmel Ulverston is the market centre for Furness and a town increasingly renowned for its specialist shops and festivals, celebrating the annual Lantern Procession, the Comedy Festival (Ulverston being the birthplace of Stan Laurel), and traditional Carnival parade and many more. Situated on the main A590 trunk road to Barrow-in-Furness, the town claims a sound technological base and enjoys growing links with the offshore oil and gas industry. The Cartmel peninsula's main centres are Grange-over-Sands and Cartmel; Grange-over-Sands is often referred to as "Cumbria's Riviera" and is a popular seaside holiday town, whilst the village of Cartmel is famous for its impressive 12th Century priory church and Bank Holiday Race Meetings.

Lake District National Park The area of South Lakeland within the National Park includes the well known centres of Bowness, Windermere and Ambleside. The Lake District National Park Visitor Centre is located at nearby Brockhole. Tourism is an important element in the economy of this area, with Grasmere and Coniston remaining a source of inspiration for writers and painters, and above all the Park provides year round pleasure to millions.

Yorkshire Dales National Park The Dales have a character and special appeal of their own. The parishes of Sedbergh, Garsdale and Dent are particularly attractive to walkers and rail enthusiasts alike with the Howgill Fells and scenic Carlisle-Settle railway on the doorstep. Sedbergh is an attractive market town, full of character with fascinating historic houses showing the hallmarks of the old wool trade which made this area such a thriving community. The District has a strong and diverse economic base with a thriving service sector of which tourism is a major employer. Significant numbers of people are employed in manufacturing with precision engineering, pharmaceuticals and paper products well represented. The high quality of life is enjoyed by everyone who chooses to visit, live and work in South Lakeland.

Communications

Road Network The District of South Lakeland benefits from direct access to the M6 motorway at Junctions 36 & 37. Manchester can be reached in little more than an hour's

drive time and the Midlands in less than 2 hours via the M6 motorway; London and the South East via the wider UK motorway network is a 5 hour journey.

Rail Connections The District is served by a fast and frequent 'intercity' rail service from London, Birmingham, Liverpool, Manchester, Edinburgh and the rest of the country. The London Euston to Oxenholme (Lake District) journey takes less than 4 hours. Local connections are provided to Windermere and to the Furness Peninsula where services on the Carnforth-Barrow line link North Lancashire with West Cumbria.

Air Services Manchester Airport serves all major UK cities with connections to Europe and beyond. The Airport is less than 1½ hours drive south of the District and is served by a convenient rail link providing a comprehensive 24 hour service and including a direct service to Windermere in the Lake District.

Sea Ports There are two ports within 30 miles of Kendal. Barrow offers a regular freight service and Heysham provides the link between the North West and Ireland, providing daily freight and passenger services.

Approximate distances by road from Kendal:

	Miles		Miles		Miles
Birmingham	150	Carlisle	50	Glasgow	150
Leeds	72	Liverpool	80	London	268
Manchester	74	Newcastle	100	York	90

Business Accommodation

Attractive employment sites are available within the District in addition to a broad range of business premises, including sensitively designed workspace close to hills and mountains and nestled in the National Parks. There is an impressive range of business units in a variety of locations across South Lakeland, capable of accommodating local company start-up and expansion needs, whilst also catering for inward investment by companies aspiring to the attractive commercial environment.

The District Council publishes an Employment Land & Premises Register, which provides up to date details of land and property currently available within the District. This is available online at www.southlakeland.gov.uk/premises

Workforce

Over three quarters of the working age population in South Lakeland are economically active, which indicates the availability of a significant labour force with a strong work ethic.

The area's tradition of manufacturing, coupled with rapid service sector growth and the resident engineering/technological base has created a skilled and adaptable workforce. This experienced and committed workforce is the reason for success behind many of South Lakeland's notable companies.

Population and Employment Statistics

For a detailed breakdown of the Cumbrian population and employment statistics please visit <http://www.cumbriaobservatory.org.uk>

Housing

South Lakeland offers a wide choice of house types in town and village locations ranging from traditional grey limestone town houses in Kendal to 17th Century cottages in the Lakes villages and modern housing developments situated close to main employment centres. From small cottages to family homes and executive residences, there is a range to suit all personal and business needs. House prices in South Lakeland are very competitive too, considering its unique character and appeal as a tourist destination, prices comparing well with other UK 'quality' rural locations.

Education

Schools: South Lakeland is well served by a range of state run, grant-maintained and private schools including Sedbergh School located in the Yorkshire Dales and nationally renowned for its impressive sports record.

Further Education: The District is well provided with further/higher education through the four Further Education Colleges in Cumbria (Lakes Colleges, Furness College, Carlisle College and Kendal College). They offer a wide range of academic, vocational and professional courses,

The University of Cumbria has campuses in Carlisle, Newton Rigg, Penrith, Ambleside and Lancaster and a specialist teacher-education centre in London, providing good access to degree and post-graduate courses.

Health

South Lakeland forms the northern half of the Morecambe Bay Hospitals NHS Trust, providing health care through community based services and the three main hospitals in the area - the Westmorland General in Kendal, and just outside the District, the Furness General Hospital and the Royal Lancaster Infirmary.

Environment, Leisure and Tourism

Environment & Leisure South Lakeland has without doubt, more to offer than any District when it comes to 'Quality of Life'. South Lakeland can offer an environment second to none, including 2 National Parks, 6 nature reserves, 19 sites of Special Scientific Interest and over 2,000 listed buildings.

South Lakeland District is the ideal location for your business and personal needs. Its sporting and cultural facilities are first class; hotels and restaurants are renowned for their hospitality and good food - many of which are the recipients of national food awards. There is no shortage of things to do in South Lakeland - the area is packed with small theatres, museums, craft workshops, galleries, exciting places to visit and a wide range of events. Combine these with the 'great outdoors' and its opportunities for sailing, fishing, walking, rock climbing and skiing and you'll see why so many businesses have decided to make South Lakeland their home.

Tourism South Lakeland as a cultural centre hosts many notable and long established events throughout the District each year. In Kendal these include the international renowned Kendal Mountain Film Festival and spectacular Torchlight Carnival. Ulverston celebrations including the annual Charter and Beer Festivals have a deserved reputation for their diversity and quality; the renowned arts company Welfare State International has its base in the town,

inspiring community involvement through an imaginative calendar of events featuring the Festival of Comedy, the luminous and magnificent Lantern Procession and more recently an impressive Flag & Banner Festival - in fact, something for everyone to join in and enjoy. To complement the superb programme of events, there are also many attractions not to be missed - the Brockhole National Park Visitor Centre, the World of Beatrix Potter, award winning Elizabethan topiary gardens at Levens Hall and Kendal and Sizergh Castles, to name just a few, plus of course extensive outdoor activities including water sports and unrivalled opportunities for fell walking in England's most dramatic landscapes.

Wordsworth called Lakeland "*the loveliest spot that man hath ever found*" and few who have seen the District's spectacular scenery could disagree.

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