SEE-IN
south east england intelligence network

The Rural South East:
An evidence base

Executive Summary

In response to an identified need for evidence to support the region's rural strategy and the work of the South East Rural Affairs Forum, the South East England Intelligence Network has produced this report, *The Rural South East: An evidence base.*

Following the regional priorities identified within the region's current rural strategy, this report provides information and analysis on a wide range of issues, placing the data in a rural context and in comparison with the urban areas of the region. The report initially focuses on the region as a whole, before addressing each county in later chapters. Included is data from a wide range of sources, broken down and analysed according to the official definition of rural and urban areas from the Office for National Statistics and the classification of local authorities from the Department for Environment, Food and Rural Affairs.

We know that the rural areas of the region are diverse in all senses, from their population to their economy. In this diversity comes their value as a resource to the whole region. As a whole, rural areas within the region have high levels of income and employment, significantly high numbers of start-ups and entrepreneurial activity. A third of the South East's businesses are based in rural areas. Educational attainment tends to be higher overall in rural areas. Even participation in sport is often at a higher rate in rural areas.

As in the past though, the positive picture continues to mask serious issues that require the continued attention of policy makers. Access to affordable and appropriate housing remains a key challenge for our rural areas, especially with the increasing population growth and life expectancy that is a common theme across the region. No district in the South East has a lower quartile income level sufficient enough to purchase a home at the lower quartile price based upon standard mortgage income multiples alone.

The inadequate provision of key services and transport infrastructure are also continuing concerns for large parts of the region. In a broader sense, social exclusion is a key issue for this report and is supported through additional analysis into the rural share of deprivation in the region. The report covers the analysis to a county level, but through the SEE-IN website you can access the data at a district level.

There is a considerable disparity between higher and lower performing rural areas in the region, in terms of household income, labour market skills, unemployment claimants, job density and business turnover. The data shows that a common feature of most low performing, rural local authorities is their location on or near to the coast. In addition, these indicators of social and economic health vary within local authorities as well as between them. This is particularly the case in low performing authorities where there are disparities between the earning potential of commuters on the one hand, and residents who live and work in their local area.

The environment remains an important resource for many. The South East is the most wooded region, with 15% of its land covered by woodland. A third of the region's area is taken up by 10 Areas of Outstanding Natural Beauty. A recent study classifies only 7% of the South East as 'accessible natural greenspace', despite green space itself comprising 85% of the region's area. Over 100,000 people work in around 15,000 businesses in the environment and land-based sector. That represents the highest number of businesses in that sector for any region in England.

Agriculture remains a substantial component of the most rural economies in the South East. Since 1990, agriculture in the region has seen significant declines in total labour, the total area farmed for crops, and a halving of the number of dairy holdings. On the other hand, there has been a move towards intensification and diversification of activities, with the number of farm holdings smaller than 5 hectares more than doubling. The number of cereal holdings has increased by 10% since 1990, despite a 30% decrease in the total area farmed for cereals. In the past year, cereal farm incomes have more than tripled, particularly due to higher prices for wheat and barley.

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This report, despite the detail included, cannot represent the full breadth of information being collected about our rural areas. Whilst it is intended to prove a useful resource to all rural stakeholders, we would encourage readers to supplement this data with local flavour and share their knowledge with the region. Finally, you can access all the data included in this report, and more, through the SEE-IN website at www.see-in.co.uk.

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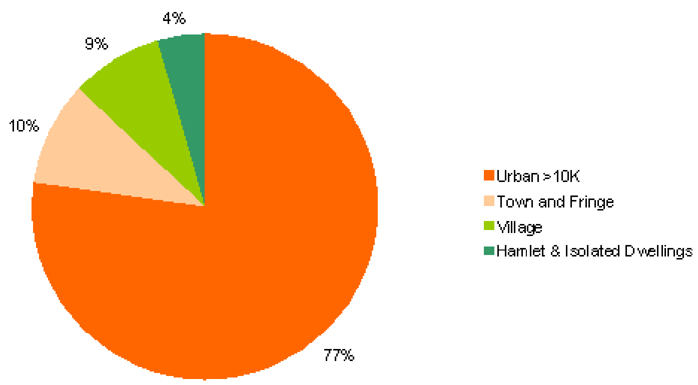
1 The Regional Context

The Region's rural strategy[a] clearly sets out the key themes for delivery within the region. This document reports against these themes, identifying datasets most relevant to each theme. There is, however, an extensive range of data that does not fit within a theme, but provides valuable contextual information about the South East and, more specifically, the rural areas within it. With this contextual evidence, we can better understand the rural South East, so informing our consideration of specific themes.

In 2004, the Office for National Statistics (ONS) produced a rural urban definition for settlements which categorises each output area (equivalent to 125 households) in terms of whether it is *Urban* (predominantly attached to an area with a population of greater than 10,000), or within one of three rural settlement classes: *Town and Fringe, Village, and Hamlet and Isolated Dwellings*. This definition is the standard means by which output areas, super output areas and wards are differentiated as being rural or urban. Each output area is also categorised as Less Sparse or Sparse, based on the household density of a larger surrounding area (at intervals up to 30,000 metres). In this report, much of the analysis below district level combines Less Sparse and Sparse areas as only five output areas in the South East (625 households in Romney Marsh, Kent) are Sparse (see Appendix 1 for further details). Figure 1.1 shows the distribution of settlement types in the South East.

Figure 1.1 South East by Settlement Type (2004)



Source: Office for National Statistics[b]

Over three quarters of households in the South East fall within urban areas. Of the rural settlement classes, *Town and Fringe* and *Village* settlements together make up over four fifths of households, i.e. rural households occur mainly in the medium to larger sized rural settlements.

The Office for National Statistics rural and urban definition does not lend itself to analysis carried out using larger geographic units than wards, such as local authority district boundaries. To address this, in 2005, the Department for Environment, Food and Rural Affairs (Defra) introduced a district classification of rural and urban areas. This classification partially redefines urban areas to include settlements of greater than 10,000 population identified as 'Larger market towns'[(1)].

Defra's Classification of Local Authority District and Unitary Authorities (2005)[(2)] groups districts in the South East into six categories or classes: *Rural 80, Rural 50, Significant Rural, Other Urban,*

1 The original 10,000 threshold for urban settlements had already been set by the Office of the Deputy Prime Minister prior to the development of the Office for National Statistics definition.
2 The Classification of Local Authority District and Unitary Authorities, 2005, is not a National Statistic, although this is subject to review.

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Large Urban and *Major Urban*. These classes are defined in Table 1.1. A more detailed explanation of the Classification is available in App. 1.

Table 1.1 The Construction of Defra's Classification for Local Authorities and Unitary Authorities in England

Rural 80	Districts with at least 80% of their population in rural settlements and larger market towns.
Rural 50	Districts with at least 50% but less than 80% of their population in rural settlements and larger market towns.
Significant rural	Districts with more than 37,000[2] people or more than 26[3] % of their population in rural settlements and larger market towns.
Other urban	Districts with fewer than 37,000[2] people or less than 26[3] % of their population in rural settlements and larger market towns.
Large urban	Districts with either 50,000 people or 50% of their population in one of 17 urban areas with a population between 250,000 and 750,000.
Major urban	Districts with either 100,000 people or 50% of their population in urban areas with a population of more than 750,000.

<u>*Table notes*</u>

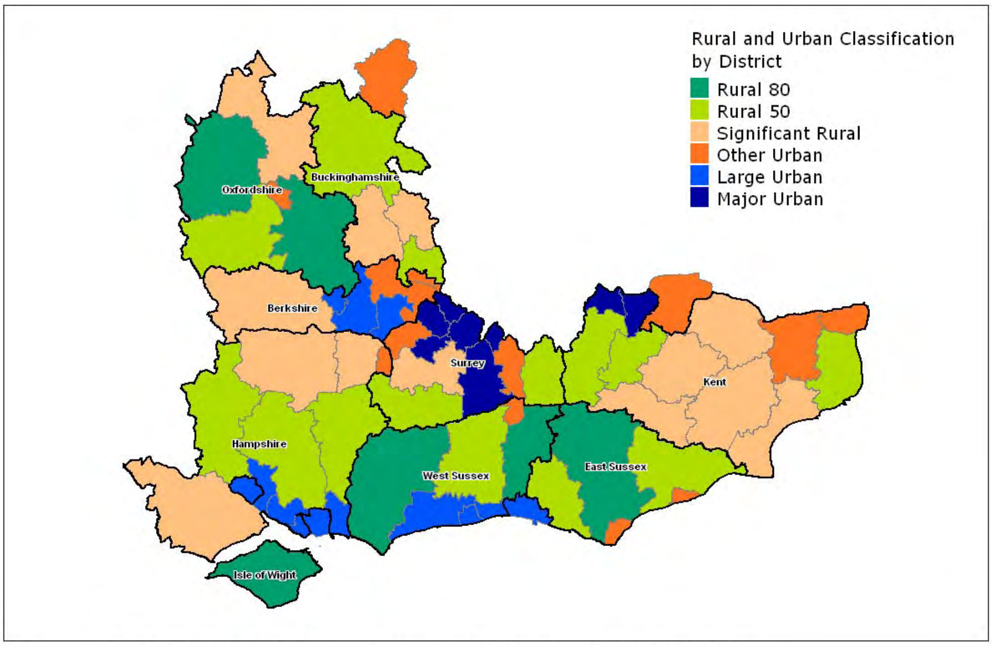
1. *The Rural and Urban Area Definition (Office for National Statistics, 2004) for output areas to wards defines any settlement of over 10,000 population as being Urban. For the purposes of classifying local authorities using the Defra classification, people living in Larger Market Towns (certain urban areas identified as market towns between 10,000 and 30,000 population) are considered to be resident in Rural areas. See the Technical Appendix for a more detailed explanation.*

2. *The England average of the number of people in rural settlements within districts.*

3. *The England (weighted) percentage of people in rural settlements within districts.*

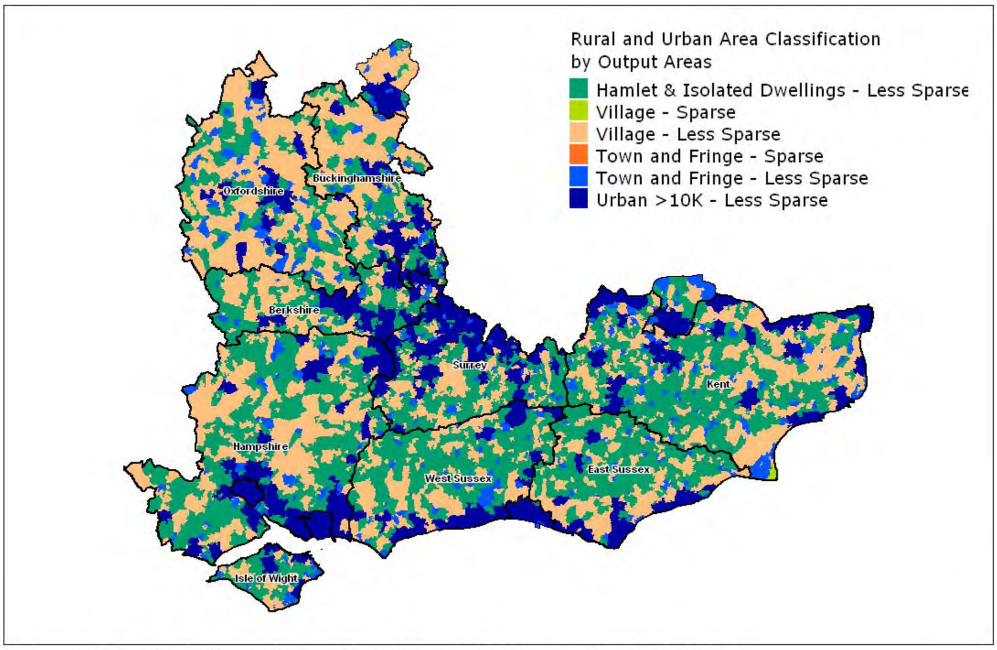
Source: Defra[c]

Map 1.1 Rural & urban classification by district



Source: Defra[d]

Map 1.2 Rural & urban classification by output area



Source: Office for National Statistics[e]

For reasons of brevity, the *Rural 50* and *Rural 80* districts are referred to collectively as the '*rural districts*' throughout this report. However, they are by definition *predominantly* rural districts, with

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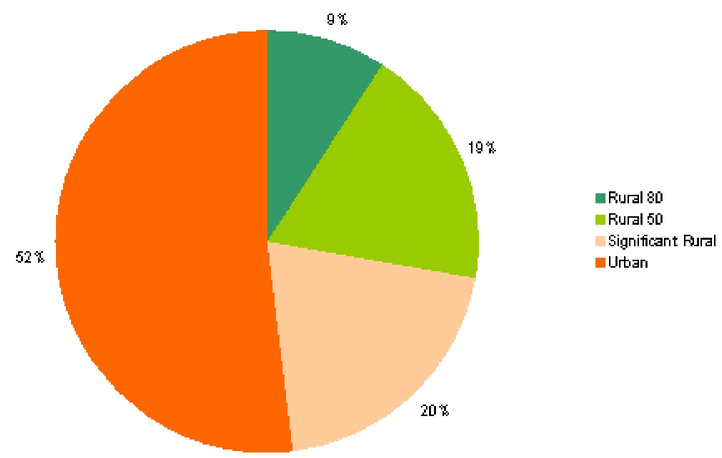
at least 50% or 80% of their population being in rural settlements[3]. *Major Urban, Large Urban* and *Other Urban* classes are frequently merged into one urban category in the report and are referred to as 'the urban districts'. The *Significant Rural* districts are generally treated as a single class, due to their mixture of substantial rural areas with urban areas. Consequently, the rural portion of districts otherwise classed as *Other Urban, Large Urban* and *Major Urban* are only captured within the composite urban category.[4].

Despite its name, the *Significant Rural* class should not be viewed as a predominantly rural category – technically it is still an urban class with a 'significant' proportion of its population residing in rural areas. The *Rural 80* and *Rural 50* classes are considered predominantly rural, *Significant Rural* as a mixed category and *Urban* as a predominantly urban class.

Figure 1.2 Population by District Classification



Source: Defra; Office for National Statistics[f]

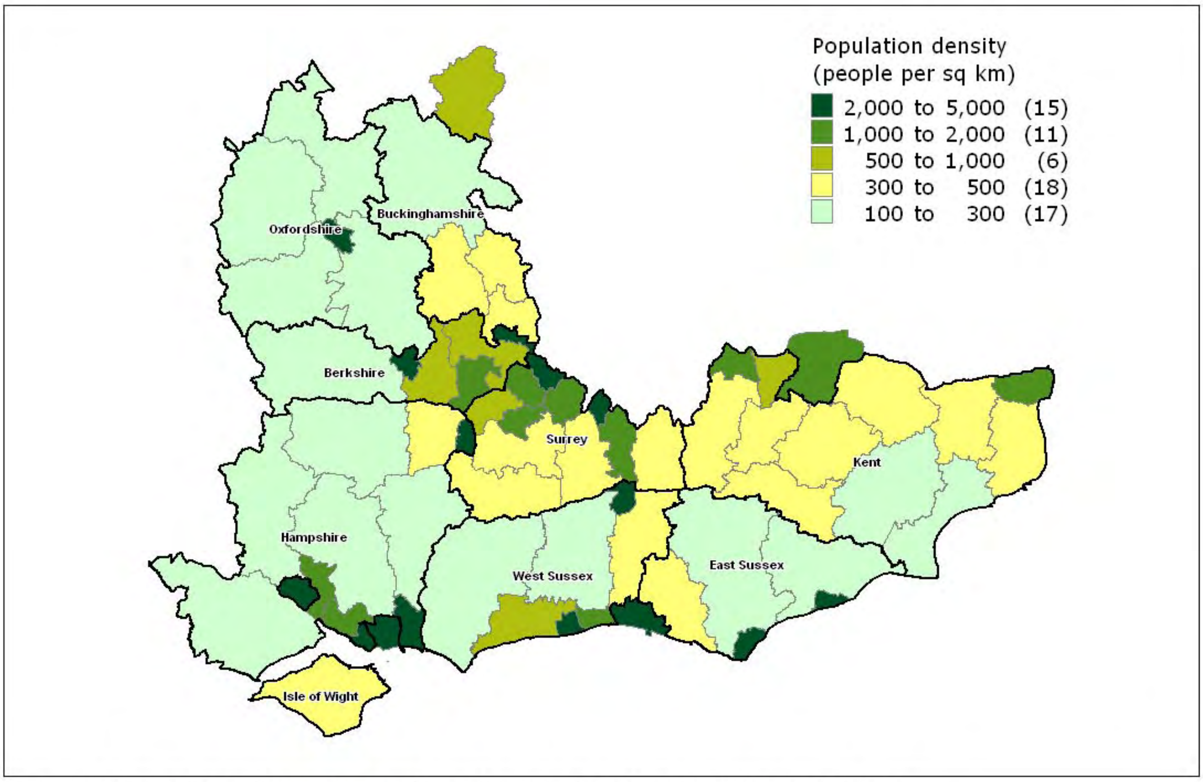
Population

Although rural districts comprise over half of the area of the South East, they only contain 28% of the population (Figure 1.2). In contrast, urban districts account for just 18% of the land area but have over half of the region's population. One fifth of the region's population lives in districts classified as *Significant Rural*, which cover almost one third of the land area in the South East. On average, population density in urban districts is between five and six times greater than in rural districts (Map 1.3).

3 Chichester and Mid-Sussex contain 100% rural population as defined by Defra's Classification of Local Authority District and Unitary Authorities, 2005. For further details, see App. 1.

4 In other rural research, for example the Commission for Rural Communities' State of the Countryside reports and associated publications such as the State of the Countryside Update series, a mixed category comprising *Significant Rural* and *Other Urban* districts is routinely used. However, we do not consider that this would be appropriate or instructive in the South East, given that *Other Urban* districts possess only 5% of the region's rural population, compared to 25% across *Significant Rural* districts, and given the similarity of most *Other Urban* districts to *Large Urban* and *Major Urban* districts at least in terms of their rural and urban populations.

Map 1.3 Population density by district



Source: Office for National Statistics[g]

Table 1.2 Population density by district classification, mid 2006

District class	People per sq km (average)	Most densely populated district in class	People per sq km	Least densely populated district in class	People per sq km
Rural 80	201	Mid Sussex	386	Chichester	139
Rural 50	244	Tonbridge and Malling	475	Winchester	166
Significant rural	293	Wycombe	496	Ashford	191
Other urban	1,108	Slough	3,622	Canterbury	473
Large urban	1,759	Portsmouth	4,909	Arun	659
Major urban	978	Epsom and Ewell	2,046	Mole Valley	312
Urban	1,279				
South East	432				

Source: Office for National Statistics[h]

When looking at population density, it is expected that the rural areas of the region will have a lower density than the urban areas. This is after all, an element of the Rural classification methodology. As Table 1.2 displays, the population density in the region's *Rural 80* areas is, at 201 people per km², less than a sixth of the combined urban population density and less than half

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of the population density average for the region. More notable is the variation within classification groups. Within the rural classes, the least densely populated districts have around a third of the population per km² as the most densely populated districts. The variation between urban districts is huge: Mole Valley for example has 312 people per km² compared to 4,909 per km² in Portsmouth. Mole Valley is classified as Major Urban due to its proximity to London, yet 47.5% of its population is rural[5]

Table 1.3 Population change, 1981-2006

District class / Geography	Mid-2006 population (Thousands)	Change 1981 to 2006 (Thousands)	% change	Lowest district: % change		Highest district: % change	
Rural 80	748.6	96.5	12.9	South Oxfordshire	9.4	West Oxfordshire	22.7
Rural 50	1,528.5	198.4	13.0	Dover	2.8	Aylesbury Vale	28.2
Significant rural	1,678.7	214.4	12.8	Chiltern	- 0.4	Ashford	27.9
Other urban	1,740.5	248.4	14.3	Rushmoor	2.0	Milton Keynes	78.4
Large urban	1,812.2	189.5	10.5	Gosport	0.4	Bracknell Forest	32.5
Major urban	729.2	47.5	6.5	Spelthorne	- 0.6	Elmbridge	15.2
Urban	4,282.0	485.4	11.3				
South East	8,237.8	994.7	12.1				

Source: Office for National Statistics[i]

From 1981 to 2006, there was greater population growth in percentage terms across the rural districts than the urban districts, except for the *Other Urban* class which had growth of just over 14% (Table 1.3). The rural districts have seen population growth of around 13% compared to 11% across urban districts. The highest growth of all the rural districts was in Aylesbury Vale (Rural 50), with a change of 28.2%. Neighbouring Milton Keynes (*Other Urban*) has seen the highest overall change with a growth of 78.4% during the period between 1981 and 2006. These figures are clearly related with the area classed as a Growth Area and identified within the Regional Economic Strategy as a Diamond for Investment and Growth (SEEDA, 2006[j]).

Table 1.4 Distribution (%) of the South East population by broad age bands, mid 2006

Age band	0-4	5-16	17-24	25-44	45-64	65-79	80+	All people (Thousands)
Rural 80	5.4	14.8	7.9	24.7	27.6	13.7	5.9	748.6
Rural 50	5.5	15.6	8.2	25.7	27.2	12.5	5.3	1,528.5
Significant rural	5.8	15.3	8.9	27.6	26.2	11.6	4.6	1,678.7
Urban	5.8	14.3	11.3	29.2	23.9	10.9	4.7	4,282.0
South East	5.7	14.8	9.9	27.8	25.3	11.6	4.9	8,237.8
England	**5.8**	**14.5**	**10.6**	**28.6**	**24.6**	**11.4**	**4.5**	**50,763.0**

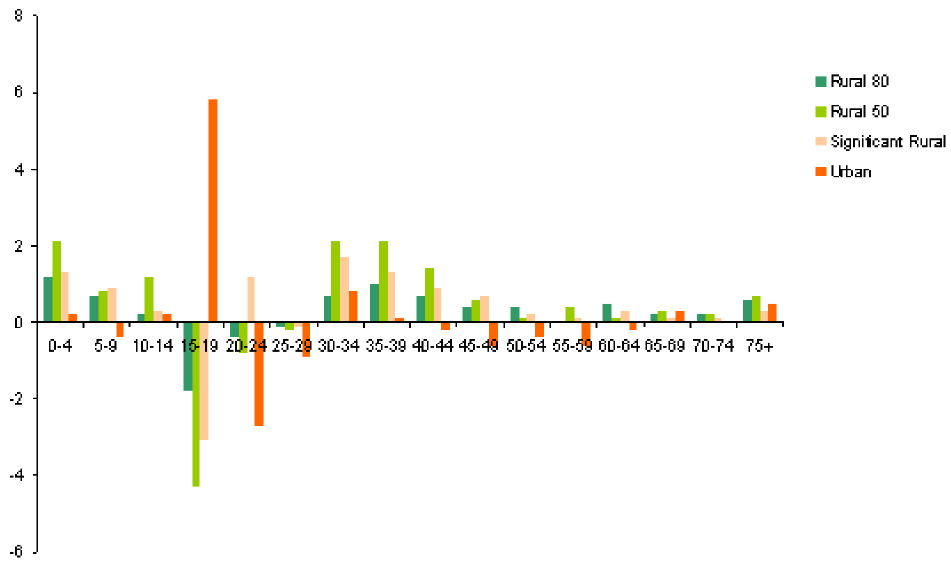
Source: Office for National Statistics[k]

highlights the differences between the age profile of the population within each classification group. The long held concern that rural areas face an ageing population still appears to hold true, with 13.7% of the population across Rural 80 districts falling within the 65-79 age bracket whilst only

5 According to the 2001 Census and including larger market towns of between 10,000 and 30,000 population.

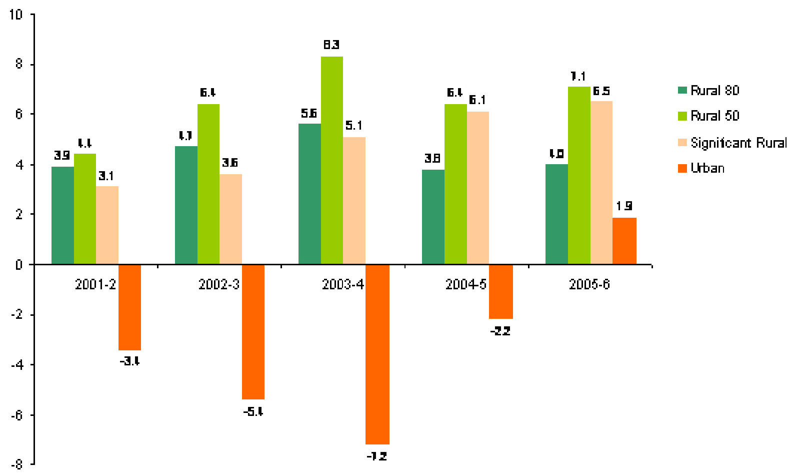
7.9% fall within the 17-24 age bracket. These are, respectively, the highest and lowest figures among all classes in those age bands. Overall, the proportion of 17-24 year olds also increases with a movement to less rural and more urban classes, and vice versa for the 65-79 age group. A possible explanation for the low proportion of 17-24 year olds is the progression to university, generally located in urban areas. As shown in the internal migration estimates below, there are high inflows of 15-19 year olds to urban areas, matched by similarly high outflows of this age group from rural areas. The figures suggest that a large number of 20-24 year olds choose not to return to rural districts after graduation.

Figure 1.3 Net Internal Migration by age, 2004/05



Source: Office for National Statistics[l]

Figure 1.4 Net Internal Migration, 2000-2005



Source: Office for National Statistics[m]

The Office for National Statistics' internal migration estimates capture data on gross inflows and outflows and net balance for district authorities. This data can also be broken down into five year age ranges, as shown in Figure 1.3. Migration cannot be measured directly in the UK, as there is no compulsory system to record the movement of the population. It is therefore necessary to use

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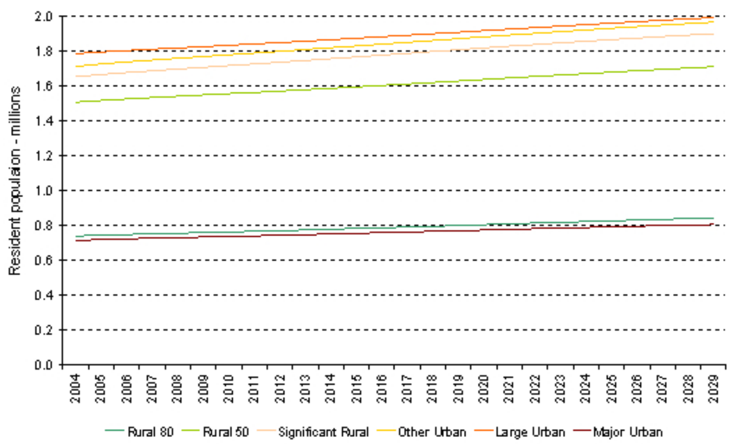
proxy data to estimate migration[n]. The internal migration estimates presented here are based on patients moving and informing their doctor as they change residential address[6].

There is a clear contrast between rural and urban districts with urban areas experiencing an increasing net outflow between 2000/01 and 2005/06 while the more rural classes experienced a net inflow during the same period (Figure 1.4). In-migration to *Rural 50* districts has remained consistently the highest across all classes over this time, showing year on year increases. In 2004/05, the inflow to *Significant Rural* and *Rural* districts outstripped the outflow from *Urban* districts by almost 10 times. This indicates that the vast majority of migrants to rural districts come from other regions or from overseas. In 2005/06, urban areas experienced a modest inflow of internal migrants, which broke from the consistent pattern of emigration in every prior annual period back to 2000/01.

The 15-19 year age range shows high inflows to urban areas, matched by similarly high outflows from rural areas. Secondary peak inflows to rural areas can be seen particularly in the 0-4 and 30-44 age groups, with out-migration from urban districts remaining relatively equally distributed across the age groups between 5 and 64 years.

The Home Office estimates[o] that between May 2004 and March 2006, 600,000 people entered the UK from the new A8 European Union member states[7]. Of these, 447,000 registered in the Workers Registration Scheme (WRS)[8] and a further 150,000 are thought to be self employed. Nationally, the three sectors of 'manufacturing', 'agriculture and fishing' and 'distribution, hotel and retail' account for 78% of all new migrant registrations in rural areas. The same three sectors account for only 36% of total rural employment, indicating that these sectors have a large degree of dependence on the migrant workforce (Commission for Rural Communities, 2007[p]).

Figure 1.5 Population Projections, mid 2004 based



Source: Office for National Statistics[q]

Between 1981 and 2006, *Significant Rural* and rural districts experienced a growth of around 13% overall compared to 11% across urban districts (Table 1.3). Office for National Statistics projections (Figure 1.5) predict a slightly greater growth of 12% for urban areas and 14% for *Rural 80* and *Significant Rural* districts over the next 25 years. These projections are based upon observed levels of births, deaths and migration over the previous five years. They do not account for any future policy intervention such as the impact of likely future development in an area.

6 The National Health Service's Central Register at Southport records movements of patients between Health Authority areas. It should not be assumed that this data presents a simple closed circuit of flows from urban to rural districts and vice versa within the region.

7 The A8 are the eight accession countries that joined the European Union in 2004. These are: Poland, Lithuania, Latvia, Estonia, Hungary, the Czech Republic, Slovenia and Slovakia.

8 A8 migrants registered on the WRS are entitled to certain in-work benefits and social housing, once they have first completed 12 months continuous employment.

Economic activity

Table 1.5 Economic activity rate, 2006/07

District class / Geography	Economically active people (thousands)	Working age people (thousands)	Overall rate (%)	Highest district	%	Lowest district	%
Rural 80	360.4	434.6	82.9	West Oxfordshire	91.7	Isle of Wight	77.2
Rural 50	742.8	906.0	82.0	Test Valley	86.7	Dover	77.1
Significant rural	852.2	1,016.9	83.8	Hart	88.7	Swale	79.2
Other urban	862.3	1,069.2	80.6	Surrey Heath	92.6	Oxford	70.3
Large urban	921.1	1,133.0	81.3	Adur	91.2	Arun	78.2
Major urban	361.5	441.2	81.9	Runnymede	87.1	Spelthorne	79.0
Urban	2,144.9	2,643.4	81.1	Surrey Heath	92.6	Oxford	70.3
South East	4,100.3	5,000.6	82.0	Surrey Heath	92.6	Oxford	70.3
England	24,120.8	30,702.4	78.6				

Source: NOMIS[r]

Overall in the latest period measured (2006/07), economic activity is slightly higher in the more rural districts (particularly *Significant Rural*) than urban districts, and lowest in the *Other Urban* class (Table 1.5). However, there is considerable variation between districts, and the extent of this variation is fairly similar across all the district classes (generally ranging from between 77% and 79% to between 87% and 93%). At 70.3%, Oxford is an exception, possibly due to its sizeable student population (circa. 30,000)[9].

Other than Oxford, most of the districts at the lower end of this range still do not compare too unfavourably with the overall economic activity rate for England (78.6%). Nevertheless, across the *Rural 50* and *Rural 80* districts, the Isle of Wight and Dover are below the overall rate for England. The highest economic activity rate in any *Rural 80* district (West Oxfordshire with 91.7%) is only just below that for Surrey Heath (*Other Urban*, 92.6%), the highest of any district in the South East.

9 Thanet district council, in the 'Other Urban' category, has an economic activity rate of 75.7%.

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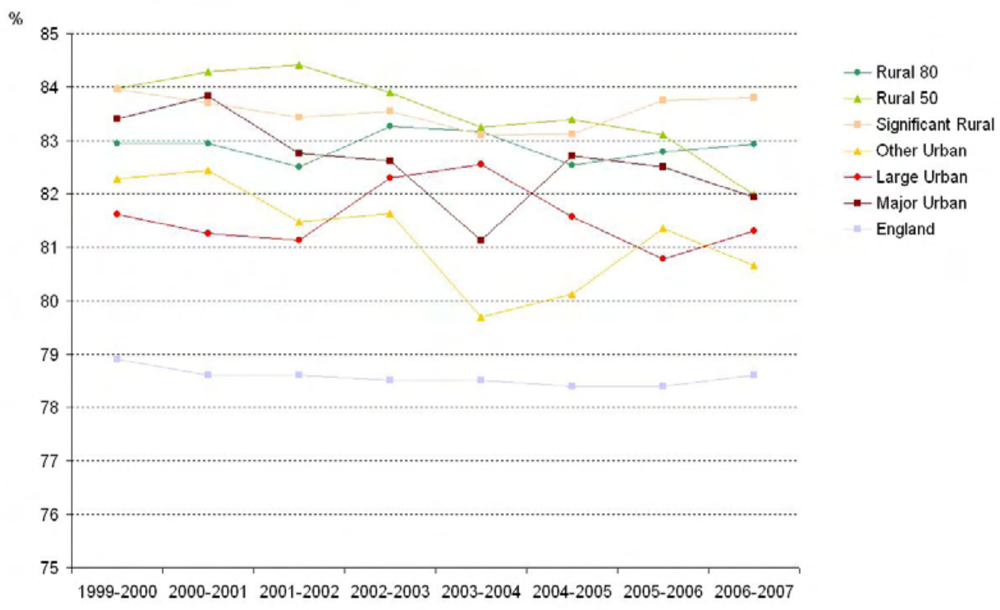
Figure 1.6 Change in economic activity rates, 1999-2007



Source: NOMIS[s]

Between 1999 and 2007, the average economic activity rate for Rural 50 districts declined by two percentage points from 84% to 82%. This was the largest change of any district group, with all classes other than *Rural 80* experiencing a decline. The *Rural 80* group (82.9% in 2006/07) saw no overall increase or decrease, and only modest fluctuations over this period. *Significant Rural* and *Large Urban* districts also changed little, with respective decreases of 0.2 and 0.3 percentage points overall. The *Other Urban* and *Major Urban* groups experienced declines closer to two percentage points.

In the more rural districts, there were some outlier districts with particularly large changes in their economic activity rate between 1999/2000 and 2006/07. The rate in Waverley (*Rural 50*), decreased from 90.5% to 79.8%, while in South Buckinghamshire (also *Rural 50*), it increased from 79.6% to 85.7%.

Economic activity rates include both the employed and unemployed. A person is said to be economically active if they supply or want to supply their labour. Economic inactivity includes those not in employment but who do not fulfil the criteria to be classed as unemployed. In contrast, the employment rate includes people over the age of 16 who have completed at least one hour of work during the reference week or are temporarily away from their job (NOMIS, 2007[t]).

Table 1.6 Employment rate, 2006/07

District class / Geography	People in employment (thousands)	Working age people (thousands)	Overall rate (%)	Highest district	%	Lowest district	%
Rural 80	346.3	434.6	79.7	West Oxfordshire	88.8	Isle of Wight	73.8
Rural 50	714.7	906.0	78.9	Test Valley	84.7	Dover	72.0
Significant rural	818.8	1,016.9	80.5	Hart	86.8	Ashford	75.1
Other urban	816.4	1,069.2	76.4	Surrey Heath	84.6	Oxford	66.5
Large urban	877.8	1,133.0	77.5	Adur	85.8	Southampton	72.2
Major urban	343.7	441.2	77.9	Mole Valley	84.4	Spelthorne	73.5
Urban	2,037.9	2,643.4	77.1	Adur	85.8	Oxford	66.5
South East	3,917.5	5,000.6	78.3	West Oxfordshire	88.8	Oxford	66.5
England	22,805.2	30,702.4	74.3				

Source: NOMIS[u]

Like economic activity, the overall employment rate is slightly higher in the more rural districts, particularly *Significant Rural*, and lowest across *Other Urban* districts. The overall variation between district classes mirrors closely that for the economic activity rate (Table 1.6).

The overall rates again mask considerable ranges between districts in each class, with West Oxfordshire (*Rural 80*) possessing the highest employment rate of any district in the South East, and Oxford (*Other Urban*) the lowest. Of the rural districts, the Isle of Wight and Dover are slightly below the overall rate for England (74%).

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Table 1.7 Claimant count, December 2007

District class / Geography	Total number of claimants	Resident population 2006	Claimant count: claimants divided by resident population (%)	Highest district (%)		Lowest district (s) (%)	
Rural 80	4,596	434,950	1.1	Isle of Wight	2.4	Mid Sussex; West Oxfordshire	0.6
Rural 50	7,870	908,424	0.9	Dover	1.9	Vale of White Horse	0.5
Significant rural	10,969	1,025,793	1.1	Shepway	2.4	Hart	0.5
Other urban	18,152	1,098,845	1.7	Hastings	3.3	Surrey Heath	0.6
Large urban	18,299	1,147,637	1.6	Brighton & Hove	2.6	Wokingham	0.6
Major urban	4,514	450,677	1.0	Gravesham	2.4	Elmbridge; Mole Valley	0.5
Urban	40,965	2,697,159	1.5	Hastings	3.3	Elmbridge; Mole Valley	0.5
South East	64,400	5,066,326	1.3	Hastings	3.3	Elmbridge; Hart; Mole Valley; Vale of White Horse	0.5

Source: NOMIS[v]

The claimant count measures how many unemployed people are claiming unemployment-related benefits. We have chosen to use claimant count rather than the ILO (International Labour Organisation) unemployment rate from the Labour Force Survey, owing to the small sample sizes of the latter rate at district level. Claimant count is not always analogous to the ILO unemployment rate, however. Although they move broadly in line often one measure increases while the other falls. This is because unemployment is a count of jobless people who want to work, are available to work, and are actively seeking employment. The claimant count measures only those people who are claiming unemployment-related benefits (Jobseeker's Allowance)[(10)]. It is always the lower measure because some unemployed people are not entitled to claim benefits, or choose not to do so[w].

In December 2007, claimant count (Table 1.7) was lower across the *Rural* and *Significant Rural* districts in the South East (around 1% of their resident working age population). The claimant count was closer to 2% across the *Other Urban* and *Large Urban* districts. The *Major Urban* group had a claimant count of 1% overall, around the same as the *Rural* and *Significant Rural* classes.

All district groups had district lows of 0.5 or 0.6%, sometimes with more than one district having this rate (e.g. Mid Sussex and West Oxfordshire each having a 0.6% claimant count overall in the *Rural 80* group). There was much more variation in the district peaks of the claimant count, ranging from 1.9% across *Rural 50* districts to 3.3% across *Other Urban* districts. Interestingly, other than Gravesham, the districts with the highest claimant counts per class were located on the south coast.

10 The claimant count comes from the administrative records of Jobcentre Plus, and is available earlier than the LFS-based unemployment data.

Earnings and income

Figure 1.7 Mean weekly pay, 1998-2005

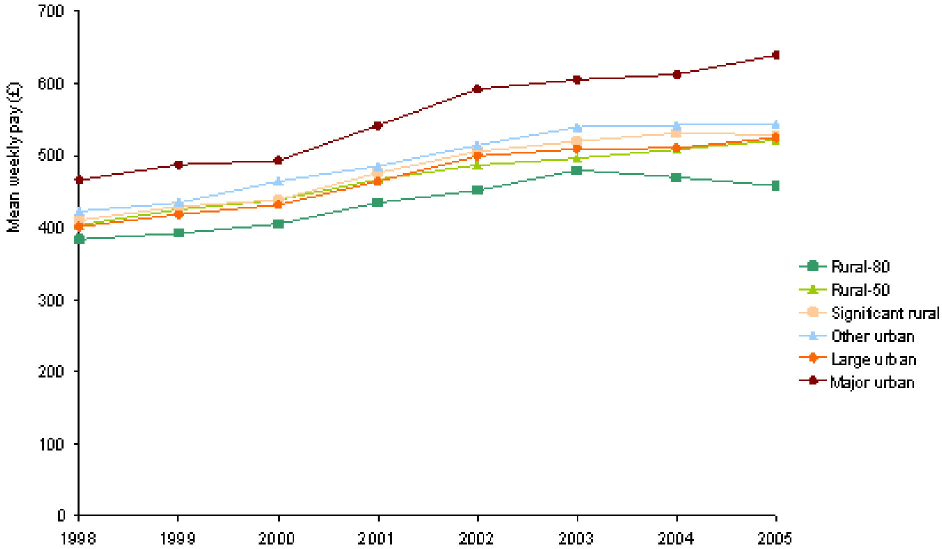
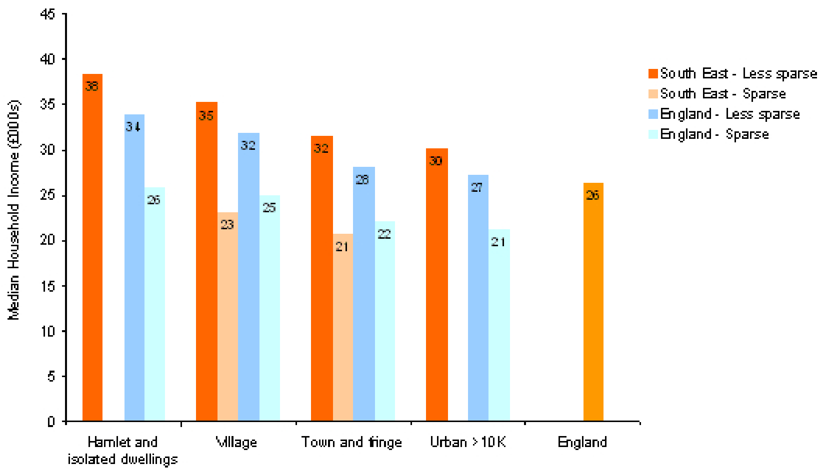


Figure 1.8 Median household income, 2006



Source: CACI; Commission for Rural Communities[x]

Figure 1.7 and Figure 1.8 examine two different measures of income - workplace based weekly pay and resident based household income. The mean weekly pay for the *Rural 80* areas is £449.90, considerably less than the £588.50 for *Major Urban* areas. It is also some way short of the regional average of £535.93. However, when household income is analysed, it is clear those in rural areas have a larger median income than urban households. (£38,436 for Less Sparse *Hamlets and Isolated dwellings* against £30,239 for Less Sparse *Urban* areas).

The changes in median household income are illustrated in Table 1.8 below. Between 2004 and 2006, the Less Sparse areas of the South East experienced a marked increase of between 15.6% (*Urban* areas) and 19% (*Hamlet and Isolated Dwellings*) in household income. In contrast to this, the 625 Sparse households in Romney Marsh experienced a drop in household income. The changes across all classifications have been the lowest when compared to other regions.

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Table 1.8 Percentage change in median household incomes across the regions, 2004-06

Region	Less sparse				Sparse			
	Hamlet and isolated dwellings	Village	Town and fringe	Urban >10K	Hamlet and isolated dwellings	Village	Town and fringe	Urban >10K
South East [1]	19.0	16.5	16.6	15.6	-	-0.6	-7.8	-
South West	19.4	17.1	16.8	16.9	14.8	19.7	19.3	23.7
East of England	19.7	17.3	17.8	16.2	27.8	18.7	17.8	-
East Midlands	22.0	18.7	16.7	17.7	19.2	15.0	22.6	19.4
West Midlands	20.2	18.7	16.9	17.9	19.1	20.6	20.0	13.5
Yorkshire and The Humber	19.6	20.0	18.3	18.5	22.5	18.0	19.0	23.1
North East	21.5	20.9	18.5	18.3	18.0	17.7	15.9	26.9
North West	20.9	16.9	17.6	18.0	12.7	19.1	16.0	17.6

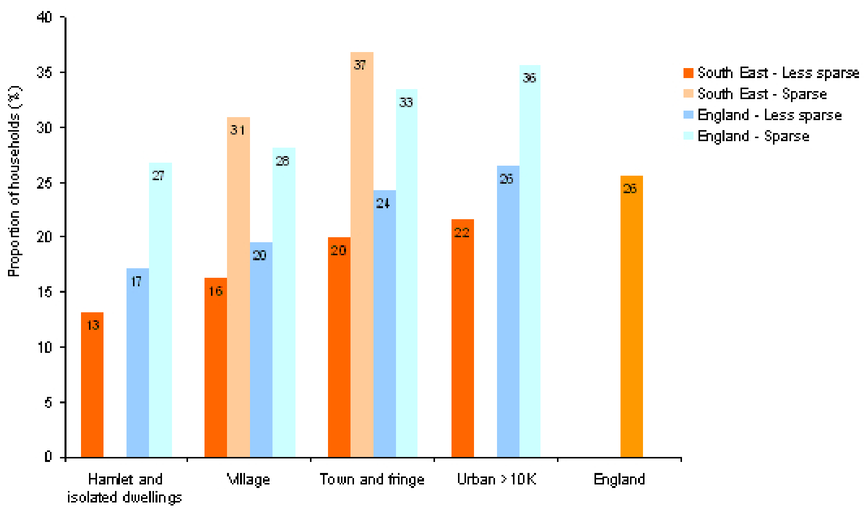
Table notes

1. Figures for Sparse Villages and Town and fringe areas should be treated with care as they are based on very small number of output areas (4 and 1 respectively)

Source: CACI; Commission for Rural Communities[y]

Where household income is less than 60% of the national median income, those households are classed as being in income poverty (Figure 1.9). Overall, the proportion of such households in the South East declines with decreasing settlement size and increasing rurality. 13% of households in Less Sparse *Hamlets and Isolated dwellings* were in income poverty in 2006, compared to 22% in *Urban* settlements. For Less Sparse areas within the region, the proportions of households in income poverty were consistently lower than the corresponding classifications nationally.

Figure 1.9 Proportion of households in income poverty, 2006



Source: CACI; Commission for Rural Communities[z]

Life in the community

Table 1.9 Top five priorities for improvement in the local areas as defined by the residents of each district council in the South East

Rural 50 and Rural 80[11]	Indicator score[12]
1. Road and Pavements	28
2. Transport congestion	23
3. Level of crime	17
4. Affordable housing	15
5. Activities for teens	8
Significant rural	**Indicator score**
1. Transport congestion	32
2. Level of crime	26
3. Road and Pavements	21
4. Activities for teens	9
5. Children's facilities	8
Urban	**Indicator score**
1. Transport congestion	37
2. Level of crime	25
3. Road and Pavements	14
4. Clean streets	6
5. Affordable housing	5

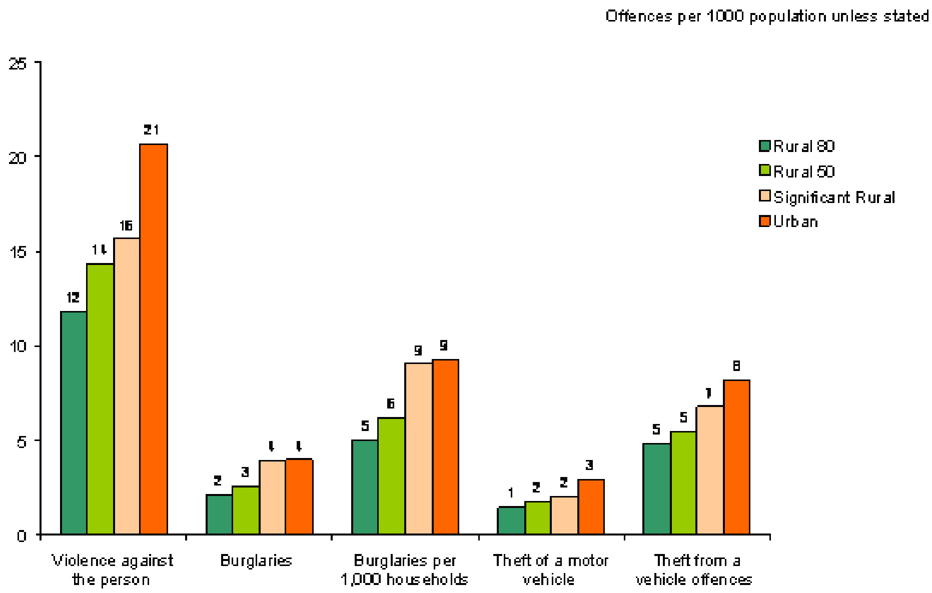
Source: ODPM (now CLG)[aa]

Table 1.9, above is derived from the Audit Commission's Area Profiles work, which in turn, is informed by the ODPM's Best Value General Survey[13]. Only the top three priorities were assigned in the original Audit Commission data. Here each district was initially awarded 3, 2 and 1 points for their 1st, 2nd and 3rd priorities respectively. These were then totalled for each rural/urban grouping with the scores normalised by converting it into a percentage of the total score for its grouping. This enables comparison of the extent to which priorities appearing in the same position across different groupings may be more or less important within their particular groups, and whether they vary across the rural/urban spectrum.

12 All scores have been rounded to zero decimal points
11 Other priorities which did not make the Top 5 for any of the above groups: Health Services; Leisure Facilities; Public Transport; Shopping Facilities; Wages and Living Costs.
13 The Office of the Deputy Prime Minister has since become Communities and Local Government (CLG)

1 The Regional Context

Figure 1.10 Recorded crime for 4 key offences, 2006/07



Source: Home Office[ab]

Crime in rural areas remains at a lower rate than urban areas, both within the region and across England as a whole. In terms of offences per 1000 head of population, crime in the *Rural 80* areas is a little over half of that in *Urban* areas. In both the *Rural 80* and *Rural 50* classified areas, reported crime has dropped against 4 of the 5 monitored offences between 2005/06 and 2006/07. Only Violence Against the Person has seen an increase of 2% in Rural 80 and 11.5% in Rural 50 areas. Looking at individual rural districts, South Bucks has the highest number of recorded offences per 1000 population, with 65. The lowest recorded crime is found in Waverley, with 26 offences per 1000 population.

Sport England's 2005/06 Active People Survey provides the largest ever sample size for a sport and recreation survey and enables us to examine robust findings at a Local Authority District level. The key finding concerns participation in sport and active recreation, among adults (Figure 1.11). The result concerns those participating in at least three 30 minute sessions a week. Within the South East, participation among all adults is 1.6 percentage points higher than England as a whole. When you look at the differences between district classifications, there is a significantly higher proportion of adults participating in physical activity in rural areas. In *Rural 80* districts, 23.8% of adults take part in regular sport and active recreation compared to just 21.7% in *Urban* areas. This contrast appears to be directly due to the contrast in female participation rates, with male participation being broadly similar across rural and urban areas. Overall, male participation in the South East stands at 25% compared to 20.3% for females. The most significant difference is in Urban areas where the male and female participation rates are 24.6% and 18.9% respectively. However, as rurality increases, the differences between participation rates becomes much narrower until, in *Rural 80* areas, male and female participation rates are 24.4% and 23.3% respectively.

Figure 1.11 Adult participation in sport and active recreation, 2005/06

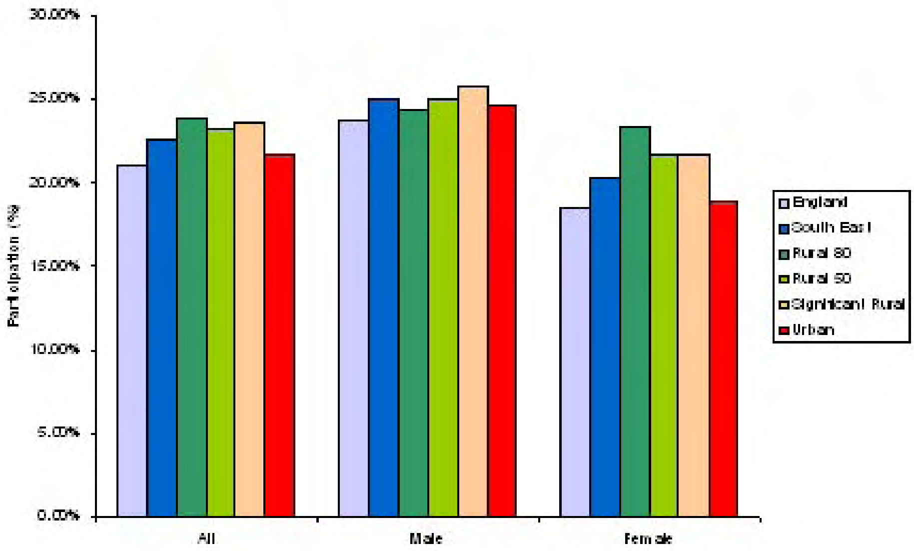


Table 1.10 Higest and Lowest ranked districts for adult participation in regular sport and active recreation, 2005/06

	All (%)		Male (%)		Female (%)	
Highest 3	Hart	27.9	Test Valley	31.5	Chichester	26.6
	Test Valley	26.9	Hart	30.7	Chiltern	26.1
	Chichester	26.7	Bracknell Forest UA	30.7	West Berkshire UA	25.8
Lowest 3	Dartford	17.5	Rother	19.6	Medway UA	18.2
	Gravesham	17.3	Hastings	19.2	Hastings	16.7
	Hastings	16.7	Dartford	18.2	Gravesham	17.3

Source: Sport England[ac]

From the same survey, we can look at adult volunteering in sport in the same detail. Figure 1.12 highlights two key characteristics. First, that volunteering in the rural areas of the region is more common with 6.3% of all adults in *Rural 80* areas volunteering to support sport compared to just 4.9% in *Urban* areas. Second is that the proportion of males volunteering to support sport is around double that of females. The proportion for females ranges from just 3.4% in *Urban* areas to 4.4 % in *Rural 80* areas. This compares to male volunteering rates of 6.5% and 8.3% in the corresponding areas.

1 The Regional Context

Figure 1.12 Adults volunteering at least 1 hour a week to support sport, 2005/06

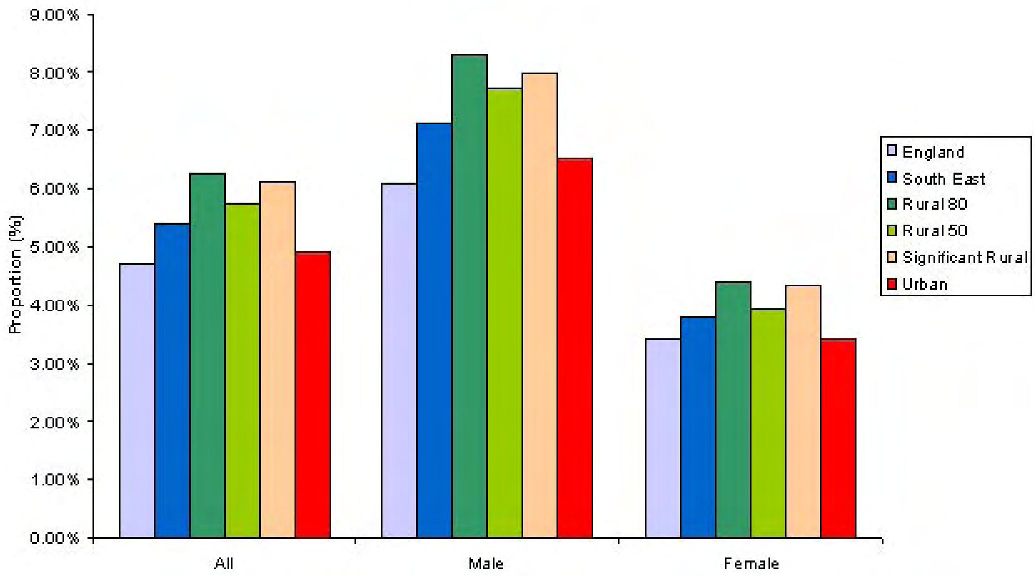


Table 1.11 Highest and Lowest ranked districts for adult volunteering in sport

	All (%)		Male (%)		Female (%)	
Highest 3	Chiltern	7.9	Chiltern	7.9	South Oxfordshire	7.1
	South Bucks	7.5	Mid Sussex	7.0	Eastleigh	6.8
	Surrey Heath	7.5	Surrey Heath	7.5	New Forest	6.7
Lowest 3	Hastings	4.0	Slough UA	4.2	Oxford	2.5
	Reading UA	4.0	Dartford	4.1	Reading UA	2.5
	Medway UA	3.6	Medway UA	3.6	Hastings	1.4

Source: Sport England[ad]

Table 1.12 Traffic volume by road class and rural/urban major roads, 2005

County	Major Roads			Motorways	Minor Roads
	Rural	Urban	% Rural		
Berkshire	1.7	1.1	61	3.7	2.3
Buckinghamshire	1.9	0.9	72	2.9	2.9
East Sussex	2.1	0.8	73	0.0	2.9
Hampshire	4.7	2.2	69	4.4	7.0
Kent	5.2	1.8	74	4.3	4.6
Oxfordshire	3.2	0.5	88	1.6	2.1
Surrey	3.0	2.0	61	4.7	4.2
West Sussex	3.1	1.0	78	0.4	3.1
Total	**24.8**	**10.3**	**72**	**22.1**	**29.2**

Source: Department for Transport[ae].

The National Road Traffic Survey for 2005 (Table 1.12) shows that rural roads[(14)] within the South East account for over twice as much traffic as urban roads, with 24.8 billion vehicle kilometres per year on rural roads compared to 10.3 billion on urban roads.[(15)] Correspondingly there were 18,378 road casualties on the regions' rural roads in 2005, compared to 20,031 on urban roads. However, of those rural casualties, 2.1% were killed compared to just 0.7% on urban roads (Table 1.13).

Table 1.13 Road casualties by severity and rural/urban area

	Urban				Rural				Total [(1)]			
	%			Total casualties	%			Total casualties	%			All casualties
	Killed	Serious	Slight		Killed	Serious	Slight		Killed	Serious	Slight	
Berkshire	0.4	7.1	92.5	1,829	2.6	9.4	88.0	1,361	1.4	8.1	90.5	3,190
Buckinghamshire	0.8	7.8	91.4	1,856	2.6	12.4	85.0	1,907	1.7	10.1	88.1	3,763
East Sussex	1.1	12.4	86.5	2,254	2.5	12.8	84.8	1,378	1.6	12.6	85.8	3,632
Hampshire	0.6	9.8	89.7	4,000	2.2	12.4	85.4	2,770	1.2	10.9	87.9	6,771
Kent	0.7	8.3	91.0	3,744	2.0	11.8	86.2	3,694	1.4	10.0	88.6	7,438
Oxfordshire	0.2	8.0	91.8	978	2.0	11.8	86.2	1,880	1.4	10.5	88.1	2,858
Surrey	0.6	8.1	91.3	3,519	1.3	7.1	91.7	3,339	0.9	7.6	91.5	6,858
West Sussex	0.9	10.3	88.9	1,597	2.5	15.9	81.7	1,696	1.7	13.1	85.2	3,293
South East	0.7	9.1	90.3	20,031	2.1	11.4	86.5	18,378	1.4	10.2	88.5	38,414
England	**0.7**	**9.4**	**89.9**	**150,116**	**1.9**	**12.3**	**85.8**	**90,302**	**1.1**	**10.5**	**88.4**	**240,484**

Table Notes

(1) Includes area type not reported.

14 **Urban Roads**: Major and minor roads within an urban area with a population of 10,000 of more. **Rural Roads**: All other roads, i.e. those outside of urban areas. This is based upon the 2001 CLG definition of urban settlements.

15 **Vehicle kilometre**: 1 vehicle times 1 kilometre travelled. Vehicle kilometres are calculated by multiplying the Average Annual Daily Flow (AADF) by the corresponding length of road. For example, 1 vehicle travelling 1 kilometre a day would produce 365 vehicle kilometres. This is sometimes know as the volume of traffic.

Source: Department for Transport[af].

Table 1.14 Socio-political activity, 2006

	South East		England			
	Rural	Urban	Hamlet & isolated dwellings	Village	Town & fringe	Urban
Presented my views to a local councillor or MP	19	20	25	22	17	15
Written a letter to an editor	9	9	11	10	7	6
Urged someone outside my family to vote	20	21	28	19	18	18
Urged someone to get in touch with a local councillor or MP	18	17	18	17	13	13
Made a speech before an organised group	22	18	21	19	15	13
Been an officer of an organisation or club	18	12	17	16	12	9
Stood for public office	1	1	2	2	1	1
Taken an active part in a political campaign	5	5	7	4	3	3
Helped on fund raising drives	34	29	34	34	29	23
Voted in the last general election	75	70	76	73	70	64

Source: IPSOS MORI[ag]

Socio-political activity is generally higher in rural areas and smaller settlements. This is especially apparent at a national level, with activity increasing across a range of indicators from *Urban* settlements to *Hamlets and Isolated Dwellings*. At a regional level the pattern is less clear, with sample sizes only permitting a straight rural/urban split.[16] Nevertheless, activity is significantly greater in the rural areas of the South East than their urban counterparts for four indicators, where residents have: "made a speech before an organised group"; "been an officer of an organisation or club"; "helped on fund raising drives"; and "voted in the last general election".

16 Sample sizes from the survey are too small to be robustly disaggregated to the smaller settlement categories. As a result, it is not possible to make any comments with certainty on the variations in activity across rural settlements in the South East. It is evident that further work is needed in this area to boost the sample sizes and provide more meaningful results at the lower level.

End Notes

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Biodiversity 2

2 Biodiversity

The quality of the environment in the South East is a valuable asset and one of the factors that attracts both businesses and individuals to locate in the region. The continuing pressure placed upon the region's habitats by this growth and development brings with it a growing interest and concern in any variations in biodiversity, ie. the extent and diversity of species and habitats. This chapter looks at some of the key data supporting the targets within the Regional Rural Delivery Framework.

Regional Policies

Protect and enhance the extent and diversity of species and habitats.

Raise awareness among key partners, including local authorities, of their responsibilities towards biodiversity, enabling more informed decisions.

Highlight and build on synergies between key socio-economic and environmental objectives within the region.

Figure 2.1 Relative change in the condition of Sites of Special Scientific Interest (SSSIs) in the South East, 2004-07

Figure 2.2 Relative change in the condition of Sites of Special Scientific Interest (SSSIs) in England, 2004-07

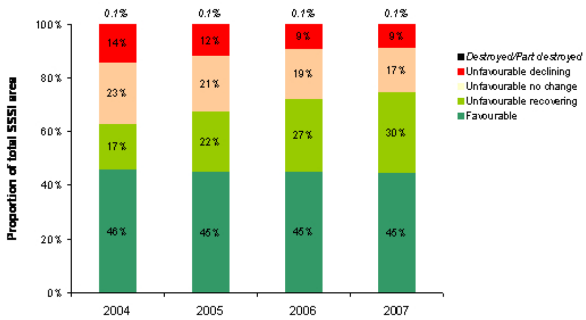
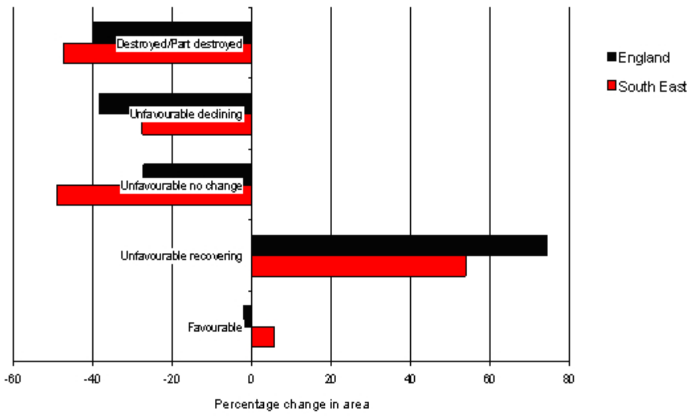


Figure 2.3 Percentage change in the condition of Sites of Special Scientific Interest (SSSIs), 2004-07



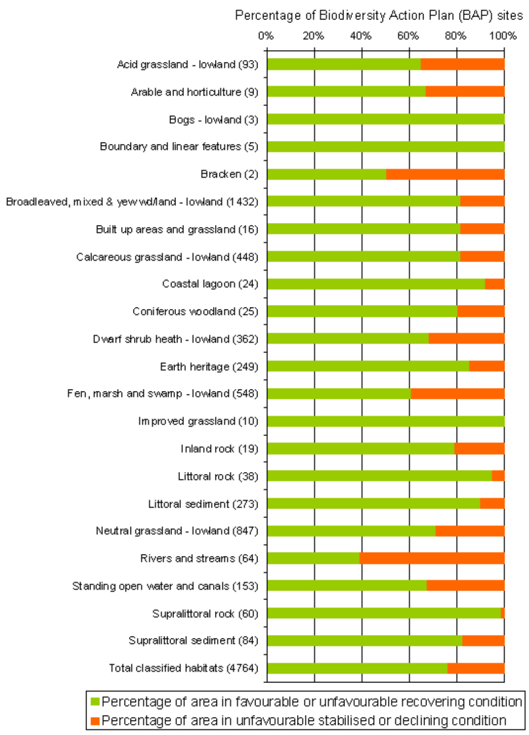
Source: Natural England[a]

Over the last four years there has been a clear trend towards an improving condition of Sites of Special Scientific Interest (SSSI). There are over 4,000 Sites of Special Scientific Interest (SSSIs) in England, covering around 7% of the country's land area. Over half of these sites, by area, are internationally important for their wildlife. Many SSSIs are also national or local nature reserves (Natural England, 2008[b]).

Within the region, the area of SSSIs classified as in 'Favourable' condition has increased marginally over this period from 60,194 to 63,618 hectares (ha). More notable however is the 54% expansion in the area of 'Unfavourable, recovering' sites which now account for 45,301 ha. At the same time, the area of 'Unfavourable, no change' and 'Unfavourable, declining' sites has decreased, so that in 2007 these categories combined account for a fifth of the total area for SSSIs in the South East compared to a third in 2004.

SSSIs in England show broadly similar trends to those in the South East, although the national percentage of 'Favourable' sites decreased slightly by 2.1% between 2004 and 2007. However, 'Unfavourable, recovering' sites have increased by 74% nationally, compared to 54% in the South East. Contrastingly, there has been a 49% decrease in the proportion of 'Unfavourable, no change' sites in the South East, almost twice that of the 27% decrease across England. There are too few 'Destroyed,/part destroyed' sites to reach any valid conclusions about them other than the basic observation that they generally comprise around 0.1% of all SSSIs.

Figure 2.4 Condition of classified Biodiversity Action Plan (BAP) habitats, 2006/07



Source: Natural England[c]

Figure 2.4 shows the condition of classified Biodiversity Action Plan (BAP) habitats in the South East, 2006-07. There are 22 habitat categories, which make up 4,764 habitats in total in the South East (35 are non-classified).

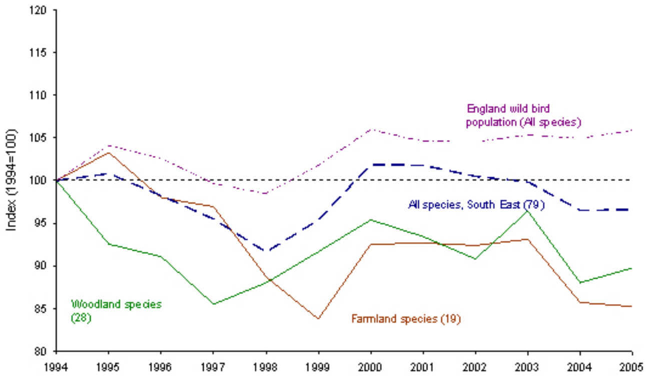
2 Biodiversity

For 13 of the 22 habitat types, between 80% and 100% of all their sites are in 'Favourable' or 'Unfavourable, recovering' condition (as opposed to 'Unfavourable, stabilised' or 'Declining' condition). For some categories, particularly where this proportion is 100%, the very small number of sites rules out reliable evaluation. More notable are categories with a large number of sites and 80% or more of these in 'Favourable' or 'Unfavourable, recovering' condition, particularly 'Broadleaved, mixed and yew woodland – lowland' from a total of 1432 sites, 'Calcareous grassland – lowland' from 448 sites, 'Earth heritage', from 249 sites and 'Littoral sediment' from 273 sites. However it is important to remember that the number of sites does not equate to the total area extent of these habitats in the South East.

Of the remaining 9 habitat classes, 7 had between 60% and 79% of their sites in 'Favourable' or 'Unfavourable, recovering' condition. These included 'Neutral grassland – lowland' (from 847 sites), 'Fen, marsh and swamp – lowland' (from 548 sites), 'Dwarf shrub heath – lowland' (from 362 sites) and 'Standing open water and canals (from 153 sites).

The two habitat classes with the lowest proportion of sites in 'Favourable' or 'Unfavourable, recovering' condition in the South East were 'Rivers and streams', with 39% (from 64 sites), and 'Bracken', although the latter had only two classified sites with one of these in the 'Favourable' or 'Unfavourable, recovering' condition.

Figure 2.5 Relative change in the population of wild bird species, 1994 - 2005



Source: Defra; British Trust for Ornithology; RSPB.[d]

Wild bird populations (Figure 2.5) are used as a key indicator of biodiversity. The figure above shows that while wild bird populations have been on the increase in England over the period 1994-2005, rising by 5.9%, the South East has experienced a decline of 3.4% in all 79 monitored species of wild birds over these years.

This decline is particularly marked in the case of farmland birds (-15%) and woodland birds (-10%). However, populations of farmland and woodland birds also decreased from 1994-2005 in England, albeit to a lesser extent. Farmland birds experienced a decline of -6% in England, and woodland birds -3.4%.

Figure 2.6 Estimates of carbon dioxide (CO2) emissions (tonnes) by end user sector, 2004

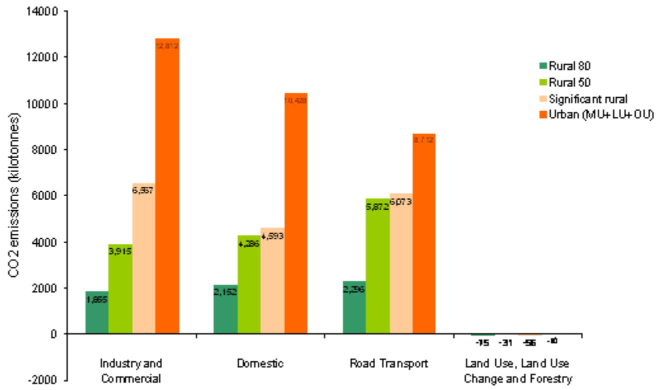
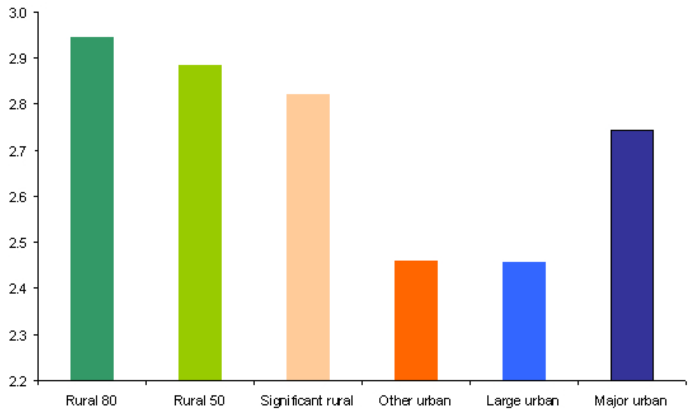


Figure 2.7 End user estimates of domestic per capita carbon dioxide (CO2) emissions (tonnes), 2004



Source: AEA Energy and Environment; Defra[e]

Figure 2.6 and Figure 2.7 above show end user carbon dioxide emissions in the South East by sector, and end user per capita domestic emissions, split by the rural urban district classes. 'End user' emissions are emissions from electricity generation (about 30% of total UK emissions) re-allocated to where electricity is consumed by end users, rather than where power stations are located. In addition, these end user estimates include re-allocated emissions from the energy production sector (for example refineries).

The South East has the greatest carbon dioxide emissions of all the English regions for transport and domestic use and the second highest for industry and commercial use. However, the industry and commercial sector does consist largely of 'cleaner' industries such as computer manufacturing and luxury goods.

Figure 2.6 illustrates how in the three sectors, 'Industry and Commercial', 'Domestic' and 'Road Transport', estimates of total carbon dioxide emissions increases with declining rurality overall, so that emissions are lowest across Rural 80 districts. Conversely, domestic emissions per person (Figure 2.7) are actually highest across the most rural districts, and in general terms, decline with decreasing rurality (notwithstanding higher per capita emissions across Major Urban districts than districts affiliated with smaller urban centres).

However, although these 2004 estimates represent an improvement on the previous estimates produced by Defra in 2003, they remain subject to significant inaccuracies in the way data is allocated to local authority boundaries and through use of proxy data[17] . The available information is stretched considerably to generate comprehensive estimates for each local authority (the level at which the rural-urban classes in these figures have been produced). As a result, they have been designated 'experimental statistics' under the National Statistics Code of Practice.

These estimates should therefore be treated with caution. Nevertheless, they are the only comprehensive statistics on end user carbon dioxide available for local authorities. Also, the per capita estimates of end user domestic emissions (Figure 2.7) are more reliable than the sector-based estimates. This is because they are dominated by gas and electricity consumption, for which real local data are available. Domestic emissions as presented here include emissions from energy consumed in and around the home, and from electricity use, but not activities by private individuals elsewhere, such as personal travel.

Key Findings

Within the region between 2004 and 2007, the area of Sites of Special Scientific Interest (SSSIs) classified as being in 'Favourable' condition increased marginally from 60,194 to 63,618 hectares. More notable however is the 54% expansion in the area of 'Unfavourable, recovering' sites which now account for 45,301 hectares. At the same time, the area of 'Unfavourable, no change' and 'Unfavourable, declining' sites have decreased, so that in 2007 these categories together accounted for a fifth of the total area for SSSIs in the South East, compared to a third in 2004.

Although wild bird populations in England increased by 5.9% between 1994 and 2005, the South East has experienced a decline of 3.4% in all 79 monitored species over these years. This decline is particularly marked in the case of farmland birds (-15%) and woodland birds (-10%).

The South East has the highest carbon dioxide emissions of all the English regions for transport and domestic use and the second highest for industry and commercial use.

Carbon dioxide emissions from the industry & commercial, domestic and road transport sectors in the region increase with declining rurality overall, so that emissions are lowest across districts with 80% rural population or greater. Conversely, domestic emissions per person are actually highest across the most rural districts, and in general terms, decline with decreasing rurality.

17 Inaccuracies include considerable problems allocating raw gas consumption data to some local authority boundaries; confidentiality constraints on data for some large electricity and gas customers which prevents their allocation to local authorities; using national traffic statistics to estimate road transport emissions; and the use of proxy information such as population and employment data to estimate the local distribution of emissions from residual sources other than gas, electricity generation or road transport. These residual sources comprise around 20 per cent of total emissions.

End Notes

a. Natural England, 2007. Sites of Special Scientific Interest: Reports and statistics. URL: http://www.english-nature.org.uk/special/sssi/report.cfm?category=R,RF
b. Natural England, 2008. Sites of Special Scientific Interest: Introduction. URL: http://www.english-nature.org.uk/special/sssi/
c. Natural England, 2007. Sites of Special Scientific Interest: Reports and statistics. URL: http://www.english-nature.org.uk/special/sssi/report.cfm?category=R,RF
d. Defra; British Trust for Ornithology; RSPB; 2005. Wild bird indicators for the English regions. URL: http://www.defra.gov.uk/environment/statistics/wildlife/research/rwbi.htm
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2 Biodiversity

Exclusion 3

3 Exclusion

The relative affluence of the South East, compared to other regions in England, masks hidden poverty and exclusion within its communities. These may increasingly be associated with other inequalities, such as health. This chapter looks at elements of service provision which contribute to these inequalities and also reviews the rural share of deprivation in the South East.

Regional Policies

Address the challenge of the scattered nature of rural social exclusion and reflect this factor in plans and then target resources accordingly.

Identify the reliance of land based businesses on seasonal workers.

Ensure Local Development Frameworks support rural communities.

Support rural communities to improve service availability and social infrastructure.

Find innovative and robust ways of supporting children and young people in access to services, employment and leisure activities.

Table 3.1 Availability of services by settlement type in the South East, 2007 (Percentage of households within a specified distance)

Service	Hamlet and isolated dwellings	Village	Town and Fringe	Urban > 10K
Banks and building societies (4km)	62.7	49.5	77.2	99.5
Cashpoints (all) (4 km)	89.9	88.5	97.5	100.0
Cashpoints (free) (4 km)	77.1	69.2	89.9	100.0
GP surgeries (principal sites) (4 km)	81.7	72.0	90.9	99.8
GP surgeries (all sites) (4 km)	84.7	77.7	95.8	100.0
Jobcentres (8 km)	52.1	51.5	48.1	93.3
NHS Dentists (4 km)	68.8	59.8	83.8	99.6
Petrol stations (4 km)	88.2	85.2	91.6	100.0
Post offices (2 km)	68.3	73.6	97.8	99.7
Primary schools (2 km)	75.1	81.1	98.3	99.8
Secondary schools (4 km)	58.5	48.5	67.2	99.5
Public houses (2 km)	87.9	91.8	98.5	99.9
Supermarkets (4 km)	67.4	58.4	82.8	99.8

Table 3.2 Availability of services by settlement type in England, 2007: Less sparse settlements only

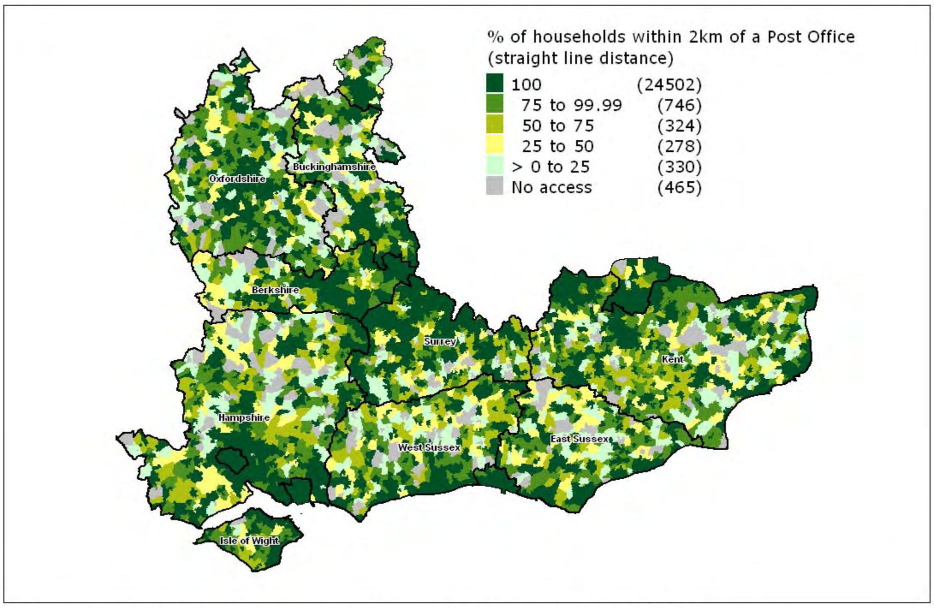
Service	Hamlet and isolated dwellings	Village	Town and fringe	Urban >10K
Banks and building societies (4km)	57.1	45.7	78.8	99.7
Cashpoints (all) (4km)	85.9	84.9	98.3	100.0
Cashpoints (free) (4km)	70.0	63.1	90.9	100.0
GP surgeries (principal sites) (4km)	73.5	68.5	92.3	99.9
GP surgeries (all sites) (4km)	77.8	73.6	96.0	100.0
Jobcentres (8km)	56.6	53.4	58.7	97.3
NHS Dentists (4km)	61.3	53.2	82.6	99.8
Petrol stations (4km)	83.6	81.6	94.5	100.0
Post offices (2km)	66.7	74.2	98.7	99.8
Primary schools (2km)	71.8	80.6	99.0	99.9
Public houses (2km)	81.9	88.2	98.2	99.9
Secondary schools (4km)	56.9	48.4	76.2	99.8
Supermarkets (4km)	63.0	55.5	86.9	99.9

Source: Commission for Rural Communities[a]

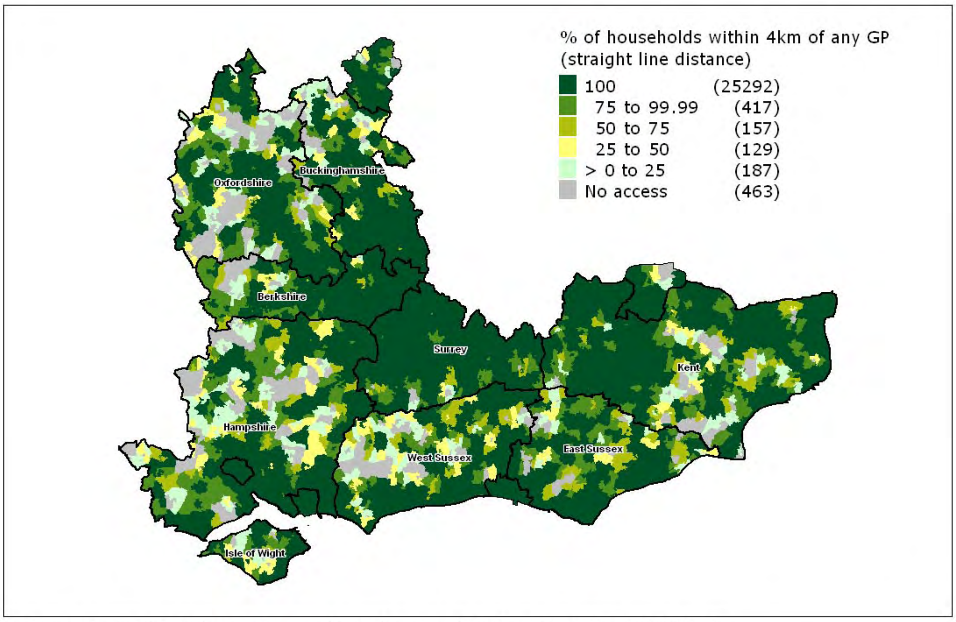
The availability of services within rural areas is a key area of focus and policy development at all levels of Government. Table 3.1 and Table 3.2 above examine distance in a straight line to a number of key services. The figures show the proportion of households within each classification group that are within a set distance of these services. As one would expect, the availability of these services across *Urban* areas is extremely high, with only access to job centres dropping below 99% (at 93.3%). In *Town and Fringe* settlements, the majority of households are well served by most of the key services. There are exceptions however, with job centres (48.1%), secondary schools (67.2%), and banks and building societies (77.2%), being beyond the identified distance of a larger proportion of households.

3 Exclusion

Map 3.1 Proportion of population within 2km of a Post Office, 2007



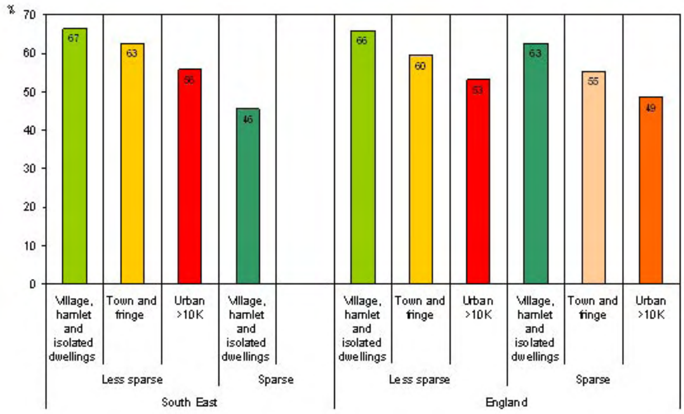
Map 3.2 Proportion of population within 4km of a GP surgery, 2007



Source: Commission for Rural Communities[b]

As a general rule, access to service decreases with rurality. However, it is notable that for many services, a larger proportion of households within *Hamlets and Isolated Dwellings* are within the specified distance when compared to those within villages. For example, 58.5% of households within the *Hamlet and Isolated Dwelling* classification are within 4km of a secondary school, compared to just 48.5% of households within the village classification. These figures may well be influenced by the proximity of such settlements to towns and other large urban areas.

Figure 3.1 Proportion of pupils achieving 5 or more A* to C grades at Key Stage 4, 2004/05

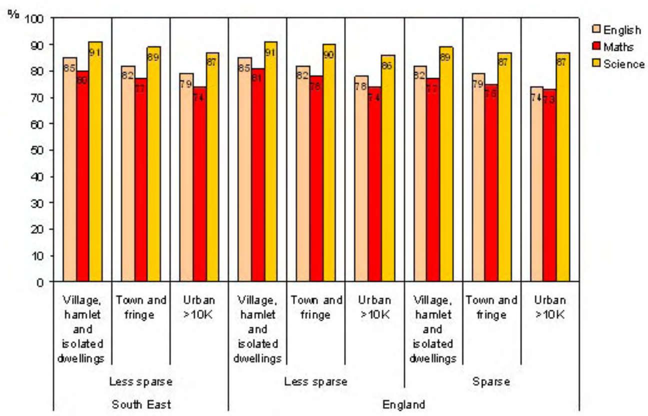


Source: Department for Education and Skills[c]

In the South East in 2004/05, Key Stage 4 achievement (Figure 3.1) was greater with increasing rurality overall, measured against pupils' place of residence. The number of pupils attaining five or more A* to C grades at this level was greater than two thirds in the region's *Villages, Hamlets and Isolated Dwellings*. Conversely, while the equivalent figure was a little lower for *Town and Fringe* settlements (63%), in urban areas just over half (56%) of pupils attained five or more A* to C grades.

In England as a whole, less sparse settlements follow a similar pattern to those in the South East, although levels of attainment are marginally lower in each settlement class. The marked drop in Key Stage 4 attainment from less sparse to sparse settlements nationally suggests that Key Stage 4 attainment declines with increasing sparsity, as well as increasing settlement size and declining rurality in both less sparse and sparse areas.

Figure 3.2 Proportion of pupils achieving level 4 or above at Key Stage 2 by subject, 2004/05



Source: Department for Education and Skills[d]

For each settlement type across England, the proportion of pupils achieving level 4 or above at Key Stage 2 is greatest in Science (between 86% and 91%), followed by English (between 74% and 85%), and then Maths (ranging from 73% to 81%) (Figure 3.2). Again, in the South East, attainment increases with declining settlement size and increasing rurality across the three settlement categories. This is true of all three subjects, with no exceptions.

As with Key Stage 4 attainment, the South East picture is closely matched by that for all less sparse settlements in England, while sparse areas show a marked drop in attainment across all settlement types. In sparse areas, the overall trend towards greater attainment in smaller or more rural settlements is generally maintained, although the same proportion of pupils achieved level 4 or above in sparse town and fringe as sparse urban areas (87%).

The broad picture of higher educational achievement in more rural areas does not reflect the considerable disparity which exists between higher and lower performing rural areas in terms of labour market and skills. This has been evidenced by proxy in this report through data showing contrasts in employment rates and claimant counts between districts in the South East (See Table 1.6 and Table 1.7). The economy tables in the County chapters of this report also show the variation between neighbouring districts.

The Local Government Association (2007[e]) identified 44 low productivity local authority districts in England which have average household incomes in the lower quartile of all English districts, and a further 22 less severely challenged districts which lie just above the bottom quartile. In the South East, Dover, the Isle of Wight, Rother, Shepway and Swale are all within the bottom quartile in terms of average household income, and Wealden and the New Forest are within the next lowest 22. As is immediately clear, all of these districts have at least a portion of their boundaries on the coast, similar to the significant coastal dimension of districts with the highest claimant counts (Table 1.7). They are also all rural or *Significant Rural* districts by the Defra classification of local authorities.

A survey of 25% of the 44 lagging districts conducted by the Local Government Association (2007[f]) found that issues faced by these districts include:

- Low pay and low skills;
- Low aspirations;
- Lack of affordable housing;
- In less well connected districts, seasonal and part time patterns of employment with knock on repercussions for service provision;
- The growth of two speed economies created by the earning potential of residents who live and work in a district compared to those who live in the districts and work elsewhere. This applies in particular to more connected districts, which are therefore more likely to exhibit the characteristics of their urban neighbours than less connected districts. At the same time two speed districts possess pockets of low income earners who usually tend to be local residents.

In the South East, only Dover is considered as being less connected (as defined by proximity to a major service centre). However, this measure uses straight line distance as a criterion, and it could be argued that the Isle of Wight has significant accessibility challenges related to the cost and practicality of commuting to the mainland. Furthermore, the same analysis classes the Isle of Wight and Shepway, as well as Dover, as not being within a city region.

The Landscape chapter in this report elaborates further on specific skills needs in the environment and land-based sector.

Table 3.3 Trips per person per year by settlement type, and main mode, 2002-2005

	Settlement class	Mode of transport (proportion of all modes)							
		Walk	Car/van driver	Car/van passenger	Other private	Local bus	Rail	Other public	All modes (number of trips in '000s)
South East	Village, hamlet and isolated dwellings	15.2	54.9	23.0	3.1	1.6	1.7	0.6	1,093
	Town and fringe	19.6	48.2	24.4	3.3	2.0	1.6	1.0	1,079
	Urban	22.9	44.1	23.4	3.1	3.2	2.3	0.9	1,078
	All types (total)	21.7	45.7	23.4	3.1	2.9	2.2	0.9	1,080
England	Village, hamlet and isolated dwellings	15.9	53.2	24.1	3.1	2.0	1.0	0.6	1,095
	Town and fringe	22.7	46.4	23.5	3.0	3.0	0.8	0.7	1,061
	Urban	24.6	39.4	22.1	2.7	6.9	2.7	1.6	1,032
	All types (total)	23.6	41.3	22.5	2.8	6.1	2.4	1.4	1,040

Source: Department for Transport[9]

The proportion of private trips per person per year declines with increasing settlement size and decreasing rurality, both in the South East and England as a whole (Table 3.3).

In both the South East and England, there is a significant and steady decrease in the proportion of car / van drivers as one moves up the settlement hierarchy. Of all trips measured over the 2002-05 period in the South East, 55% were car / van drivers in *Villages, Hamlets and Isolated Dwellings*; 48% in *Town and Fringe* areas; and 44% in *Urban* areas.

Correspondingly, the proportion of trips made on foot increase without exception with larger settlement size and declining rurality in the South East (15% in *Villages, Hamlets and Isolated Dwellings* versus 23% in *Urban* areas).

At the same time, the proportion of trips per person per year using public transport increases with increasing settlement size and declining rurality, with the most significant increase occurring between *Town and Fringe* and *Urban* areas. This indicates that this contrast is well defined by the rural-urban boundary, as defined by the Office for National Statistics settlement classification.

Across all settlement types in both the South East and England, local bus usage declines with increasing rurality and smaller settlement size, although this proportion is quite similar between *Villages, Hamlets and Isolated Dwellings*, and *Town and Fringe* settlements, particularly in the South East (1.6% and 2.0% respectively). Rail trips generally comprise between 1% and 3% of all trips, and again, a significant rural-urban contrast is apparent in both the South East and England, although particularly at a national level. Rail use in the South East's rural settlements is actually greater (almost 2%) than it is nationally (1% or less).

3 Exclusion

Table 3.4 Distance travelled per person per year by settlement type, and main mode: 2002-2005 (National Travel Survey, DfT)

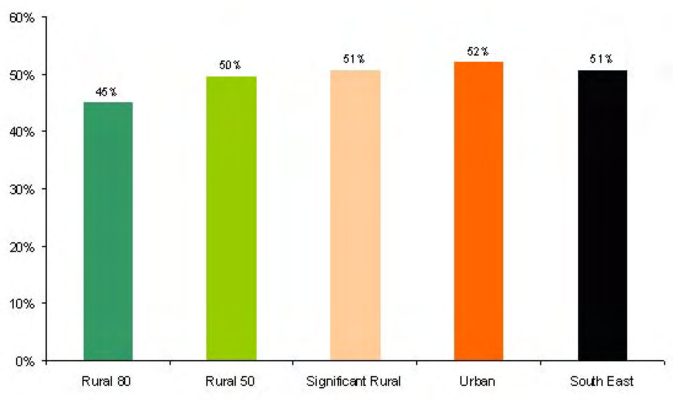
	Settlement class	Distance travelled per person (miles/numbers/thousands)							
		Walk	Car/van driver	Car/van passenger	Other private	Local bus	Rail	Other public	All modes (number of trips in '000s)
South East	Village, hamlet and isolated dwellings	1.0	58.4	26.8	2.8	1.3	7.9	1.7	10,923
	Town and fringe	1.3	55.7	29.9	2.7	1.4	7.6	1.4	9,816
	Urban	2.4	52.5	28.7	3.1	1.9	9.4	2.1	7,747
	All types (total)	2.1	53.7	28.6	3.0	1.8	9.0	2.0	8297
England	Village, hamlet and isolated dwellings	1.1	58.5	28.8	3.2	1.6	5.2	1.7	10,691
	Town and fringe	1.7	56.0	30.3	3.4	2.4	4.5	1.7	8,856
	Urban	2.8	49.3	28.6	3.2	4.3	9.0	3.0	6,577
	All types (total)	2.4	51.2	28.8	3.2	3.7	8.0	2.7	7,153

Source: Department for Transport[h]

As with the number of trips by modes of transport, more distance is covered by car/van trips in smaller settlements (Table 3.4): 58% in the region's *Villages, Hamlets and Isolated Dwellings*; 56% in *Town and Fringe* areas; and 53% in *Urban* areas. The discrepancy between *Town and Fringe* and *Urban* areas is more pronounced nationally, with the distance covered by car/van drivers in urban England being 49%. Correspondingly, the proportion of total distance covered on foot increased without exception with larger settlement size and declining rurality in the South East, and again was more pronounced in England.

These findings may be associated with the the increased need for rural residents to cover greater distances, for services and employment both locally and beyond their areas of residence, and declining pedestrian mobility associated with older rural residents.

Figure 3.3 Household take-up of Broadband, 2006



Source: Point Topic[i]

Figure 3.3 above shows very broadly that there is a gradual increase in the proportion of residential broadband connections from more rural districts to less rural and urban districts. Across *Rural 80* districts, only 45% of households have broadband connections, whereas this proportion increases between *Rural 50* and *Urban* districts from 50% to 52%.

These figures should be considered in the wider context of a progressive increase in the percentage of households with internet access over the last few years, as shown in Table 3.5. The proportion of households with internet access in the South East over the period 2003-2006 was 57%, the highest for any region other than London. Over 2000-2003 only 46% of households in the South East had internet access, although this was, with London, the joint highest for any region. Despite considerable advances in provision and take up of household internet access and ADSL broadband particularly then, the most rural areas continue to lag behind.

3 Exclusion

Table 3.5 Households with Internet access, 2000/01 - 2002/03 and 2003/04 - 2005/06

Geography	2000-2003[1]	2003-2006[2]
South East	46	57
South West	38	55
East	43	55
London	46	58
East Midlands	40	52
West Midlands	36	50
Yorkshire and The Humber	35	47
North East	32	44
North West	37	49
England	40	53
United Kingdom	39	52

Table notes

(1) Combined data from the 2000/01 Family Expenditure Survey, Office for National Statistics and the 2001/02 and 2002/03 Expenditure and Food Survey.

(2) Combined data from the 2003/04, 2004/05 and 2005/06 Expenditure and Food Surveys, Office for National Statistics.

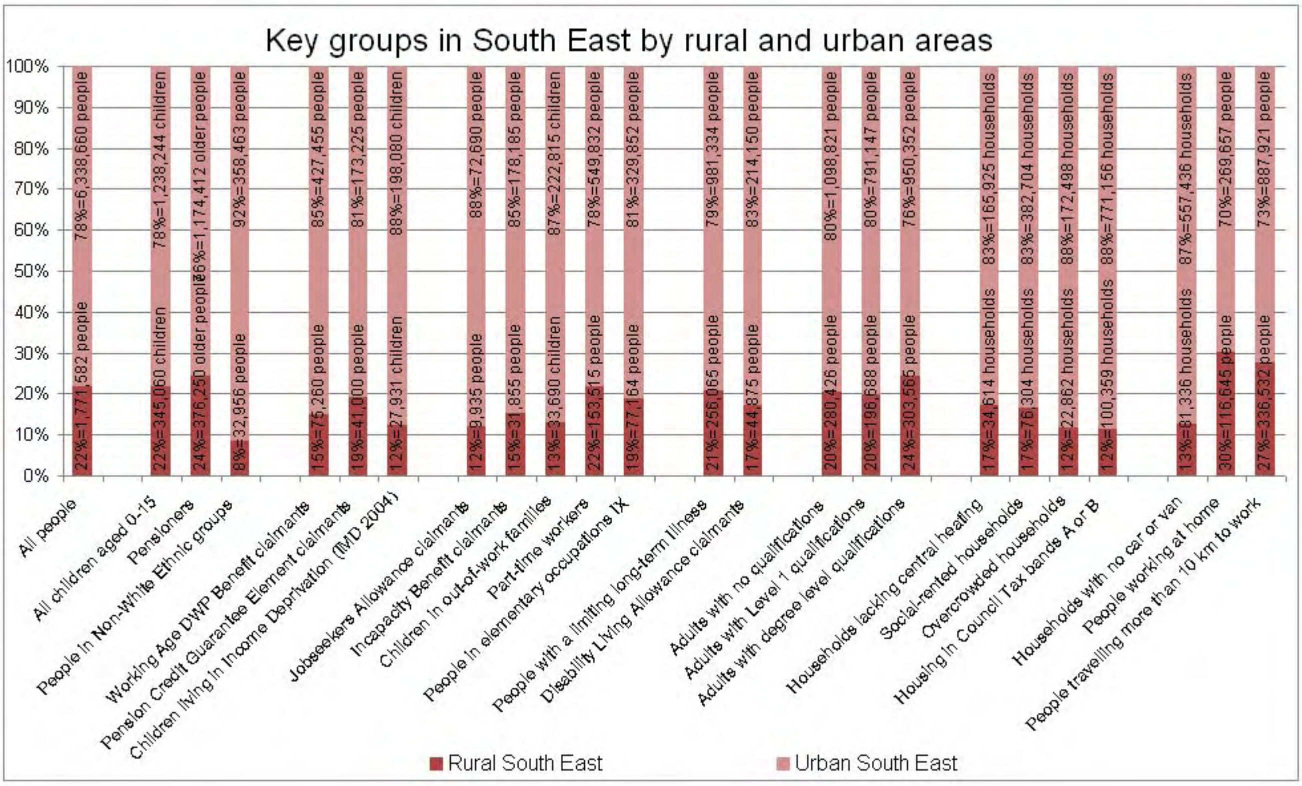
Source: Office for National Statistics[j]

To further support the research on exclusion and deprivation, the Government Office for the South East Rural Evidence Group commissioned a study into the evidence behind rural deprivation. The study, completed by Oxford Consultants for Social Inclusion (OCSI), focused on:

- Developing comparable region-wide data identifying the "rural share of deprivation" – in other words how many deprived people live in rural areas, based on a number of key indicators;
- Providing the "rural share of deprivation" data at County and district level across the region; and
- Mapping the key indicators at small area level.

In line with the rest of this report, the Office for National Statistics classifications have been used, working at the lowest geographic level (Output areas, equivalent to 125 households), and building up to formulate detailed district analysis. For the purposes of this work, the *Town & Fringe, Village and Hamlet,* and *Isolated Dwellings* categories have been combined into a single "rural" category and held up in comparison to the "urban" category. When the data is analysed in this way, a range of key indictors can be assessed. Figure 3.4 displays the rural and urban share of deprivation in the South East as a whole. Later on in the report, similar figures display the data on a County basis.

Figure 3.4 Key groups in the South East by rural and urban areas



Source: OCSI[k]

Deprivation is not easy to classify on a geographic basis as deprived people do not always live in deprived areas. Conversely, many residents of deprived areas are not deprived themselves. Deprivation is also seen as a predominantly urban issue and to a certain extent the data supports this. Although relatively few rural areas are identified as extremely deprived, there are a large number of deprived people living in rural areas. For example, of the 532 Super Output Areas in the most deprived 10% across the South-East (based on the Indices of Multiple Deprivation 2004), only 12 (2%) are in rural areas. Nevertheless, of the 427,455 people of working age receiving DWP benefits across the South-East, 75,260 (15%) live in rural areas. 280,426 adults with no qualifications live in the region's rural areas. This is around one fifth of over one million such adults in the South East. 256,065 people in rural areas of the region have a limiting long-term illness, again around a fifth of the South East total.

3 Exclusion

Key Findings

In general, access to key services, such as Post Offices or GPs, declines with increasing rurality and smaller settlement size. However, for many key services, there are less households within the specified distance (2 or 4 km) in villages than there are in hamlets or isolated dwellings. This may be due to the proximity of many villages to towns and other large urban areas.

Between 2002 and 2005, more personal trips (55%) used a car or van in village, hamlets and isolated dwellings (55%) than urban areas (44%). The same contrast is apparent to a lesser extent, in terms of the distance covered in trips per person.

Across the most rural districts, with at least 80% rural population, only 45% of households had broadband connections in 2006, compared to between 50% and 52% across less rural and urban districts.

Although relatively few rural areas in the South East are identified as extremely deprived according to the Indices of Multiple Deprivation 2004, separate analysis by the Oxford Centre for Social Inclusion shows that there is likely to be a large number of deprived people living in the region's rural areas according to a range of proxy indicators.

In the South East in 2004/05, over two thirds of pupils attained five or more A* to C grades in villages, hamlets and isolated dwellings, compared to 56% in urban settlements. At a lower level of educational attainment (Key Stage 2), a similar pattern is apparent with achievement in Science, English and Maths increasing with decreasing settlement size in overall terms.

The broad picture of higher educational achievement in more rural areas does not reflect the considerable disparity which exists between higher and lower performing rural areas in terms of labour market and skills. Five low performing districts in the region have been identified by the Local Government Association. All five bound the coast and are characterised by disparities between higher income commuters and lower income residents who work in their local area. Common issues faced by the latter include low pay and low skills, and low aspirations.

End Notes

a. Commission for Rural Communities, 2007. Analysis by Defra Rural Services Unit.
b. Commission for Rural Communities, 2007. Analysis by Defra Rural Services Unit.
c. Department for Education and Skills, 2004/5. National Curriculum Assessments at Key Stage 4. Data from State of the Countryside 2007 (Commission for Rural Communities): Living in the Countryside data tables. URL: http://www.ruralcommunities.gov.uk/projects/stateofthecountrysidedata/overview
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e. Local Government Association, 2007. Productivity and place: Economic performance in remote areas.
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i. Point Topic, 2006. Obtained directly from source.
j. Office for National Statistics, 2000/01 - 2005/06. Expenditure and Food Survey. URL: http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=361
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3 Exclusion

Forestry 4

4 Forestry

In a region of over eight million people, trees, woodlands and forestry play an important part in contributing to people's quality of life, the environment and local economies. The 'Regional Forestry Framework' (2004[a]) sets out the overall priorities in this area. Forestry and woodlands provide a variety of functions including the protection of biodiversity, recreation and associated health benefits, and serving as sites of community projects. It is therefore important to ensure provision of accessible woodlands, close to where people live.

Many of the woodlands with the richest biodiversity in the South East are ancient woodlands. The long continuity of such woodland cover has engendered unique assemblages of flora and fauna, many of which are priority species in woodland Biodiversity Action Plans. Nonetheless, ancient woodlands need to be better recognised through official designation, policy and support.

Regional Policies

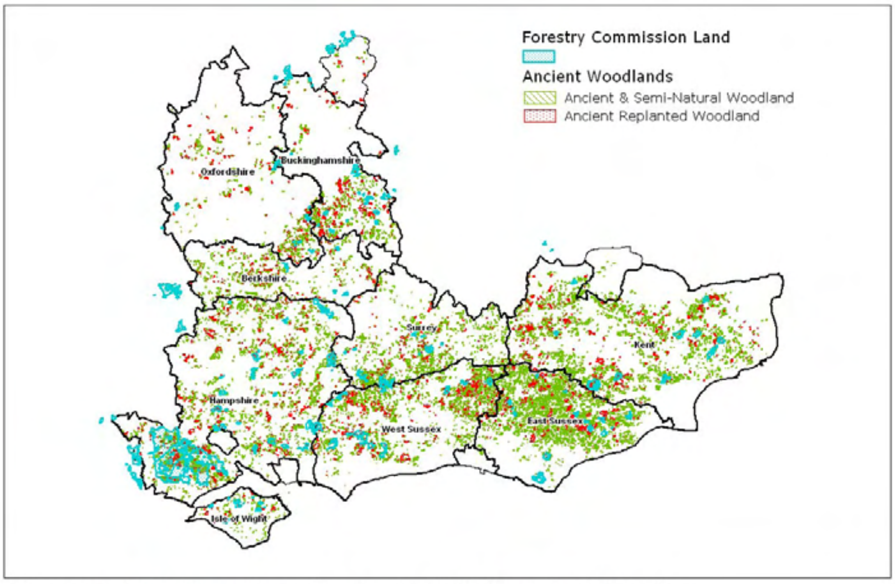
Ensure that growing communities in the region fully utilise the benefits and products of the regional woodland resource.

Maintain and enhance the regional ancient woodland and veteran tree heritage.

Use more wood from the region as a source of renewable energy and in particular woodheat.

Ensure that regional and local planning documents support and enhance woodlands and their cross cutting value.

Map 4.1 Forestry Commission land, ancient and semi-natural woodland



Source: Forestry Commission[b]; Natural England[c]

The South East is England's most wooded region, with its woodland cover of 15% being twice the national average (Forestry Commission, 2005[d]).

The New Forest in Hampshire is the largest area of Forestry Commission land in the South East at 37,677 hectares (ha) (Forestry Commission, 2008[e]). The New Forest National Park is currently the only such protected landscape in the South East, and covers a broader area of 57,096 ha (South East AONBs Woodlands Programme et al., 2007)[f]. Other than the New Forest, most of the region's woodland is located within Areas of Outstnading Natural Beauty (AONBs) (See also Map 6.1 on landscape designations), with the exception of scattered woodland across Hampshire outside of the South Downs.

AONBs in the South East are amongst the most heavily wooded in the country. Woodland comprises 21% of the Chiltern AONB by area, rising to 25% in the High Weald and 40% in the Surrey Hills (South East AONBs Woodlands Programme et al., 2007[g]).

In the South East in 2006, there were just over 1,000 people working in forestry, logging and related activities[(18)] (NOMIS, 2006[h]). This was 20% of the total number for England (circa 5,200), down from 33% in 1998, when there were around 1,200 employees working in this sector in the region.

Key Findings

The South East is England's most wooded region, with its woodland cover of 15% being twice the national average.

In the region in 2006, there were just over 1,000 people working in forestry, logging and related activities. This was around a fifth of the total number of people working in this sector in England, down from a third in 1998, when there were around 1,200 employees working in this sector in the South East.

18 This does not include certain related manufacturing industries, such as the manufacture of pulp and paper, or forestry machinery.

4 Forestry

End Notes

a. Forestry and Woodlands Framework Steering Group, 2004. Seeing the wood from the trees: A forestry and woodlands framework for South East England. URL: http://www.forestry.gov.uk/seeingthewoodforthetrees
b. Forestry Commission, 2004. Forestry Commission land boundary files. Obtained via MAGIC online mapping database. URL: http://www.magic.gov.uk/website/magic/
c. Natural England, 2007. Ancient woodland boundary files. URL: http://www.english-nature.org.uk/pubs/gis/gis_register.asp
d. Forestry Commission, 2005. Quoted in: An analysis of accessible natural greenspace provision in the South East. A study produced for the South East AONBs Woodlands Programme, the Forestry Commission, and Natural England (2007). URL: http://www.forestry.gov.uk/forestry/infd-6z2jck
e. Forestry Commission, 2008. URL: http://www.forestry.gov.uk/forestry/infd-69vhwv
f. South East AONBs Woodlands Programme; the Forestry Commission; and Natural England (2007). An analysis of accessible natural greenspace provision in the South East. URL: http://www.forestry.gov.uk/forestry/infd-6z2jck
g. Ibid.
h. NOMIS (Official Labour Market Statistics), 2007. URL: http://www.nomisweb.co.uk

Heritage 5

5 Heritage

To many people, the historic environment provides a way of reinforcing their sense of place, belonging and well-being and putting quality, variety and meaning into their lives. It is therefore important to recognise and enhance the contributions of the rural historic environment, to widen public access to it and to harness its potential to deliver social and economic benefits.

Regional Policies

Recognise the contribution of the historic environment to the quality of life in the rural South East.

Promote better management of historic environment assets in rural areas.

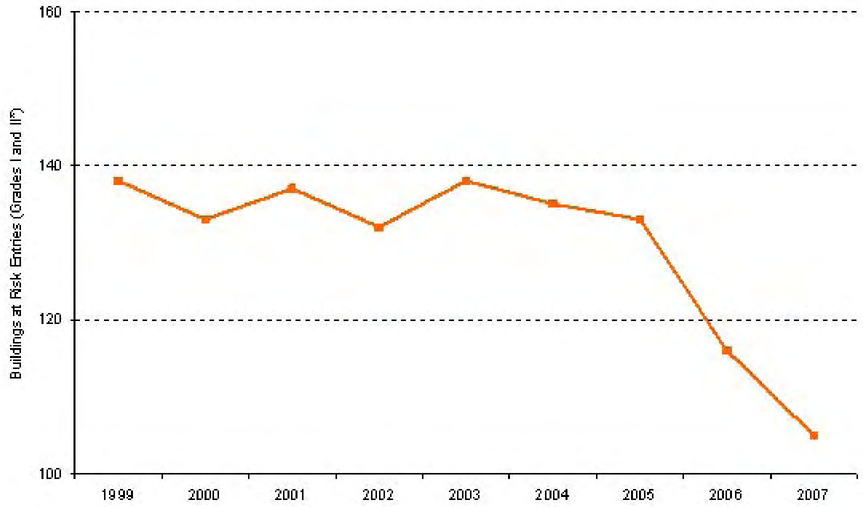
Increase the accessibility of the local historic environment to local communities and visitors.

Maintain or regain the skills necessary to conserve and enhance the fabric of the region's rural heritage.

Encourage sustainable re-use of redundant historic environment assets.

Buildings At Risk

Figure 5.1 South East Buildings at Risk, 1999 to 2007



Source: English Heritage[a]

In Figure 5.1 above, we chart the progress of the region on English Heritage's Buildings at Risk Register. In 2006 there were 116 properties on the register, representing 2.1% of the South East's 5,565 listed properties. It is clear that that there has been a significant decline in the number of properties on the register[(19)]. Since the 1999 baseline there has been a net decline of 22 buildings with the steepest change coming between 2005 and 2006. During this period there was a decline from 133 to 116 properties (12.2%). Of the South East's entries on the 2006 register, 68 are defence heritage sites, more than any other region.

19 This data only includes Grade I and II listed buildings and does not include Scheduled Ancient Monuments.

Heritage 5

Key Findings

There were 116 Grade I and II listed buildings at risk in the South East in 2006. The number of buildings at risk decreased by 17 between 2005 and 2006, and 22 since 1999.

68 of the South East's buildings at risk are defence heritage sites, more than any other region.

5 Heritage

End Notes

a. English Heritage, 2007. Buildings at Risk Register. URL: http://www.english-heritage.org.uk/server/show/ConWebDoc.11487

Landscape 6

6 Landscape

The landscape and environment of the South East is a key factor in bringing visitors to the region, boosting the tourism economy and providing opportunities for recreation and exercise. The landscape also attracts and keeps many businesses, and their staff, located and engaged in the region.

Regional Policies

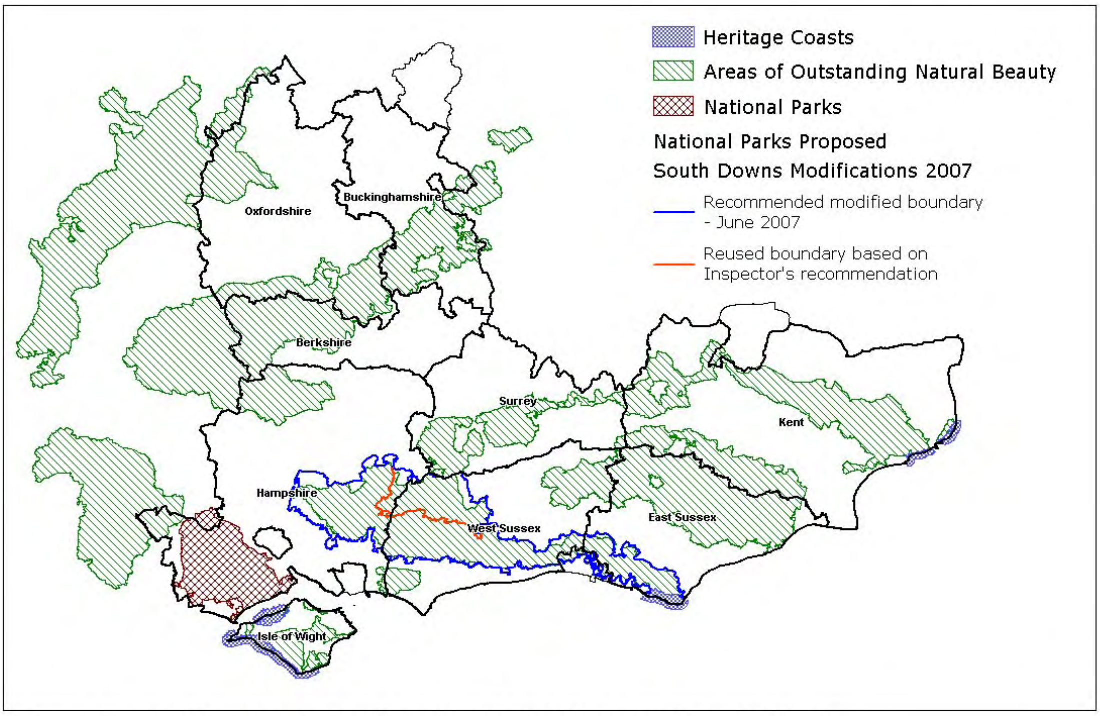
Increase awareness and understanding of landscape character areas.

Ensure that landscape character is conserved or enhanced to maximise wider benefits.

Promote and facilitate joined-up thinking and partnership working at a landscape or character area scale.

Support innovative land-based businesses that reinforce landscape character.

Map 6.1 Designated landscapes in the South East



Source: Natural England[a]

The 10 Areas of Outstanding Natural Beauty (AONBs) found within the South East account for 32% of the total land cover. There are 36 AONBs in England, covering about 15% of the country (Natural England, 2008[b]). Areas are designated by Natural England to conserve and enhance their their landscape qualities (which may include landform and geology, plants and animals, landscape features and the rich history of human settlement over the centuries).

Environmental Stewardships were introduced from 1 August 2005, serving as a successor to Environmentally Sensitive Areas and Countryside Stewardship Schemes. The current Environmental Stewardship provides funding to farmers and other land managers in England who deliver effective environmental management on their land. The scheme's primary objectives are to: conserve wildlife; maintain and enhance landscape quality and character; protect the historic environment and natural resources; and promote public access and understanding of the countryside (Rural Development Service, 2005[c]).

There are a number of categories of Environmental Stewardship: 'Entry Level Stewardship' (ELS) is a scheme open to all farmers or land managers who farm their land conventionally (i.e. through wholly non-organic means); while the 'Organic Entry Level Stewardship' is open to farmers who manage all or part of their land organically. In addition, there are separate Higher Level Stewardship schemes for conventional and organic farmers / land managers. These latter schemes are geared towards the delivery of significant environmental benefits in high priority situations and areas (Rural Development Service, 2005[d]).

The South East performed very well when judged by take up as a proportion of total area in England, other than the entry level scheme for conventional farmers / land managers. Set against other English regions in 2007, the South East had only the fifth highest proportion (12%) of England's total area represented by the Entry Level Stewardship Scheme compared to other regions. However, this was still above the regional average (11%).

The South East's proportion of the organic entry level scheme by total area in England (14%) was the second highest only after the South West (46%). The South East also had the second highest percentage by total area in England for both the higher level (conventional and organic) schemes.

6 Landscape

Table 6.1 Area under Environmental Stewardship Schemes by Region, 2007

Region	Entry Level Environmental Stewardship Scheme (ELS)		Organic Entry Level Environmental Stewardship Scheme (OELS)		Higher Level Environmental Stewardship Scheme (HLS)		Organic Higher Level Environmental Stewardship Scheme (OHLS)	
	Area (ha)	% of England total area	Area (ha)	% of England total area	Area (ha)	% of England total area	Area (ha)	% of England total area
South East	456	12	28	14	12	15	1.9	21
South West	597	16	90	46	11	13	2.8	31
East of England	753	20	21	11	9	11	0.9	9
London	3.2	0.1	0	0	0.2	0.3	0	0
East Midlands	616	16	11	6	6	7	0.4	5
West Midlands	396	10	19	10	10	13	0.9	10
Yorkshire and The Humber	503	13	8	4	7	8	0.2	2
North East	250	7	12	6	18	22	1.5	16
North West	256	7	9	4	10	12	0.6	6
England	3,831	11	198	11	83	11	9.1	11

Table Notes

1. *The (O)ELS figure represents the total area entered into (O)ELS in both (O)ELS and (O)ELSHLS agreements.*
2. *The HLS/OHLS figures represent the area under HLS/OHLS options only.*
3. *Data as at 14th February 2007.*

Source: Natural England[e]

There are approximately 106,000 people working in the environment and land-based sector in the South East, in around 15,000 businesses or organisations that work principally or wholly in this sector. These are conservative estimates and may not account for the large numbers of temporary, casual and migrant workers known to work in areas such as production horticulture. The sector's contribution to UK national GDP was recently estimated to be 5.7% (Lantra, 2006[f]).

The South East has a higher number of environment and land-based sector businesses than any other Government Office region in England. Most of the region's employees in this sector work in landscape (22.3%), production horticulture (14.2%), agricultural crops (13.8%), agricultural livestock (10.8%), equine (10.2%) and animal care (9.3%) activities[(20)](Lantra, 2006[g]).

Research by Lantra (Lantra, 2006[h]) indicates that in the run up to the Olympics 2012, new opportunities will be created now and in the longer term in landscaping, fencing and green space management. Within the South East there is also a move towards supporting the production of bio-fuel crops, given pressure on fossil fuels. More generally, land-based businesses in the South East highlight basic literacy and numeracy, communication and customer relations skills as being priority areas of need.

Key Findings

There are 10 Areas of Outstanding Natural Beauty (AONBs) in the South East, accounting for almost a third of its land cover.

In 2007, the South East had only the fifth highest proportion (12%) of England's total area represented by the Entry Level Stewardship Scheme compared to other regions. Nevertheless, the region's proportion of the organic entry level scheme by total area in England (14%) was the second highest only after the South West (46%).

There are approximately 106,000 people working in the environment and land-based sector in the South East, in around 15,000 businesses or organisations that work principally or wholly in this sector. This is the highest number of environment and land-based businesses for any region in England.

Key skill needs highlighted by land-based businesses in the region are basic literacy and numeracy, communications and customer relations.

20 Other than the above named activities, the environment and land-based sector also includes by the definition of Lantra, the relevant Sector Skills Council: Animal technology; aquaculture; environmental conservation; farriery; fencing; fisheries management; floristry; game and wildlife management; land-based engineering; trees and timber; and veterinary nursing.

6 Landscape

End Notes

a. Natural England, 2007. 'Landscape' web pages: GIS and data downloads. URL: http://www.countryside.gov.uk/LAR/Landscape/RandE/index.asp
b. Natural England, 2008. Sites of Special Scientific Interest: Introduction. URL: http://www.english-nature.org.uk/special/sssi/
c. Rural Development Service, 2005. Environmental Stewardship: Look after your land and be rewarded.
d. Ibid.
e. Natural England, 2007. Obtained directly from source.
f. Lantra (The Sector Skills Council for the Environmental and Land-based Sector), 2006. Sector Skills Agreement Stages 1-3 Report: South East region consultation document.
g. Ibid.
h. Ibid.

Economic Development & Enterpirse 7

7 Economic Development & Enterpirse

Given the importance of the region's countryside as an economic asset vital to maintaining the South East's competitiveness, it is imperative that a balance is achieved between economic growth and environmental protection and enhancement. Against this background, perceived barriers to economic growth in rural areas, such as low incomes, lack of appropriate workforce and public transport, need to be better understood. Business start-ups and social enterprise also need to be encouraged, particularly home and community-based business and sustainable rural tourism.

Regional Policies

Increase the number of business start-ups in rural areas.

Take advantage of and foster confidence in opportunities for innovation and increase the proportion of land-based businesses involved in value-added activities and non-food crops.

Ensure that the rural tourism industry continues to grow, particularly those businesses that use the region's natural assets and built heritage.

Develop more social enterprise to reduce deprivation and increase the quality of life in rural communities. Fulfil the potential for rural areas to be a focus for new entrepreneurial activity for all business sectors and all people.

Develop and maintain an appropriately skilled workforce to support long-term competitiveness.

Understand what the perceived barriers are to economic growth in rural areas.

Support the land-based sector and, in particular, implement the economic objectives contained in the regional Sustainable Farming and Food delivery plan and the Regional Forestry Framework.

Ensure provision of effective and timely advice for rural businesses to support their growth.

Business Stocks

One of the key indicators of an area's economic performance and competitiveness is the change in the number of enterprises registered for VAT. The number of new businesses rather than retention of long surviving businesses with less competition from new enterprises is seen to be the key source of economic vitality (CRC, 2007[a]).

It should be noted that VAT registrations may under estimate business formation: it can be some time after setting up that a business achieves the turnover required to register for VAT, or staff employees registered for PAYE taxation. This effect is likely to be stronger in rural areas, which tend to contain large proportions of sole traders (CRC, 2007[b]).

Figure 7.1 Indexed change in business stocks, 1994-2006

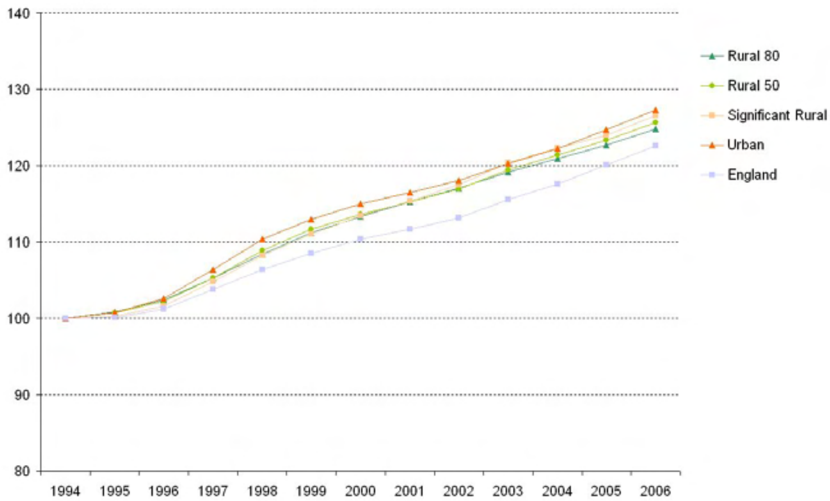
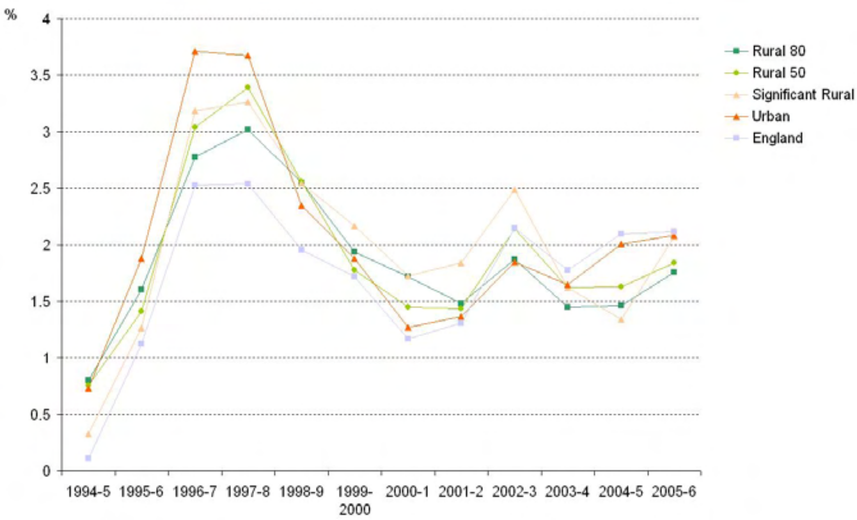


Figure 7.2 Annual percentage change in business stocks, 1994-2006

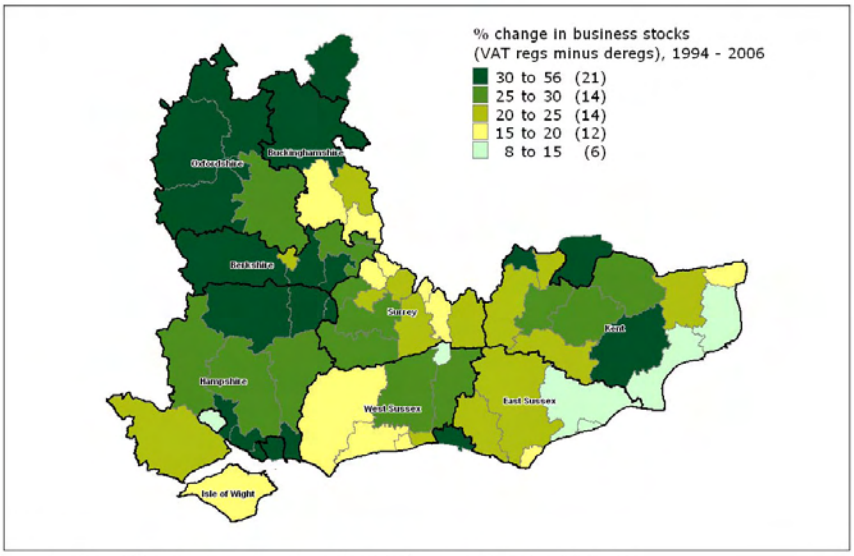


Source: Annual Business Inquiry[c]

In the South East in 2006, there were approximately 100,000 businesses in rural (*Rural 50 & 80*) districts, 70,000 in *Significant Rural* and 136,000 in *Urban* districts. For these district classes, percentage growth between 1994 and 2006 (Business Stocks) has been slightly lower across rural than the more urban districts but the range is quite narrow, between 25% and 27%. This is above the overall growth for England for this period (22.6%). From a geographical perspective, shows the change in business stock by district and the distinct differences between the north west of the region and the south east of the region. Broadly speaking, there is some variation in growth between individual districts, with the business stock in Rother (*Rural 50*) increasing by 9% from 1994 to 2006, compared to 55% in Milton Keynes district (*Other Urban*). Some quite high growth has taken place in certain rural districts too, with the highest in Aylesbury Vale (34%), also *Rural 50*. This variation is shown in greater detail in the County chapters (12).

7 Economic Development & Enterpirse

Map 7.1 Change in business stock (%), 1994 - 2006



Source: Annual Business Inquiry[d]

Figure 7.1 shows the net (i.e. annual) percentage change for business stocks between 1994 and 2006. The highest rate of annual growth in the South East during these years occurred between 1996 and 1997, at around 3% across rural districts and 3.5% across urban districts. The average net growth between 1994 and 2006 was very similar across the range of rural to urban districts, around 2% for each class.

Table 7.1 Distribution of business stocks by sector, 2006

Sector	Percentage of total business stock for each class / geography					
	Rural 80	Rural 50	Significant Rural	Urban	South East	England
Agriculture; Forestry and fishing	7.1	5.7	4.8	1.4	3.7	5.6
Mining and quarrying; Electricity, gas and water supply	0.1	0.1	0.1	0.1	0.1	0.1
Manufacturing	7.3	7.4	7.1	7.1	7.2	8.0
Construction	12.2	12.4	12.9	12.9	12.7	11.6
Wholesale, retail and repairs	18.2	17.6	17.5	18.8	18.2	20.7
Hotels and restaurants	6.6	5.1	5.4	6.7	6.0	7.0
Transport, storage and communication	3.1	3.6	4.0	4.4	4.0	4.4
Financial intermediation	0.9	0.9	1.0	1.0	0.9	1.1
Real Estate, renting and business activities	33.9	36.6	37.1	37.4	36.8	32.0
Public administration; Other community, social and personal services	9.0	9.0	8.6	8.6	8.7	7.9
Education; health and social work	1.7	1.6	1.6	1.8	1.7	1.6
Total percentage	100.0	100.0	100.0	100.0	100.0	100.0
Total business stock (rounded to nearest five)	33,610	67,185	70,325	135,750	306,890	1,670,350

7 Economic Development & Enterpirse

Table 7.2 Percentage change in business stocks by sector, 1994-2006

Sector	Rural 80	Rural 50	Significant Rural	Urban	South East	England
Agriculture; Forestry and fishing	-8.6	-7.0	-6.0	-0.5	-6.0	-9.7
Mining and quarrying; Electricity, gas and water supply	100.0	0.0	-33.3	0.0	-12.2	2.9
Manufacturing	2.5	2.0	-6.3	-8.6	-4.6	-6.6
Construction	22.1	19.7	22.3	27.7	24.0	23.7
Wholesale, retail and repairs	1.4	-1.1	-1.5	-4.2	-2.3	-3.5
Hotels and restaurants	35.5	28.9	37.0	38.1	35.8	30.3
Transport, storage and communication	16.8	19.2	26.4	30.5	26.2	20.7
Financial intermediation	22.9	26.9	23.7	33.7	27.2	28.5
Real Estate, renting and business activities	68.9	69.4	71.5	70.4	70.2	80.2
Public administration; Other community, social and personal services	18.7	20.1	16.1	17.4	18.0	14.5
Education; health and social work	27.8	38.2	48.7	20.1	29.8	22.1
Change 1994-2006 (rounded to nearest five)	6,700	13,725	14,740	29,125	64,300	308,040
Change 1994-2006 (percentage change, total business stock)	24.9	25.7	26.5	27.3	26.5	22.6

Source: Annual Business Inquiry[e]

Within the South East, the proportion of business stocks in 'Agriculture, forestry and fishing' is highest in the *Rural 80* class (7%), followed by *Rural 50*. The *Rural 50* class has the same proportion (6%) as the average for England. Only 1.4% of business stocks in the South East's urban districts were classified as being in this sector.

Nevertheless, stocks in 'agriculture, forestry and fishing' declined by as much as 9% across *Rural 80* districts between 1994 and 2006. This was the same as the contraction in the 'manufacturing' sector across all urban districts, but still less than the 10% decline in agriculture nationally. Only one other sector experienced any decline across the rural districts over this time ('Wholesail retail & repairs', -1.1% in the *Rural 50* class). Otherwise, the data supports the notion that rural and urban areas are in fact quite similar with respect to the distribution of economic activity within them.

'Transport, storage and communication' increases slightly in the proportion of total stock with a move from the most rural to urban classes, following greater growth in urban than rural districts between 1994 and 2006. 'Public administration and other community, social and personal services' increase in prominence in the more rural districts (growth in this sector across the rural districts exceeded that of the *Significant Rural* and *Urban* classes between 1994 and 2005).

From 1994 and 2006, manufacturing increased by between 2% and 3% across rural districts, while declining by 6% in the *Significant Rural* class, and by 9% across all urban districts.

Figure 7.3 VAT-based enterprises by settlement type in the South East and England, 2007

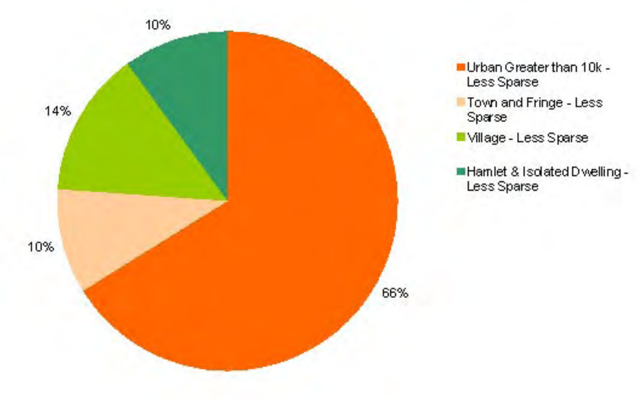
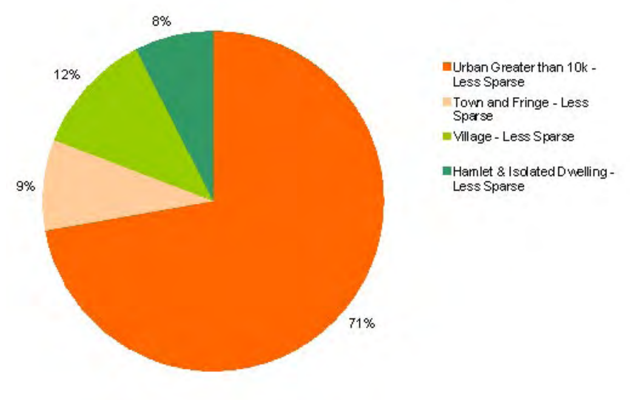


Figure 7.4 VAT-based enterprises by settlement type in England, 2007



Source: Inter-Departmental Business Register[f]

In 2007, there were over 263,000 VAT-based enterprises in the South East (Figure 7.3), comprising 18.5% of the total number of businesses in England. This was higher than any other English region, including London. Two-thirds of these businesses (VAT-based enterprises) were located in urban settlements (> 10,000 population). In England, the equivalent proportion was greater: just over 70% (Figure 7.4). The South East has a slightly greater proportion of VAT-based enterprises in each of the Town and Fringe, Village, and Hamlet and Isolated dwelling classes than is the case for England.

Data on VAT-based enterprises produces a lower total number of businesses than business stocks (VAT registrations minus deregistrations), on which the previous data in this chapter relies, even though both datasets have been compiled from the Inter Department Business Register. This is due to lag adjustments and minor differences in coverage[21]. The total number of businesses in the South East in 2006[22] as calculated by the business stock (VAT registrations minus de-registrations) method was 306,920, compared to 263,000 'VAT-based enterprises' in 2007. The former was 18.4% of the total business stock in England, very similar to the 18.5% proportion produced by using VAT-based enterprise data[23].

21 In generating the BERR estimates on business stocks (VAT registrations minus de-registrations), those bsuinesses which still have a live PAYE record (and are therefore still running) are included even if they have de-registered for VAT due to a fall in their turnover.

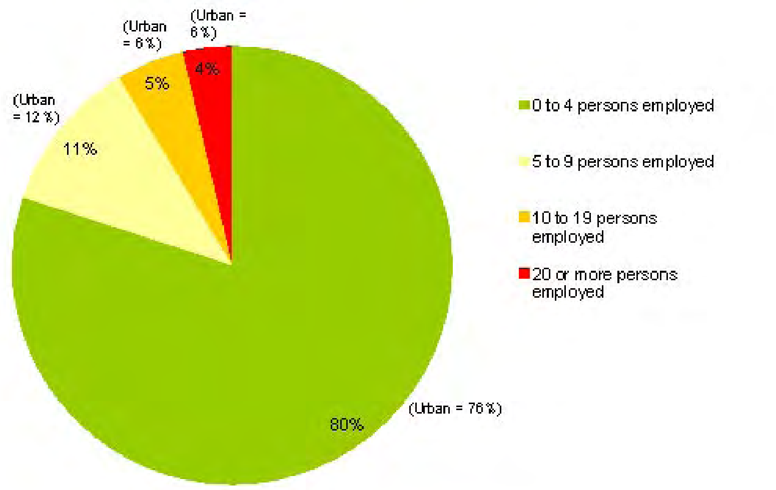
22 The latest year available.

23 Including data on VAT-based enterprises allows us to examine the distribution of businesses using the Office for National Statistics settlement definition of rural and urban areas, which is more accurate than the District Classification in capturing the geographic extent of these areas. It also allows us to consider how the number of businesses vary across settlements as well as districts, and how business employee size differs across settlement types

7 Economic Development & Enterpirse

Business size and employment

Figure 7.5 VAT-based enterprises in the South East, 2007: By employment size band: rural settlements < 10,000 population



Source: Inter-Departmental Business Register[9]

Most businesses in the South East have less than five employees (Figure 7.5). The proportion of such businesses is slightly higher in rural settlements (80%) than urban settlements (76%). Urban settlements have a slightly greater proportion of businesses with 20 or more employees (6%) than rural settlements (4%).

Table 7.3 and Table 7.4 showing the distribution of employees across sectors in the South East do not include agriculture, unlike the tables on business stocks. This is because Annual Business Inquiry (ABI) data on employees is known to substantially underestimate the full extent of the agricultural sector[(24)]. Defra's Agricultural Survey, formerly Agricultural Census, is the most reliable source, although it is not available below regional level (some district data is missing). The Food and Farming chapter (8) looks at the agricultural sector in greater detail. Using Agricultural Survey data for 2006 and comparing this to the total employees from the ABI data, agriculture can be estimated to comprise 1.5% of all employees in the South East. This compares to 1.6% in England, where the total number of employees in 2006 was 361,000.

24 Currently, the Annual Business Inquiry only captures a small segment of the agricultural sector. It does not include people employed in the growing of crops or the farming of animals.

Table 7.3 Distribution of employees by sector, 2006

Sector	Percentage of total for each class / geography					
	Rural 80	Rural 50	Significant Rural	Urban	South East	England
Energy and water	0.4	0.3	0.5	0.6	0.5	0.5
Manufacturing	9.7	9.7	10.7	7.9	8.9	11.0
Construction	5.4	5.4	4.9	4.0	4.5	4.7
Distribution, hotels and restaurants	26.9	24.2	25.8	24.3	24.8	23.8
Transport and communications	3.4	5.0	5.9	6.8	6.0	6.1
Banking, finance and insurance, etc	20.5	23.3	23.4	25.6	24.3	22.1
Public administration, education & health	26.7	26.3	23.5	26.1	25.7	26.5
Other services	7.0	5.8	5.3	4.8	5.3	5.3
Total percentage	100	100	100	100	100	100
Total employees (Thousands)	285	611	738	1993	3628	22589

Source: Annual Business Inquiry[h]

From 1998 to 2006, the total number of employees rose in all district classes by between 7% and 8%. As with business stocks, the overall proportion of employees in the 'Transport and communications' sector increases as you move from rural to urban districts. Despite similar proportions of people being employed in public administration across the district classes, *Rural 80* districts actually experienced the smallest overall growth in this sector from 1988 to 2006 (11%), followed by *Rural 50* districts (15%). The highest growth in public administration took place across the *Significant Rural* districts (21%).

In 2006, rural districts in the South East had a higher proportion of people employed in manufacturing overall than urban districts, with this proportion being highest in the *Significant Rural* district class at 11%. 'Manufacturing' employment declined more in urban districts overall than rural districts between 1988 and 2006 (30% in urban combined compared to between 22% and 24% in the rural classes).

The banking and finance sector has a slightly lower proportion of employees in all *Rural 80* districts than other district groups (between 23 and 26%). *Rural 80* districts had the highest proportion of employees working in 'Other Services' (7%). Accordingly, they have also seen the highest growth in this sector from 1988 to 2006 (29%).

7 Economic Development & Enterpirse

Table 7.4 Distribution of employees by sector; Percentage change, 1998-2006

Sector	Rural 80	Rural 50	Significant Rural	Urban	South East	England
Energy and water	-12.3	-16.1	-18.7	-22.8	-24.5	-20.8
Manufacturing	-21.5	-24.2	-24.0	-30.4	-29.2	-27.1
Construction	33.3	4.9	16.2	12.4	15.3	13.3
Distribution, hotels and restaurants	6.2	-0.2	3.0	2.0	4.5	2.2
Transport and communications	0.0	6.1	22.0	-3.3	9.4	2.4
Banking, finance and insurance, etc	18.4	26.6	16.0	22.6	22.3	21.6
Public administration, education & health	10.8	15.3	21.3	18.5	22.5	17.8
Other services	28.8	20.5	17.6	23.1	22.2	22.0
Percentage change in total employees	8.2	7.2	7.7	7.3	7.4	7.9
Absolute change in total employees (Thousands)	21.6	41.3	52.6	135.0	250.5	1657.5

Source: Annual Business Inquiry, 2006[i]

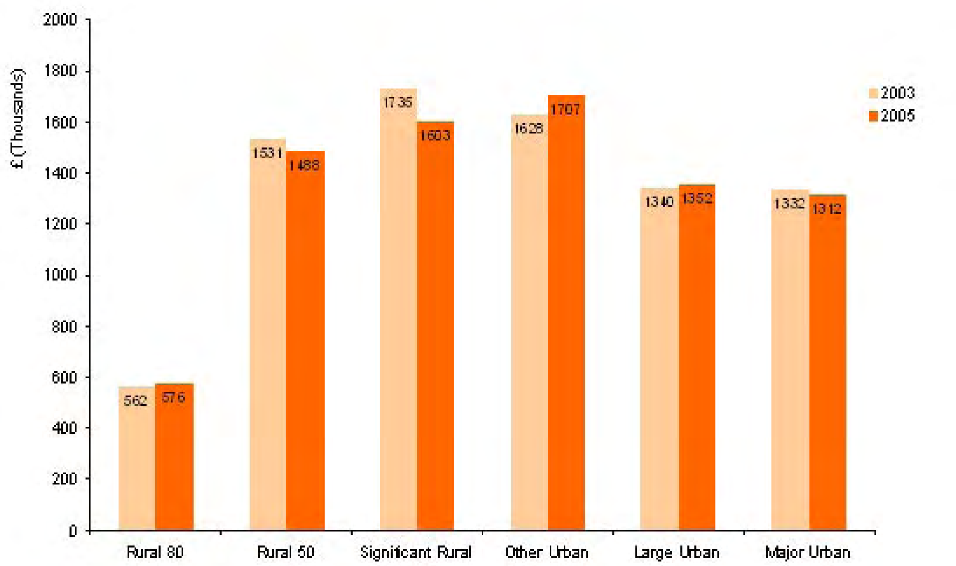
Gross Value Added

Gross Value Added (GVA) per head is the most commonly used indicator of economic prosperity at regional level and is the overarching target in the latest Regional Economic Strategy for the South East (2006-2016) (SEEDA, 2006[j]). However, data on Gross Value Added (GVA) per head is not available at geographic units small enough to permit an analysis by rural-urban boundaries. National analysis of GVA per head down to NUTS 3[(25)] level (CRC, 2007[k]) suggests that the lowest rates are in more peripheral, often rural economies. In the South East in 2004, the lowest rates occurred in the Isle of Wight and Medway (aggregate GVA per head below £11,499), followed by East Sussex (between £11,500 and £12,499).

To look at rural-urban contrasts in economic productivity, the Commission for Rural Communities have used Inter-departmental Business Register data to calculate turnover per employee: this shows GVA from sales / revenue divided by the numbers and costs of employees. IDBR registered enterprises are assigned the location of their head office, so this dataset cannot tell us about how productivity varies on the basis of where residents live.

25 Nomenclature of Territorial Units for Statistics (NUTS) is a reference standard for the administrative division of countries for statistical purposes. In England, NUTS3 refers to unitary authorities and districts.

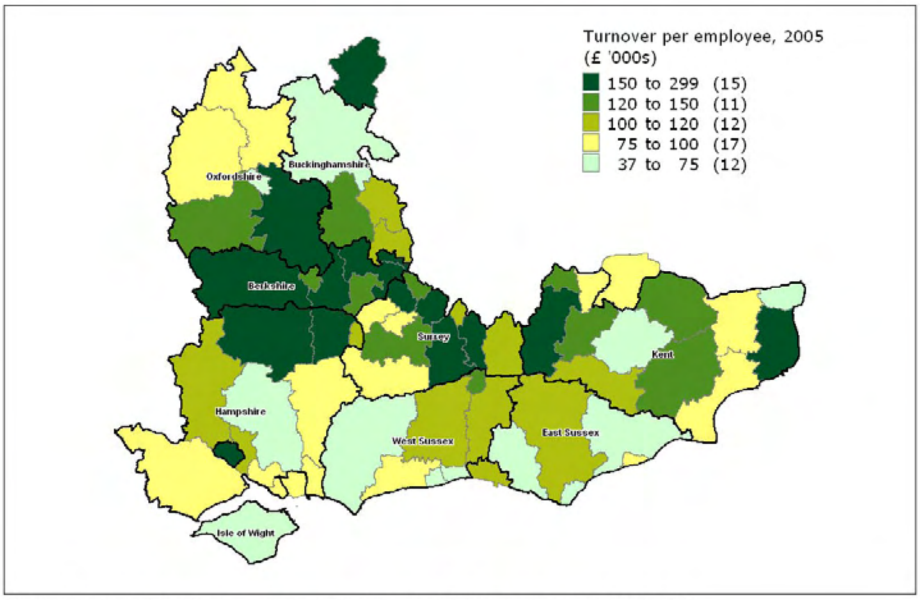
Figure 7.6 Turnover per employee in the South East, 2003 / 2005



Source: Inter-departmental Business Register[l]

In the South East in 2003 and 2005, turnover per employee was highest in the *Significant Rural* and *Other Urban* classes. Turnover per employee in the *Rural 80* district class was almost a third that of *Rural 50* districts combined, and less than half that in either the *Large* or *Major Urban* classes (Figure 7.6).

Map 7.2 Turnover per employee by district, 2005



Source: Inter-departmental Business Register[m]

In 2005, the lowest turnovers per employee (less than £75,000) occurred mainly in rural districts located near the coast and some districts containing coastal towns (Map 7.2). The rural districts in question were: the Isle of Wight, Winchester, Chichester, Lewes and Rother. On the other hand, the highest turnovers per employee (greater than £150,000) was concentrated particularly in the

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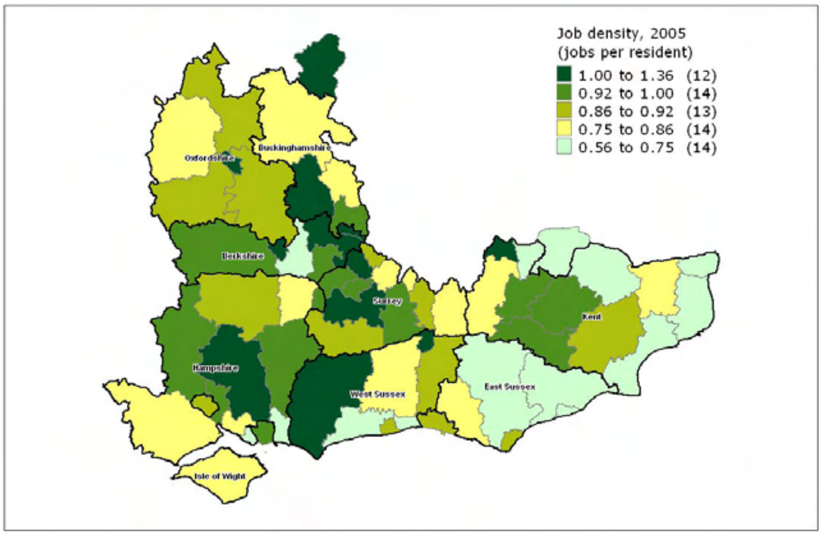
more urban districts of Surrey and Berkshire on the fringes of London, as well as the three western-most *Significant Rural* districts of Berkshire. Two rural districts were also in this highest band: Oxfordshire (*Rural 80*) and Sevenoaks (*Rural 50*). These findings are generally consistent with where one would expect the head offices of the most economically productive businesses to be located: close to a local, skilled labour market, and within easy reach of London.

Job density

Map 7.3 Job Density, 2005



Source: NOMIS, 2005[n]

The lowest band of job density in the South East in 2005 (less than 0.75 jobs per resident) was mostly located in coastal or estuarine districts containing coastal towns or significant urban areas. A few rural districts (Wealden and Rother in East Sussex) and Dover, were also in this lowest band (Map 7.3). The highest pockets of job density (1 job per resident or greater) were concentrated in more urban districts on the outskirts of London, or towns surrounded by countryside such as Oxford, Crawley and Milton Keynes. Winchester and Chichester, which are both rural districts, also had more than one job per resident overall. Low job densities and economic turnover coincide in some areas with a large proportion of protected landscapes (e.g. the Isle of Wight Area of Outstanding Natural Beauty (AONB), or the South Downs AONB / proposed National Park), indicating a degree of compromise between the respective policy drivers of economic productivity and environmental protection.

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Key Findings

Approximately a third of businesses in the South East are located in rural settlements of less than 10,000 population.

Most business in the South East have less than five employees. The proportion of such businesses is slightly higher in the region's rural settlements (80%) than its urban counterparts (76%). The latter have a slightly greater proportion of business with 20 or more employees (6%) than rural settlements (4%).

7% of businesses in the most rural districts (with over 80% rural population) of the South East work in agriculture, forestry and fishing, even though this sector has declined by 9% in these districts between 1994 and 2006. Overall, the proportion of businesses working in agriculture, forestry and fishing declines with decreasing rurality, so that there are only 1.4% such businesses in the region's urban districts.

Despite this, the data suggests that rural and urban areas in the South East are in fact quite similar with respect to the nature and distribution of economic activities within them.

Turnover per employee is much lower in districts with 80% or greater rural population than any other type of less rural district. Turnover per employee in districts with greater than 50% but less than 79.5% rural population is around three times higher overall than more rural districts, and is also higher than many urban districts, particularly those situated close to London or other large urban centres.

Districts with the lowest turnover per employee or job density in the region are most commonly located on, or near to, the coast. Low job densities and turnover also coincide in some areas with a high proportion of protected landscapes, such as the Isle of Wight or South Downs Areas of Outstanding Natural Beauty.

End Notes

a. Commission for Rural Communities, 2007. The state of the countryside 2007. URL: http://www.ruralcommunities.gov.uk/projects/stateofthecountryside2007/overview
b. Ibid.
c. Annual Business Inquiry, 2006. Extracted from NOMIS. URL: http://www.nomisweb.co.uk
d. Annual Business Inquiry, 2006. Extracted from NOMIS. URL: http://www.nomisweb.co.uk
e. Annual Business Inquiry, 2006. Extracted from NOMIS. URL: http://www.nomisweb.co.uk
f. Inter-Departmental Business Register, 2007. Obtained from Neighbourhood Statistics. URL: http://neighbourhood.statistics.gov.uk/
g. Inter-Departmental Business Register, 2007. Obtained from Neighbourhood Statistics. URL: http://neighbourhood.statistics.gov.uk/
h. Annual Business Inquiry, 2006. Extracted from NOMIS. URL: http://www.nomisweb.co.uk
i. Annual Business Inquiry, 2006. Extracted from NOMIS. URL: http://www.nomisweb.co.uk
j. SEEDA, 2006. The Regional Economic Strategy, 2006-2016.
k. Commission for Rural Communities, 2007. The state of the countryside 2007. URL: http://www.ruralcommunities.gov.uk/projects/stateofthecountryside2007/overview
l. Inter-departmental Business Register, 2005. Obtained directly from Commission for Rural Communities.
m. Inter-departmental Business Register, 2005. Obtained directly from Commission for Rural Communities.
n. NOMIS (Official Labour Market Statistics), 2005 URL: www.nomisweb.co.uk

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The Government's Strategy on Sustainable Farming and Food (SSFF), published by Defra in December 2002, proposed that each English region would draw up a Delivery Plan setting out the actions to be taken in their region.

The Delivery Plan for sustainable farming and food in the South East and London, *Farming and Food: Our Healthy Future*[a], was endorsed by the South East Rural Affairs Forum in December 2003, following consultation with local farming and food stakeholders.

The plan sets out ten areas for action based around the following aims and objectives for a region where:

- Efficient farming and food industries have a profitable and sustainable future;
- Farming methods command public confidence, and maintain and improve the quality of the environment;
- Healthy food is available, affordable and acceptable to all;
- A dynamic rural economy provides rewarding jobs for people of all ages;
- Action is taken to support disadvantaged areas and sectors;
- The public sector plays its part in the procurement of local food;
- There is full collaboration within and between Government and industry to maximise sustainability.

Regional Policies

Support land-based industries to be sustainable, in a way that is economically viable and supports the diversity of landscape and habitat management needs.

Reduce the use of energy by land-based industries.

Figure 8.1 Change in agricultural land area for crop farms between 1990 and 2006

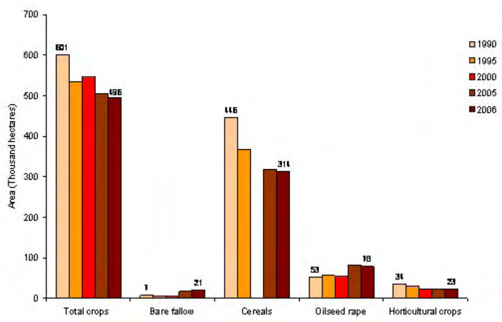
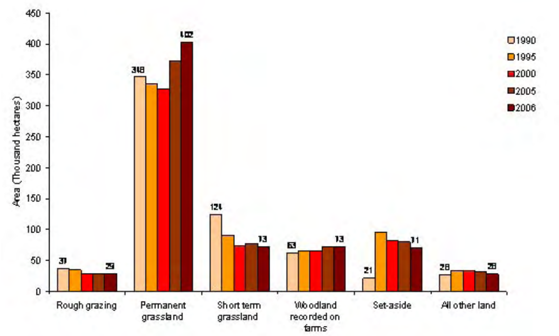


Figure 8.2 Change in agricultural land area for other catagory farms between 1990 and 2006



Source: Defra[b]

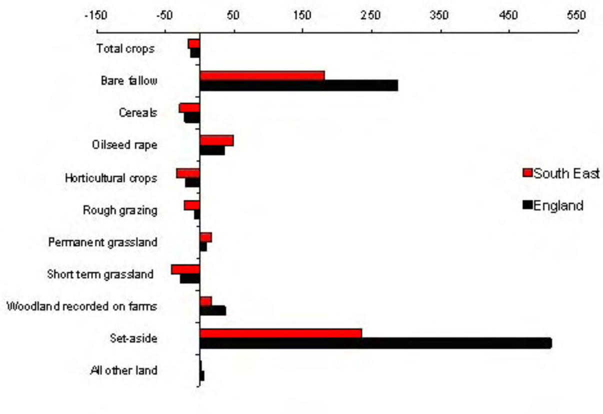
Figure 8.1 and Figure 8.2 cover the changes in agricultural land use according to farm type. Figure 8.3 below displays the percentage change in land use between 1990 and 2006. The total area of crops in the South East, not including bare fallow, declined by 18% from 1990 to 2006, compared to 13% in England over the same period. The area of bare fallow close to tripled in the South East between 1990 and 2006 and near quadrupled in England, although bare fallow still covered only 21,000 hectares in the South East in 2006 compared to 496,000 hectares for all of the region's crops.

Set aside quadrupled in area between 1990 and 1995 in the South East, but has been in gentle decline ever since. At around 71,000 hectares in 2006, it was still comfortably greater than three times its original area in 1990. This trend has been even greater at national level, where set aside is almost six times larger than its extent in 1990.

The area of rough grazing has decreased by 22% since 1990 in the South East, so that in 2006 it covered around 29,000 hectares of land. Permanent grassland and woodland on farms in the South East both increased in area between 1990 and 2006 by 16% and 17% respectively. In 2006, permanent grassland on farms covered just over 400,000 hectares in the South East, and farm woodland 73,000.

The areas farmed for cereals and horticulture in the South East declined by 30% and 34% respectively, while the extent of oilseed rape has actually grown by 49% to a total area of around 78,000 hectares in 2006, notwithstanding a slight decline from over 80,000 in 2004.

Figure 8.3 Percentage change in agricultural land area by farm type between 1990 and 2006



Source: Defra[c]

Figure 8.4 Changes in the number of holdings by farm type between 1990 and 2006

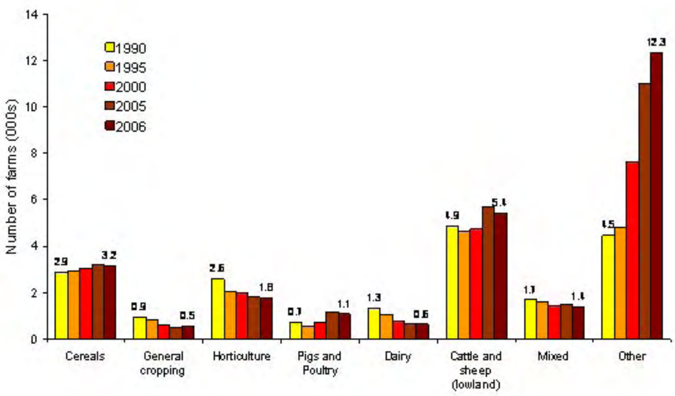


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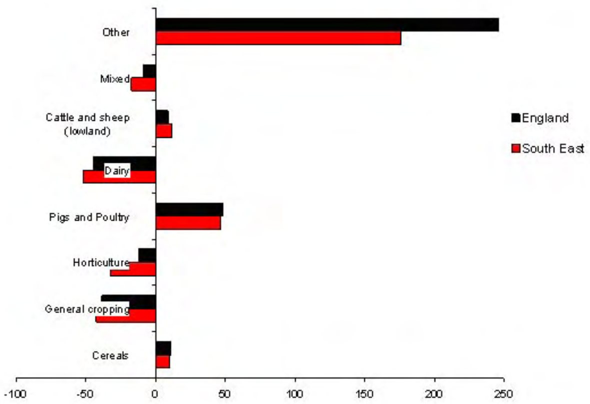
Figure 8.5 Percentage change in number of holdings by farm type between 1990 and 2006



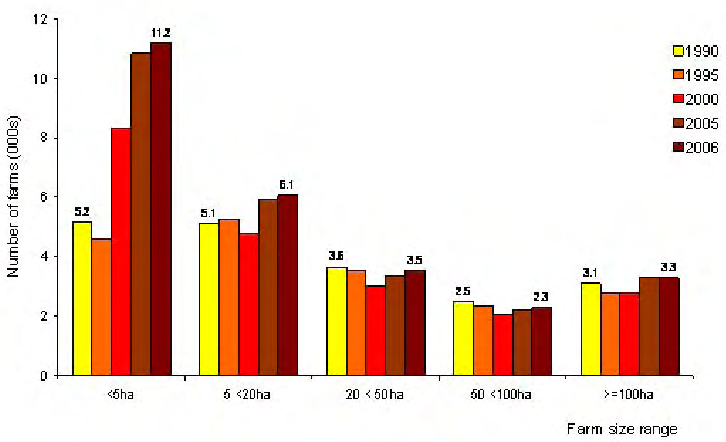
Source: Defra[d]

The most notable change in the number of holdings by farm type was experienced in the 'Other' category, with holdings almost tripling from 4,500 in 1990 to 12,300 in 2006. Most of this growth occurred after 1995 (Figure 8.4). The description of 'Other' implies that many of these holdings are sublet under various tenancy arrangements and are not farmed by the occupier (GOSE; SEEDA, 2003)[e]. Overall, this growth was still less than national increase, which was close to four times the 1990 figure by 2006.

The dairy sector has seen considerable decline over this period, with the number of dairy holdings more than halving to 644 by 2006. This is part of a broader national decline related to the low farmgate price of milk and, amongst other factors, difficulties with maintaining profitability at the level of individual holdings (Defra, 2008[f]).

While the total area of cereal crops decreased by 30% between 1990 and 2006 in the South East, as already stated, the number of holdings actually increased slightly, by 10%. This may to some extent suggest a move towards more intensive cereal farming. Nevertheless, the 34% decrease in the area of horticulture farming in the South East is reflected in a 32% decline in the number of holdings in this sector. The 22% decrease in the area of rough grazing in the South East from 1990 to 2006 was contrasted by a 12% increase in the number of lowland cattle and sheep holdings. (Figure 8.5).

Figure 8.6 Changes in the number of farms by size categories in the South East between 1990 and 2006



Source: Defra[g]

In 2006, farm holdings under five hectares were by far the most numerous size category in the South East, comprising 43% of all holdings (Figure 8.6). Holdings 20 hectares or larger comprised just over a third of the total number of holdings. Between 1990 and 2006, the number of farm holdings smaller than five hectares more than doubled, increasing from 5,200 to 11,200. In England, holdings under five hectares almost tripled over the same period.

Farm holdings between five and 20 hectares have also increased since 1990, albeit to a much lesser extent (by 1000 holdings, or 18%). The decreases experienced in holdings of between 20 and 100 hectares in England from 1990 to 2006 are visible but far less pronounced in the South East, and this is apparent again with respect to the modest growth in holdings larger than 100 hectares.

Figure 8.7 Changes in the South East's agricultural labour force between 1990 and 2006

Source: Defra[h]

As seen in Figure 8.7 above, the total agricultural workforce has become smaller, decreasing from over 70,000 in 1990 to under 57,000 in 2006. There has been a halving of full time staff (from around 18,000 to 9,000) and additional loss of part time and casual staff (from around 26,000 to 17,000). Despite this, the number of farmers and managers has actually increased slightly, from around

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28,000 in 1990 to just over 30,000 in 2006.

Table 8.1 Farm business income by farm type

Farm Type	London & South East			England		
	2005/06 (£)	2006/07 (£)	% Change	2005/06 (£)	2006/07 (£)	% Change
Dairy	48,615	42,166	-13	36,605	33,603	-8
Grazing Livestock (Less Favoured Area)	-	-	-	15,840	10,786	-32
Grazing Livestock (lowland)	8,804	12,403	41	9,658	13,490	40
Cereals	21,997	67,460	207	32,905	56,277	71
General Cropping	-	43,113	-	37,346	65,788	76
Mixed	83,967	29,216	-65	17,978	27,430	-18
Horticulture	45,983	45,794	0	21,418	42,092	21
All Types	33,789	41,718	23	24,806	37,839	22

Table note

'-' indicates there were either too few observations in the sample to give reliable estimates, or percentage cannot be calculated due to omitted value.

Source: Defra[i]

Table 8.1 above shows the farm business income for London and the South East, according to farm type. The use of farm business income replaces the previous measure of net profit and represents the financial return to all unpaid labourers (farmers and spouses, non-principal partners and directors and their spouses and family workers), shareholders and on capital investments (Defra, 2007[j]). The calculation takes into account agriculture, agri-environment, diversification and the single payment. In London and South East, the biggest gain has been in cereals. Here, farm business income has increased by 207%, from £21,997 in 2005/06 to £67,460 in 2006/07. The income in 2006 is over £10,000 greater than the average for cereal farms in England as a whole. Much of the increase in income is as a result of increased prices for wheat and barley, which may in part explain the move to more intensive cereal farming detailed above in terms of loss in total area compared to increase in holdings. The largest fall in business income was to be found in mixed farms. However, this is largely due to increased output from diversified enterprises and masks the increases in crop output. The overall change in farm business incomes within the region reflects that of England, although actual incomes in the region are slightly above the national average.

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Key Findings

Between 1990 and 2006, the total area of crops in the South East, not including bare fallow, was 496,000 hectares. This area declined by 18% from 1990 to 2006, compared to a 13% decline in England over the same period. The areas farmed for cereals and horticulture declined by around a third, while the extent of oilseed rape has actually increased by 49%.

Set aside quadrupled in area between 1990 and 1995 in the region, but has been in gentle decline ever since. At around 71,000 hectares in 2006, it was still comfortably greater than three times its original area in 1990.

While the total area of cereal crops decreased by 30% between 1990 and 2006, the number of holdings actually increased slightly, by 10%. The number of holdings in the 'Other' category have almost tripled from 4,500 in 1990 to 12,300 in 2006. The dairy sector has seen considerable decline over this period, with the number of dairy holdings more than halving to 644 by 2006.

Between 1990 and 2006, the number of farm holdings smaller than five hectares more than doubled, increasing from 5,200 to 11,200.

The total agricultural workforce in the South East has become smaller, decreasing from over 70,000 in 1990 to under 57,000 in 2006. There has been a halving of full time staff (from around 18,000 to 9,000) and additional loss of part time and casual staff (from around 26,000 to 17,000).

In London and South East, the biggest gain in farm business income between 2005/06 and 2006/07 has been in cereals. This is despite losses in the area farmed for cereals. For these crops, farm business income has increased from £21,997 to £67,460. Much of the increase in income is as a result of increased prices for wheat and barley.

End Notes

a. Government Office for the South East; SEEDA, 2003. Farming and Food: Our Healthy Future: Delivery Plan for sustainable farming and food in the South East and London. URL: http://www.go-se.gov.uk/gose/environmentRural/farmingFood/
b. Defra, 2006. Agricultural Census / Survey. URL: http://www.defra.gov.uk/esg/work_htm/publications/cs/farmstats_web/default.htm
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i. Defra, 2007. Farm accounts in England 2006/07. URL: http://statistics.defra.gov.uk/esg/publications/fab/2007/Table2_1.pdf
j. Defra, 2007. Farm accounts in England 2006/07. Overview: Farm incomes for 2006/07. URL: http://statistics.defra.gov.uk/esg/publications/fab/2007/IncomeEstimates.pdf

Green Space 9

9 Green Space

Green space can be used to provide the public with both physical and visual access including settings for buildings, communities and everyday activities. There is a need to promote the value of, and use, green space as a means of putting the principles of sustainable development into practice. The quantity, quality, and accessibility of green space vary across the region and it can be as inaccessible to villages and smaller communities as it is to people in towns and larger urban settlements.

Regional Policies

Provide public access to green space across the extent of the region.

Increase the value provided by green space through developing greater awareness and multi-functional uses of the countryside.

The Generalised Land Use Database (GLUD)[26], last updated to show land use across England as at January 2005, is the latest comprehensive land use register available at national and regional spatial scales down to Census Output Areas (OAs). It allocates all identifiable features from Ordnance Survey's MasterMap into nine simplified land categories and an additional 'unclassified' category[27]. The OS MasterMap Address Layer provides precise coordinates for more than 26 million residential and commercial properties in Great Britain, and originates from Royal Mail's postcode address file. The 2005 database incorporates substantial improvements to the positional accuracy of features across rural areas.

The GLUD definition of green space captures a wide variety of green spaces, but excludes domestic gardens, which is one of the eight other classified categories. Buildings were classified as 'Domestic Buildings' unless they met one or more of the following conditions:

1. The building was seen to be adjacent to an area of hard-standing (such as a tarred car park or estate road) larger than 300 square metres;
2. It contained an address point from the OS Mastermap Address Layer with a business or organisation name; or
3. It had an area greater than 1000 square metres and did not contain any address point.

26 It should be noted that the data within the Generalised Land Use Database (GLUD) has been designated as 'Experimental Statistics' under the National Statistics Code of Practice and is therefore yet to be fully accredited as a National Statistic. Nevertheless, the database is generally accepted as providing useful and acceptable statistics down to ward and local authority levels.

27 The ten categories used in the Generalised Land Use Database (GLUD) 2005 are: 1. Domestic buildings; 2. Non-domestic buildings; 3. Roads; 4. Paths; 5. Rail; 6. Domestic gardens; 7. Greenspace; 8. Water; 9. Other land uses (largely hardstanding); and 10. Unclassified.

Table 9.1 Area of greenspace, domestic buildings and non-domestic buildings, 2005

Settlement type	Total Area of All Land Types (km²)	Area of Greenspace (km²)	% of Total Area (All Land Types)	% of total area of Greenspace in the South East	Area of Domestic Buildings (km²)	% of total area of Domestic Buildings in the South East	Area of Non Domestic Buildings (km²)	% of total area of Non Domestic Buildings in the South East
Hamlet & isolated dwellings - Less sparse	7,582	7,073	93.3	43.0	21.1	8.3	19.2	15.2
Village - Less sparse	7,156	6,576	91.9	40.0	33.6	13.1	20.5	16.2
Town & fringe - Less sparse	1,233	911	73.9	5.5	26.3	10.3	9.0	7.1
Urban >10K - Less sparse	3,410	1,878	55.1	11.4	174.6	68.3	77.9	61.5
Village - Sparse	5.9	5.0	86.1	0.03	0.07	0.03	0.12	0.10
Town and fringe - Sparse	0.18	0.10	57.7	0.001	0.01	0.01	0.0006	0.0005
South East	19,387	16,443	84.8	100	255.8	100	126.7	100

Source: ODPM (now CLG)[a]

Green space covers 16,443 km^2 or 1,644,300 hectares in the South East, comprising 85% of the region's total area. The majority of green space is found in the smallest settlements in the South East, with 43% situated in *Hamlets & Isolated Dwellings* and 40% in *Villages.*[(28)].

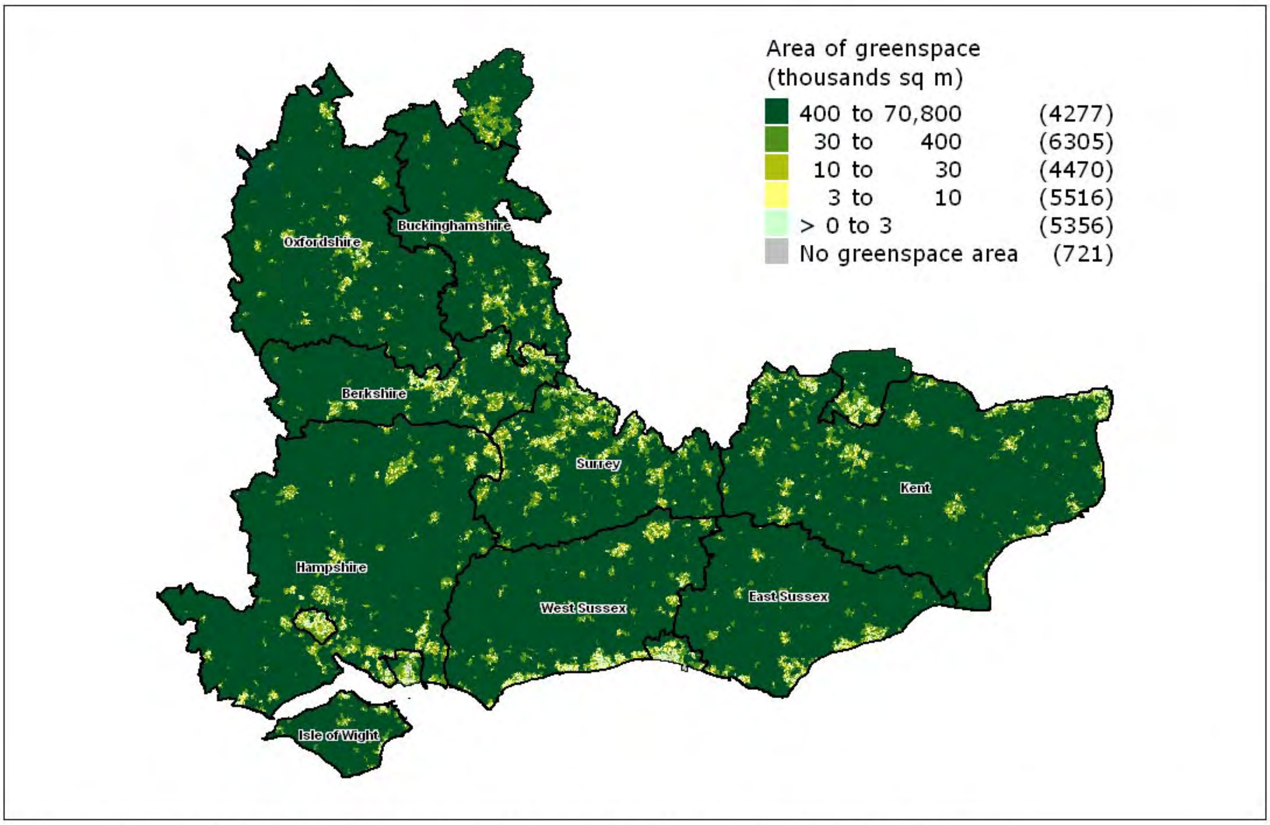
Town and Fringe settlements possess only 6% of the South East's total green space, equivalent to 911 km^2. Urban areas contain by far the majority of domestic and non-domestic buildings in the South East by area, over 60% in both cases. *Town and Fringe* settlements have a particularly low proportion of non-domestic buildings relative to other settlement types (7%).

Map 9.1 below illustrates the prevalence of green space in smaller, rural settlements throughout the region, with the particular exception of the more urban areas on the outskirts of London, Portsmouth and Southampton and their immediate hinterlands, and other towns on the Sussex and Kent coasts.

28 There are only 5 sparse output areas in the South East so the results presented for sparse settlements are not significant.

9 Green Space

Map 9.1 Area of greenspace within the South East, 2005



A recent study for the South East AONBs Woodlands Programme et al.[b] attempts to define areas of 'accessible natural greenspace' in the South East, given their importance in recreation opportunities against the backdrop of projected population and planned housing growth. The aim of this analysis is to enable areas to be assessed in terms of their need for additional natural greenspace, especially where population and / or house numbers are likely to see substantial growth. The Accessible Natural Greenspace Standard (ANGSt), developed by English Nature in 2003, is used in the study to devise a scheme for identifying areas of accessible natural greenspace. These areas have a minimum size limit of two hectares as it is assumed that smaller sites would not be large enough to accommodate both public access and wildlife-rich habitats. Areas of accessible natural greenspace include:

- Natural and semi-natural greenspaces - including wooodlands, urban forestry, scrub, grasslands (e.g. downland, commons and meadows), and wetlands;
- Green corridors - including river and canal banks;
- Country parks.

There are 139,070 hectares of accessible natural greenspace in the South East (Table 9.2), covering 7% of its land area. Accessible natural greenspace comprises 63% of the total area of protected landscapes in the region (i.e. the New Forest National Park and all AONBs combined).

57% of all accessible natural greenspace in the South East is woodland, an area of 79,280 hectares. This is still only 30% of the region's woodland however, so that 70% of the South East's woodlands fall outside the definition of accessible natural greenspace.

For the South East as a whole, the study found that a fifth of all households have access to a site of at least two hectares within 300 metres, and two-thirds of all households have access to a site of at least 20 hectares within 2 kilometres. 77% have access to a site of at least 100 hectares within 5 kilometres, while less than half (46%) have access to a site of at least 500 hectares within 10 kilometres. A tenth of households do not have access to any of these minimum area sites under these conditions, set by the Accessible Natural Greenspace Standard (ANGSt).

Table 9.3 shows the area of accessible natural greenspace for each county in the South East, with the exception of the former county of Berkshire, or any of the 11 unitaries in the region. Hampshire, with the second highest number of households after Kent, has the highest proportion of accessible natural greenspace (13%) of any county. However, in Kent, this proportion is just 5%. Oxfordshire, with over 250,000 households (the second lowest) has the smallest proportion of accessible natural greenspace (2%), covering just 5,623 hectares.

Table 9.2 Area of accessible natural greenspace in the South East and in all its protected landscapes, 2005

	Area (ha)	Area (ha) of accessible natural greenspace	% of the region	% of accessible natural greenspace in the region
South East	1,941,285	139,070	7	
All protected landscapes in the South East	715,422	86,962	37	63

Table 9.3 Area of accessible natural greenspace in counties in the South East, 2005

County	County area (ha)	Area (ha) of accessible natural greenspace	Greenspace as % of the county area	Number of households
Buckinghamshire	156,495	6,272	4	199,178
East Sussex	172,533	13,855	8	229,317
Hampshire	373,913	47,200	13	535,602
Kent	363,906	18,357	5	592,257
Oxfordshire	260,595	5,623	2	257,521
Surrey	167,005	18,355	11	456,525
West Sussex	203,024	13,983	7	344,018
Total (not including Berkshire)	1,697,470	123,645		2,614,418

Key Findings

Green space covers over 16,443 km^2 or 1,644,300 hectares in the South East, comprising 85% of the region's total area. The majority of green space is found in the smallest settlements in the South East, with 43% situated in Hamlets & Isolated Dwellings and 40% in Villages.

7% of the South East's land area is classed as accessible natural greenspace, covering 139,070 hectares. A tenth of households do not have reasonable access to such accessible natural greenspace, according to the minimum Accessible Natural Greenspace Standard (ANGSt).

57% of all accessible natural greenspace in the South East is woodland, an area of 79,280 hectares. Nevertheless, less than a third of the region's woodland meets the minimum accessibility standard.

9 Green Space

End Notes

a. Source: Office of the Deputy Prime Minister (ODPM), now Communities and Local Government (CLG), 2005. Generalized Land Use Database. Available via search under title or acronym 'GLUD' on Neighbourhood Statistics. URL: http://neighbourhood.statistics.gov.uk/dissemination/

b. South East AONBs Woodlands Programme; the Forestry Commission; and Natural England (2007). An analysis of accessible natural green space provision in the South East. URL: http://www.forestry.gov.uk/forestry/infd-6z2jck

Housing 10

10 Housing

In recent years it has become increasingly difficult for many people, particularly young adults and families, to afford private market housing. At the same time, only limited numbers of affordable homes have been made available for rent or shared ownership in rural areas. The demand for rural housing has been further exacerbated by the recent and future projected growth in the rural population. Furthermore, a consistent pattern has emerged showing that areas with poor affordability also tend to have higher levels of inward migration and high levels of homes sold for cash.

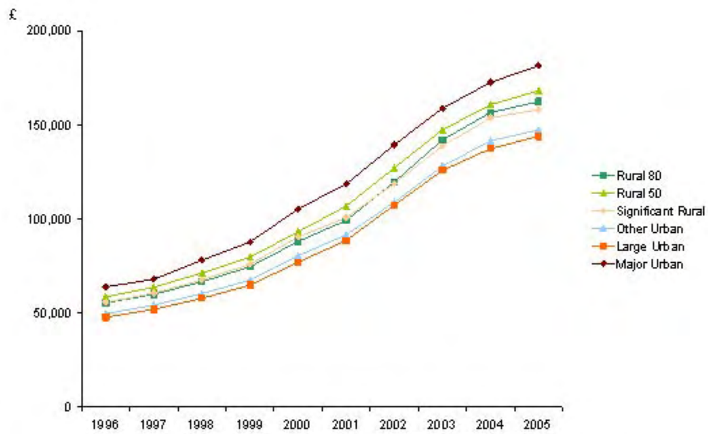
Regional Policies

Improve the regional statistical evidence base on the need for affordable housing in the Rural South East.

Have enough homes available in the right place and of the right standard for rural communities to thrive. Understand and overcome real and perceived barriers.

House prices and affordability

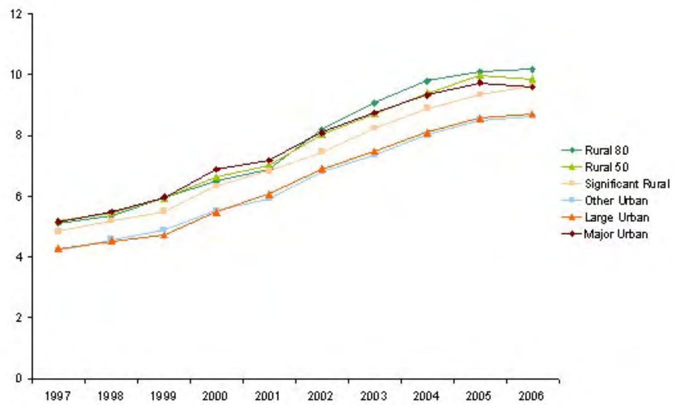
Figure 10.1 Average lower quartile house price, 1996 – 2005



Source: Land Registry[a]

The State of the Countryside 2006 (CRC, 2006[b]) measured housing affordability by using the ratio between the 'lower quartile' house price (the price level that 25% of houses fall under) and the lower quartile household income (the income level that 25% of households fall under). Whilst not being an absolute measure of affordability, the ratio of these two numbers nevertheless reflects the basic financial challenge facing those looking to buy within a given district who are on lower incomes and looking for lower priced property. Housing is least affordable in the rural settlements of England where house prices hold up but incomes fall away, and this is generally more acute the smaller the size of the settlement, particularly applying to *Hamlets and Isolated Dwellings*, and *Villages* (CRC, 2006[c]).

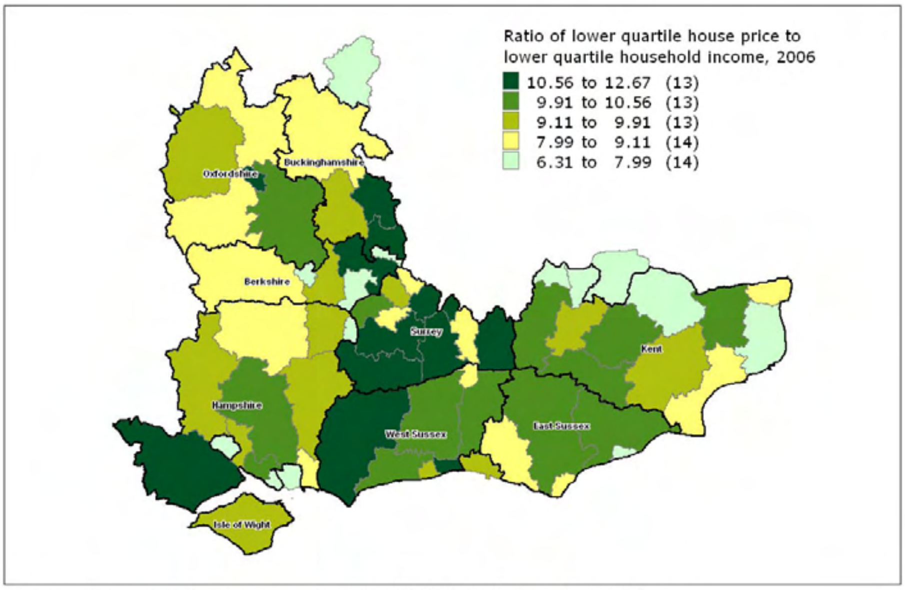
Figure 10.2 Ratio of lower quartile house price to lower quartile household income, 1997 – 2006



Source: Annual Survey of Hours and Earnings; Land Registry[d]

In 2006, the lower quartile housing affordability for the South East as a whole was 8.6, compared to 7.1 across England (Figure 10.2). Some rural, *Significant Rural* and urban districts alike experienced lower quartile affordability ratios in excess of 10. Across all districts in the South East, lower quartile affordability was lowest in Dover (6.3) and highest in Tandridge, Surrey (12.7), both of which are *Rural 50* districts. In no district were lower quartile earnings sufficient to enable a house to be purchased in the lower quartile price range based on standard mortgage income multiples (of up to five times income) alone.

Map 10.1 Lower quartile housing affordability ratio by district



Source: Annual Survey of Hours and Earnings; Land Registry[e]

Lower quartile affordability is not directly tied to whether a district is rural or urban, but it can be seen from Map 10.1 for example that a number of *Rural 50* and *Rural 80* districts fall within the lowest two bands of affordability (9.91 or more), including Chichester (*Rural 80*), South Bucks (*Rural 50*), four large rural districts spanning West and East Sussex, Sevenoaks and Winchester. These districts are either located on the outskirts of London or in close proximity to, although not

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always immediately on, the south coast. Conversely, only one of the twelve districts in the highest band of lower quartile affordability (6.31 to 7.98) is rural (Dover, *Rural 50*). These districts are mainly urban and are located in north or east Kent, east Berkshire (Reading and Bracknell Forest) or its vicinity, Milton Keynes, and Portsmouth, Gosport and Southampton.

Second homes and cash house purchases

External demand for rural housing is influenced by the strong preference of many urban dwellers for life in smaller settlements, and is also related to the demand for second homes in rural areas. Research at national level shows (CRC, 2007[f]) that the proportion of second homes, and properties bought for 'cash' (i.e. without the need for a mortgage), is broadly higher in rural and coastal areas.

Table 10.1 Households with a second home in England: Regional totals and proportions 2003/04 to 2005/06

Region	Number of second homes (thousands)	Percentages
South East	51	21
South West	58	24
London	32	13
East of England	29	12
East Midlands and West Midlands	27	11
Yorkshire and the Humber	18	8
North East and North West	32	13
England	242	

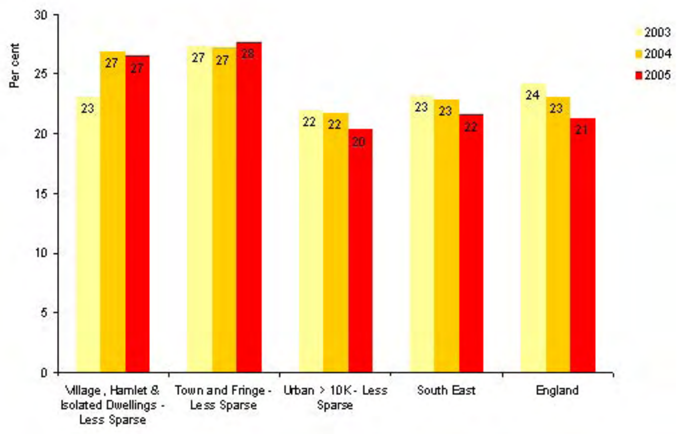
Source: Communities and Local Government[g]

Compared to other regions in England between 2003/4 and 2005/6, the South East had the second highest proportion of households with a second home (21%) after the South West (24%). The next highest proportion was 13%, both in London, and the North East and North West combined (Table 10.1).

Cash purchases are considered to demonstrate at least some degree of wealth, and some cash house purchases are made by more affluent households from outside rural communities, placing lower income local and first time buyers at a disadvantage. However, cash purchases may include older households who are exchanging homes and are now without a mortgage, purchases funded by informal loans from family and friends, investment by developers and the transfer of property ownership between family members.

Evidence from CRC (2007[h]) shows that cash purchases tend to increase with smaller settlement size and increased sparsity, and are associated with areas which have high proportions of second homes and high rates of net internal migration. In areas where these combined conditions exist, there will be a greater number of potential house buyers competing for a reduced supply of less affordable, local housing.

Figure 10.3 Cash purchases as a percentage of all house sales, 2003 - 2005



Source: Communities and Local Government[i]

In the South East in 2005, there were almost 37,000 cash house purchases, equivalent to 22% of all house sales in the region that year. The South East had more cash house purchases than any other region in 2005, with 18% of all such transactions in England (Figure 10.3). The overall proportion of cash purchases in *Town and Fringe* and smaller settlements was very similar, between 27% and 28% in 2005, compared to 20% in urban settlements. The proportion for rural England was 28%, equivalent to 47,000 houses bought with cash.

Nine of the top 20 Middle Layer Super Output Areas (MSOAs) in the South East rated by highest proportions of cash purchases are in rural settlements. Eight of these are in *Town and Fringe* settlements, with only one, in Shepway, being in a smaller settlement class (*Village, Hamlet and Isolated Dwellings*). Three of the *Town and Fringe* MSOAs are in the Isle of Wight, two in Chichester, and the others are located in the New Forest, Ashford and Rother respectively. Two of the Isle of Wight MSOAs, one in Chichester and the New Forest MSOA have proportions of cash house purchases greater than 50%, each applying to a total number of sales of between 190 and 260.

Of the 25% MSOAs in the South East (there are 1106 in total) with the highest number of cash house purchases,110 are in rural settlements and the remaining 167 are in urban settlements. Of the rural MSOAs, more are found in *Villages, Hamlets or Isolated Dwellings* (69) than *Town and Fringe* settlements (40).

These findings suggest a more complex pattern with respect to cash house purchases in the South East than seen nationally. There is no evidence to show that cash house purchases are particularly limited to rural areas in the South East, although a large proportion do occur within these areas. Nevertheless, given high affordability ratios across the South East, high levels of cash purchases in rural areas are still likely to impact on local supply and demand at the lower end of affordability.

Affordable housing provision

In 2006, the Commission for Rural Communities[j] estimated that over the next five years, 45% of prospective newly formed households (aged between 16 and 35) in all rural areas in England would not be able to afford to purchase or rent on the open market. In the South East, the equivalent figure was 70%. It was estimated that up to 6,700 new affordable homes would be required each year in the South East to meet these needs, while an additional 2,000 homes could be needed annually from 2006 to 2011 to meet the existing backlog created by those in overcrowded accommodation or without self-contained accommodation.

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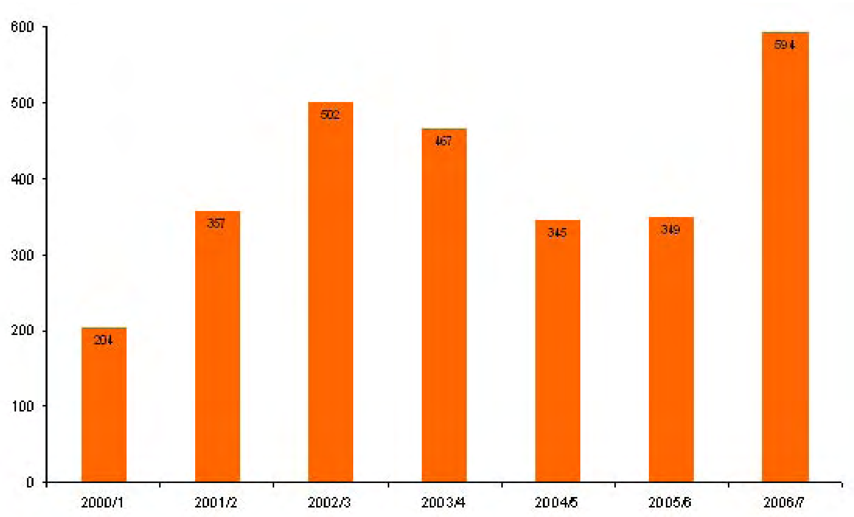
In recent years, the Housing Corporation has allocated some funding for the provision of affordable housing[29] to settlements of less than 3,000 population.

Figure 10.4 Affordable home completions in settlements with a population of fewer than 3,000 people in the South East, 2000/1 to 2006/7



Source: Housing Corporation[k]

There were 594 affordable home completions in settlements with a population of fewer than 3000 people in the South East in 2006/07, the highest level of such provision in the last seven years at least (Figure 10.4). From 2000/01 to 2002/03, the annual number of these completions increased by almost two and a half times to 502 in the South East. Up to 2005/06, the annual number of affordable completions then declined, to just under 350, before rising to the current level.

Grant-funded affordable housing provision increased by 4.4 per cent in the latest year recorded, with 7,000 such additional homes provided in the South East in 2005/06 through new build and conversions, compared to 6,700 in 2004/05 (SEERA, 2007[l]). Generally speaking more grant-funded affordable homes have been delivered in the west and north parts of the region (Berkshire, parts of Oxfordshire and Hampshire), but also in Medway and the Isle of Wight. Provision has increased considerably since earlier years (4,700 grant funded completions in the South East in 2002/03 and 5,400 in 2003/04).

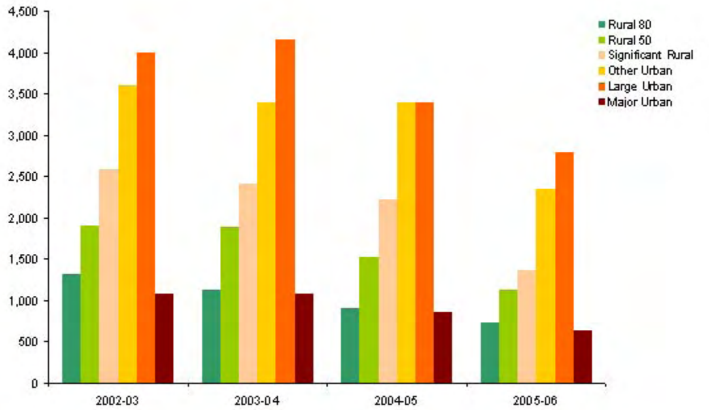
The above totals for affordable housing should be contrasted with the number of net additional homes completed - the Regional Assembly calculate net completions from local authority returns to be just over 33,000 in 2005-06 (SEERA, 2007[m].

Homelessness and temporary accommodation

Local authorities assess households as to whether or not they can be accepted as being homeless and in priority need. Households accepted as homeless are owed the main homelessness duty by local authorities under Homelessness legislation. Stronger legislation and an extension of the priority need categories were introduced in 2002.

29 Housing provided to households whose needs are not met by the market at a cost low enough for them to afford, and with provision for the home to stay at an affordable price for future households or for any subsidy to be recycled for alternative affordable housing provision.

Figure 10.5 Number of households accepted as being homeless and in priority need, 2002/03 - 2005/06



Source: Communities and Local Government[n]

Of the 9,000 households accepted as homeless and in priority need in 2005/06, around 3,200 (36%) were in *r*ural and *Significant Rural* districts, compared to 5,800 in urban districts (64%) (Figure 10.5). *Major Urban* districts had the least homeless households of the six district classes (632), followed by *Rural 80* districts (741). In 2005/06 and in most cases back to 2002/03, the number of homeless households was lowest in the *Rural 80* class, and increased progressively with decreasing rurality from the *Rural 80* to the *Large Urban* group (2,790). The 9,000 households in the South East comprised 10% of all such households in England.

In every district class in the South East, the number of households accepted as homeless and in priority need decreased between 2002/03 and 2005/06 by between 30% (Other Urban) and 47% (Significant Rural) per district group. The next highest decreases were seen across the rural and *Major Urban* districts, although the *Major Urban* and *Rural 80* groups contain the lowest numbers of homeless households as set out above.

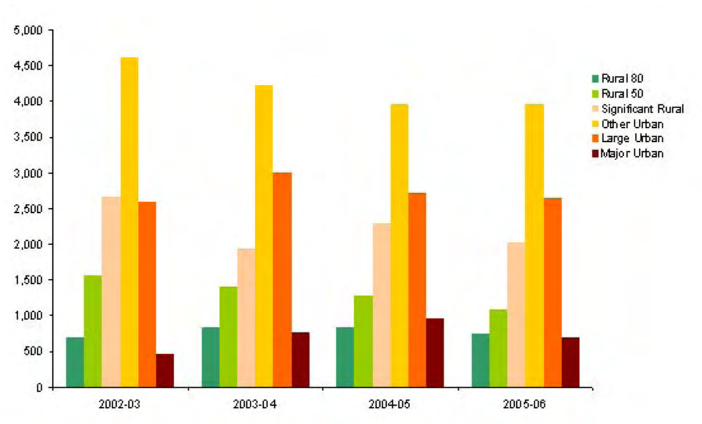
Table 10.2 shows that there is a huge variation in both the percentage and absolute change in homeless households between 2002 and 2006. For example, in the *Significant Rural* category, although Guildford experienced a decrease from 103 to just two homeless households (-98%), the New Forest's percentage decrease of 70% reflected an effective loss of 200 homeless households (from 287 in 2002/3). Higher percentage decreases occur where the original number of households start from a lower base.

Table 10.2 Number of households accepted as being homeless and in priority need: Aspects of change between 2002 and 2006

District class	Absolute number, 2002-03	Absolute number, 2005-06	Change 2002/3 - 2005/6					
			Absolute	Per cent	District max (Per cent)	District (Change in homeless households)	District min (Per cent)	District (Change in homeless households)
Rural 80	1,321	741	-580	-44	-3	West Oxfordshire (-2)	-78	Mid Sussex (-206)
Rural 50	1,909	1,129	-780	-41	16	Tonbridge and Malling (26)	-68	Tandridge (-87)
Significant rural	2,584	1,366	-1,218	-47	23	Chiltern (22)	-98	Guildford (-101)
Other urban	3,612	2,349	-1,263	-35	21	Medway (114)	-85	Rushmoor (-140)
Large urban	4,001	2,790	-1,211	-30	34	Bracknell Forest (28)	-49	Eastleigh (-66)
Major urban	1,090	632	-458	-42	38	Dartford (61)	-100	Epsom and Ewell (-56)
Urban	8,703	5,771	-2,932	-34	38	Dartford (61)	-100	Epsom and Ewell (-56)
South East	14,630	9,330	-5,300	-36	38	Dartford (61)	-100	Epsom and Ewell (-56)
England	129,700	93,980	-35,720	-28				

Source: Communities and Local Government[o]

Figure 10.6 Number of households in temporary accommodation, 2002/03 - 2005/06



Source: Communities and Local Government, 2007[p]

There were 11,200 households in temporary accommodation in the South East in 2005/06, of which nearly 3,900 (35%) were in rural or *Significant Rural* districts. This is very similar to the proportion of homeless households in these districts (36%). The 11,200 temporary homes in the South East comprised 12% of all such homes in England.

In 2005/06 the lowest number of households in temporary accommodation fell in the *Major Urban* district class (Figure 10.6). The number of households in temporary accommodation was next lowest in the *Rural 80* group, increasing progressively with declining rurality up to the *Other Urban* class, before falling in larger urban settlements classes thereafter.

Provision of temporary accommodation increased overall across *Rural 80* districts by 8% between 2002/03 and 2004/05 before a 10% decline from 837 to 753 to 2005/06. The number of temporary homes declined year-on-year in the *Rural 50* class by 30% (473 fewer temporary homes). *Significant Rural* districts saw greater provision (around 2000 such homes in 2005/06), an overall loss of 24%, yet considerable fluctuations over this period.

As before, Table 10.3 demonstrates the variation in both the percentage and absolute change between 2002 and 2006. The variation of households in temporary accommodation is greater than that for homeless households and it is impossible to capture its full extent even by showing the maximum and minimum ranges. For example, across *Rural 80* districts, West Oxfordshire experienced the highest percentage increase (62%) but this only reflects eight more temporary homes. In the Isle of Wight (54% increase), 334 temporary homes were provided in 2005/06 compared to 217 in 2002/03. Maidstone (*Significant Rural*) effectively lost 388 temporary homes from a starting base of 491 over this period (a 79% decrease).

Table 10.3 Number of households in temporary accommodation: Aspects of change between 2002 and 2006

District class	Absolute number, 2002-03	Absolute number, 2005-06	Change 2002/3 - 2005/6					
			Absolute	Per cent	Max (Per cent)	District (households)	Min (Per cent)	District (households)
Rural 80	697	753	56	8	62	West Oxfordshire (8)	-43	Mid Sussex (-32)
Rural 50	1,563	1,090	-473	-30	23	Lewes (17)	-61	Aylesbury Vale (-70)
Significant rural	2,666	2,025	-641	-24	77	Cherwell (171)	-80	Chiltern (-125)
Other urban	4,615	3,958	-657	-14	309	Medway (528)	-72	Rushmoor (-68)
Large urban	2,603	2,642	39	1	73	Portsmouth (55)	-56	Reading (-249)
Major urban	471	688	217	46	679	Dartford (231)	-77	Epsom and Ewell (-23)
Urban	7,689	7,288	-401	-5	679	Dartford (231)	-80	Chiltern (-125)
South East	12,750	11,160	-1,590	-12	679	Dartford (231)	-80	Chiltern (-125)
England	89,260	96,370	7,110	8				

Source: Communities and Local Government[q]

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Key Findings

In no district in the South East is lower quartile (25% of the highest) household income sufficient to enable a house to be purchased at the lower quartile price level based on standard mortgage income multiples (of up to five times income) alone.

Lower quartile housing affordability is not directly tied to whether a district is rural or urban, although eight rural districts in the South East have a ratio of lower quartile house price to lower quartile household income of around ten times or greater. Four of these districts are in Sussex, with the others being Chichester, Sevenoaks, South Bucks and Winchester.

Compared to other regions in England over the last few years, the South East had the second highest proportion of households with a second home (21%) after the South West (24%).

In the South East in 2005, there were almost 37,000 cash house purchases. This was more than any other region in England, making up 18% of all such transactions nationally. Overall, cash house purchases as a proportion of total house sales was higher in rural settlements in the South East (between 27% and 28%) than urban settlements (20%).

There were 594 affordable home completions in South East settlements with a population of fewer than 3000 people in the South East in 2006/07, the highest level of provision in the last seven years at least. However, this is still well below the level of supply needed to provide sufficient affordable housing in the region's rural areas.

End Notes

a. Land Registry, 2005. Obtained from Communities and Local Government website. URL: http://www.communities.gov.uk/housing/housingresearch/housingstatistics/
b. Commission for Rural Communities, 2006. The State of the Countryside 2006. URL: http://www.ruralcommunities.gov.uk/files/SoTC06_Complete.pdf
c. Ibid.
d. Annual Survey of Hours and Earnings; Land Registry, 2006. Obtained from Communities and Local Government website. URL: http://www.communities.gov.uk/housing/housingresearch/housingstatistics/
e. Annual Survey of Hours and Earnings; Land Registry, 2006. Obtained from Communities and Local Government website. URL: http://www.communities.gov.uk/housing/housingresearch/housingstatistics/
f. Commission for Rural Communities, 2007. State of the Countryside Update - Cash purchases of housing stock.
g. Communities and Local Government, 2005/06. Housing statistics. URL: http://www.communities.gov.uk/housing/housingresearch/housingstatistics/
h. Ibid.
i. Communities and Local Government, 2005. Housing statistics. URL: http://www.communities.gov.uk/housing/housingresearch/housingstatistics/
j. Commission for Rural Communities, with Roger Tym & Partners (March 2006). Calculating housing requirements in rural areas - final report. URL: http://www.ruralcommunities.gov.uk/files/calculating%20housing%20requirements.pdf
k. Housing Corporation, 2006/07. Rural housing strategy.
l. South East England Regional Assembly, 2007. Regional Monitoring Report, 2006.
m. Ibid.
n. Communities and Local Government, 2005-06. Housing statistics. URL: http://www.communities.gov.uk/housing/housingresearch/housingstatistics/
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q. Communities and Local Government, 2005-06. Housing statistics. URL: http://www.communities.gov.uk/housing/housingresearch/housingstatistics/

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Waste & Water 11

11 Waste & Water

There is an ongoing priority around continually improving the quality of the South East's rivers and coastal waters and the delivery of the Water Framework Directive. In addition, there is a need to encourage greater adherence to waste legislation, guidance and good practice in mitigating waste production, and promoting its re-use, recycling and safe disposal.

Regional Policies

Minimise the volume of waste through the reduction of inputs, increased recycling, re-use and increased exploitation of by-products.

Provide disposal, re-use and recycling options for waste within reasonable reach.

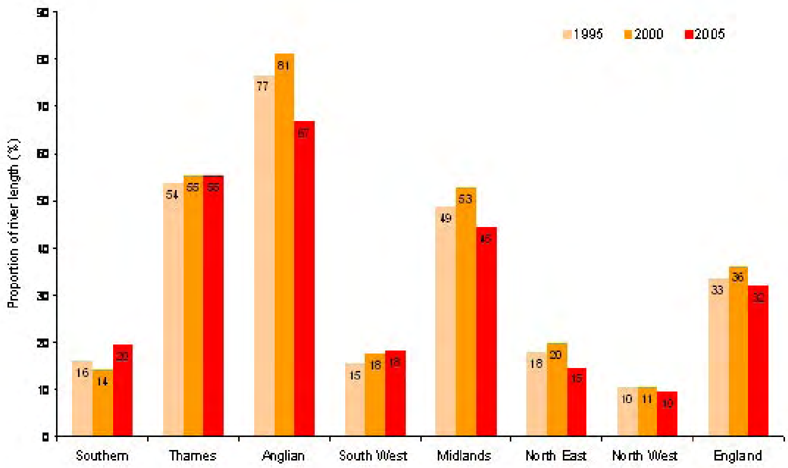
Maintain and improve the quality of the region's rivers and coastal waters to achieve sustainable water management (including water quality and water resources).

Water

In 1991, the EU introduced the Nitrates Directive (91/676/ EEC), which aims to protect water bodies against pollution induced by nitrates from agricultural sources. The Directive classifies groundwater with nitrate concentrations exceeding 50 mg/l as polluted groundwater.

An average nitrate concentration of 30 mg/l is used as a criterion for nitrate pollution in surface waters because it indicates a high risk of exceeding the 50 mg/l nitrate threshold at some point during a given year (Environment Agency, 2007)[a].

Figure 11.1 Percentage of river length with average nitrate concentrations greater than 30 mg, 1995, 2000 and 2005



Source: Environment Agency[b]

Figure 11.1 shows the level of nitrates per river length in Environment Agency administrative areas. The South East is divided into the Thames (covering the entire Thames basin and extending beyond the South East to parts of the Cotswolds and Essex) and Southern regions (Kent, Sussex, Hampshire and the Isle of Wight).

Over half the total river length in the Thames region averaged nitrate concentrations of more than 30 mg between 1995 and 2005. This compared to around a third of the river length for England having such excessive nitrate levels, although concentrations in the Thames region have remained stable overall. The equivalent proportion of excessive nitrate levels in the Southern region was 20% in 2005, up from 14% in 2000.

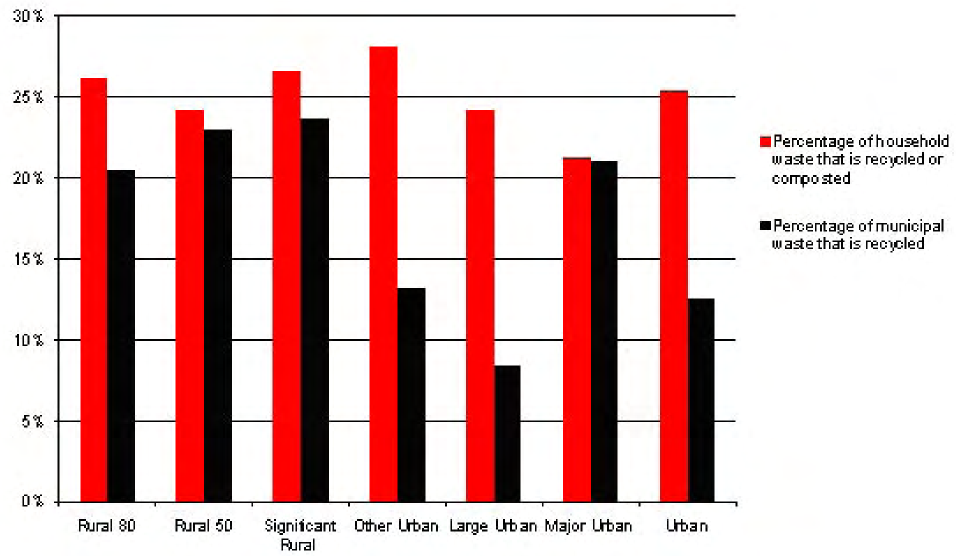
Groundwater provides more than 70 per cent of public drinking water supply in the South East, the highest proportion for any region in England. This situation is often magnified in rural areas, where groundwater is often the only source of private water supply. Furthermore, healthy groundwater levels are critical to maintaining flow in many of the region's wetlands and rivers, especially in the summer (Environment Agency, 2007[c]).

The latest estimate places 280,000 properties (commercial and domestic) at risk from flooding in the South East (Environment Agency, 2007[d]). However, only 56% of these properties were registered for some form of flood warning.

The risk of flooding is likely to increase due to more extreme weather events and sea level rise. The greatest threat of widespread flooding is from the sea: the South East has 1,250 kilometres of coastline. Investment in new or enhanced flood defences averages £27 million per year, set against the £50 billion value of assets classed as being at risk of flooding in the South East (Environment Agency, 2007[e]).

Waste and recycling

Figure 11.2 Recycling rates for household and municipal waste in the South East, 2005/06



Source: Defra[f]

In general, household recycling rates do not follow a consistent pattern in respect of whether districts are located in rural or urban areas. Municipal recycling rates, which include recycling from commercial and industrial activities, are considerably lower (averaging under 13%) in urban districts compared to more than 20% in rural districts.

This suggests that household recycling rates may be more a function of the extent to which recycling facilities are provided locally and good practice encouraged by local authorities, rather than any intrinsic contrast in the behaviour of rural or urban residents. Household waste has a very wide definition (Defra, 2008[g]), which caters for the wide range of local authority collection and recycling services.

11 Waste & Water

Key Findings

Over half the total river length in the Thames region averaged nitrate concentrations of more than 30 mg between 1995 and 2005. This compared to around a third of the river length for England having such excessive nitrate levels, although concentrations in the Thames region have remained stable overall. The equivalent proportion of excessive nitrate levels in the Southern region was 20% in 2005, up from 14% in 2000.

There is no overall discrepancy between rural and urban districts with respect to household recycling rates. Municipal recycling rates, which include recycling from commercial and industrial activities, are generally lower in urban districts than rural districts.

End Notes

a. Environment Agency, 2007. State of the Environment 2007.
b. Environment Agency, 2005. In, Commission for Rural Communities 'The State of the Countryside 2007'.
c. Ibid.
d. Ibid.
e. Ibid.
f. Defra, 2005/06. Environment Statistics. URL: http://www.defra.gov.uk/environment/statistics/disagg.htm
g. Defra, 2008. e-Digest Statistics about: Waste and Recycling. URL: http://www.defra.gov.uk/environment/statistics/waste/alldefs.htm

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The Counties 12

12 The Counties

The preceding chapters have presented a region-wide picture of the rural areas of the South East. The remainder of the report addresses each county in turn and presents a more detailed summary. For the purposes of this report, the Unitary Authorities are included in their traditional county chapters. What follows is by no means exhaustive of the data available at a district level (or lower) but does present a more focused flavour of the key economic, social and environmental data available. Each county summary includes:

- The rural and urban area classification by output area
- Population change and projections
- Change in business stocks
- Resident working age population
- Employment rate
- Economic activity rate
- Total claimants
- Claimant count
- Ratio of lower quartile house prices against lower quartile incomes
- Key rural deprivation indicators[30]
- Area of Outstanding Natural Beauty (AONB)
- Area of greenspace

Each chapter finishes with a relevant case study, placing the data in context.

30 Does not include Unitary Authorities. This data is available on the SEE-IN website.

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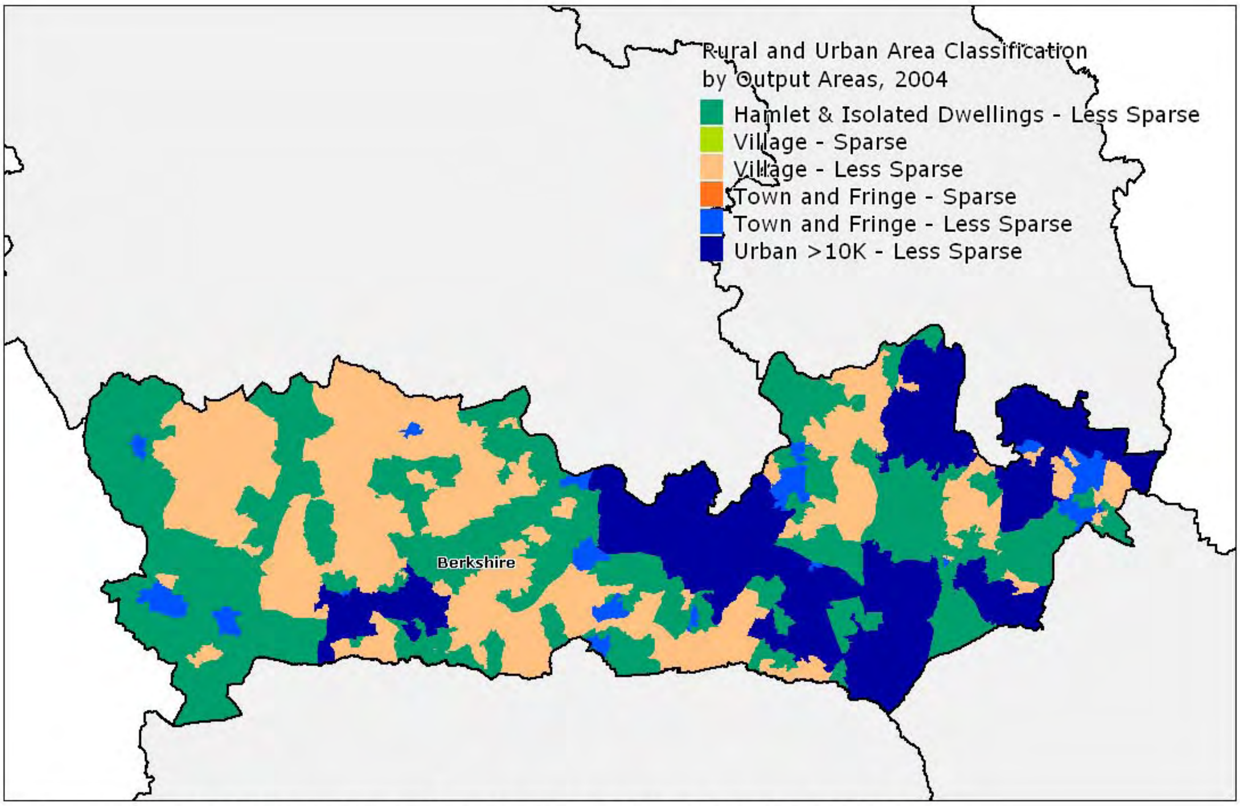
13 Berkshire

Map 13.1 Output areas by rural and urban in Berkshire, 2004



Introduction

Berkshire has just 16% of households in rural settlements (less than 10,000 population). Of the rural households in Berkshire, 42% are in *Town and Fringe* settlements, 34% in villages and 24% in hamlets or isolated dwellings.

For the purposes of this chapter, we have grouped the unitary authorities of Berkshire together: Bracknell Forest, Reading, Slough, West Berkshire, Windsor & Maidenhead and Wokingham[31]. None of these districts are classified as predominantly rural, although West Berkshire is classed as *Significant Rural*, with 42.8% (62,000) of its residents living in rural areas in 2001, including larger market towns. Although predominantly urban, Windsor & Maidenhead (*Other Urban*) and Wokingham (*Large Urban*) have around 18% rural population by the same criteria.

Population is fairly evenly distributed between the unitaries of Berkshire, with West Berkshire (*Significant Rural*), having the second highest of the six unitaries (149,000). West Berkshire saw the third highest percentage population growth of the six unitaries between 1981 and 2006 (26.1%), after Wokingham (36.9%) and Bracknell Forest (27.5%). This was well above the overall growth rate for the South East in this period (13.7%). However, West Berkshire is forecast a much more modest 6% growth to 2029, with all six unitaries being projected below regional growth rates between 2004 and 2029.

31 A map (Map 2.1) is available in Appendix 2.

Berkshire 13

Berkshire has no larger market towns of between 10,000 and 30,000 population (as identified by Defra in 2005[a]).

Table 13.1 Population change and projections in Berkshire

Area	Classification	% rural population, 2001 (1)	Mid-2006 population (Thousand people)	Change 1981 to 2006 (Thousand people)	Projected change, 2004 to 2029 (Thousand people)	Percentage change, 1981 to 2006	Projected percentage change, 2004 to 2029
South East		32.0	8,238	995	1,104	13.7	13.6
West Berkshire UA	Significant Rural	42.8	149	26.1	8.0	21.3	5.5
Slough UA	Other Urban	0.3	120	18.8	-1.1	18.6	-1.1
Windsor and Maidenhead UA	Other Urban	18.1	139	3.4	16.7	2.5	12.3
Bracknell Forest UA	Large Urban	6.5	112	27.5	7.5	32.5	6.8
Reading UA	Large Urban	0.3	143	5.3	0.7	3.9	0.5
Wokingham UA	Large Urban	17.7	154	36.9	11.5	31.5	7.6

Source: Office for National Statistics; Defra[b]

13 Berkshire

Economy

Table 13.2 Summary economy indicators for Berkshire

Area	District class	Business stocks, 1994	Business stocks, 2006	Change 1994-2006 (%)	Resident working age population	Employment rate (%)	Economic activity rate (%)	Total claimants, Dec 2007	Claimant count, Dec 2007 (%)
South East	N/A	242,630	306,920	26.5	5,000,600	78.3	82.0	64,400	1.3
Berkshire	N/A	25,190	32,950	30.8	530,100	79.4	82.7	6,042	1.1
West Berkshire UA	Significant Rural	5,475	7,355	34.3	94,000	81.8	84.7	766	0.8
Slough UA	Other Urban	2,705	3,500	29.4	79,400	73.4	78.7	1,603	2.0
Windsor and Maidenhead UA	Other Urban	5,890	7,530	27.8	85,100	78.6	81.5	758	0.9
Bracknell Forest UA	Large Urban	2,645	3,745	41.6	75,000	82.2	84.7	598	0.8
Reading UA	Large Urban	3,840	4,630	20.6	96,900	78.7	82.3	1,727	1.8
Wokingham UA	Large Urban	4,635	6,190	33.5	99,700	80.8	84.2	590	0.6

Table notes:

(1) Data is for April 2006-March 2007 unless stated.

(2) Business stocks have been rounded to the nearest five, and the resident working age population to the nearest 100.

(3) The claimant count is the number of benefits claimants (Jobseeker's Allowance) from the total number of working age residents.

(4) Employment, economic activity and claimant count rates are calculated from the resident working age population for April 2006-March 2007, which is shown in the 6th column from the left.

(5) All rates and percentages shown are an approximation, as they have been calculated using rounded data.

Source: NOMIS[c]

In 1994, Berkshire contained 10.4% of the South East's business stocks. By 2006 this had increased slightly to 10.7%, reflected in the 30.8% growth in the Berkshire compared to a 26.5% growth in the South East overall. Looking at the figures in more detail, Table 13.2 shows that all unitaries in Berkshire have seen an increase in their business stocks from 1994 to 2006, with an above county growth of 34.3% in the most rural unitary, West Berkshire. West Berkshire has the second highest number of businesses of the six unitaries (7,355 in 2006) after Windsor and Maidenhead (7,530). The third highest stock in 2006 was in Wokingham (6,190). The latter two unitaries have rural populations of around 18% as noted above.

West Berkshire also has the 2nd highest employment rate (81.8%) and the highest economic activity rate (84.7%) of the six unitaries. Its claimant count (0.8%) is below the county and regional counts and compares to a claimant count of 1.8% in Reading.

Case Study 1

Link Up - Improving skills and job prospects in rural Berkshire

People in rural areas are less likely to be targeted with information, advice and guidance about employment, training, and skills development. Those eligible for help are more likely to be dispersed and few in number so they often miss out.

Link Up focuses on working with hard to reach groups of people to assist the workless into employment and training and to raise the skill levels of those without recognised qualifications. It also assists learning providers to engage with these hard to reach groups and meet their needs.

All rural areas of Berkshire are covered with a focus on the hard to reach eg. people with disabilities, language difficulties, illness/mental health problems. SEEDA has provided funding to support two part time staff who provide information, advice and guidance and in some cases work with community groups.

Agencies in the public sector and in the voluntary and community sector identify individuals or groups who need particular help and support to engage in learning or work. These may be referrals of people with multiple difficulties from JobCentre Plus, a racing industry charity, or a Bangladeshi community group. They provide advice and guidance to reflect needs but also address barriers to taking up work or learning. This can include arranging learning, such as First Steps and ESOL, to take place at different times and places; sorting out problems in benefit payments, child care and housing; and gaining confidence through volunteering or learning.

So far in 2007/08 they have:

- Enabled 56 people to secure better employment;
- Enabled 123 people to develop skills;
- Assisted 50 people to gain job-readiness skills.

In 2006/07 the project enabled 13 people to get a better job, 105 people to develop skills, and 37 people to gain job-readiness skills.

Employment and skill gains bring benefits to the individuals concerned as well as any dependants. For those formerly on benefits there is an immediate reduction in state support when they go into employment.

13 Berkshire

Society

Table 13.3 Ratio of lower quartile house price to lower quartile income in Berkshire

	Classification	1997	2005	2006	Change: 1997-2006 (%)	Change: 2005-06 (%)
South East		4.3	8.6	8.6	98.6	-0.5
West Berkshire UA	Significant Rural	5.2	9.1	8.5	63.3	-5.8
Slough UA	Other Urban	3.4	7.1	7.2	113.0	1.8
Windsor and Maidenhead UA	Other Urban	6.2	11.0	11.2	81.3	2.0
Bracknell Forest UA	Large Urban	4.8	7.9	7.6	58.7	-4.2
Reading UA	Large Urban	4.0	7.5	7.9	95.3	4.4
Wokingham UA	Large Urban	5.6	9.4	9.1	64.1	-2.7

Source: Annual Survey of Hours and Earnings; Land Registry[d]

In 2006, the lower quartile affordable housing ratio in the unitaries of Berkshire (Table 13.3) was highest in those authorities with substantial or partial rural population (around 9 in West Berkshire and Wokingham, and over 11 in Windsor and Maidenhead). Lower quartile affordability is below 8 in the three other unitaries. In the latest annual period for which change has been recorded (2005/06), lower quartile affordability increased in the most rural unitary, West Berkshire, by almost 6%. This was the highest negative or positive change in any of the six unitaries.

Environment

Table 13.4 Area of Outstanding Natural Beauty (AONB) and proportion in Berkshire, 2004

Local authority	Local authority area (ha)	AONB within local authority	AONB area (ha)	AONB as a proportion of local authority area (%)
Reading UA	4,040	*Chilterns*	0.3	0.01
West Berkshire UA	70,417	*Chilterns*	1.5	0.00
West Berkshire UA	70,417	*North Wessex Downs*	52,018	73.9
Windsor And Maidenhead UA	19,843	*Chilterns*	1.4	0.01
Wokingham UA	17,897	*Chilterns*	2.9	0.02

Source: Natural England[e]

The protected landscape of Berkshire is dominated by the North Wessex Downs AONB (Area of Outstanding Natural Beauty) in West Berkshire, the most rural unitary in the former county area. The AONB comprises almost three quarters of the unitary's area. Very small fragments of the Chilterns AONB also lie within the former county of Berkshire. West Berkshire also has the highest proportion of green space (90.3%), which is clearly related to the dominant coverage of the North Wessex Downs AONB within its boundaries. Conversely, Slough (*Other Urban*) and Reading (*Large Urban*), which in 2001 had negligible rural populations (Table 13.1), have less than 35% green space. West Berkshire has a larger area of green space than the rest of Berkshire combined.

Table 13.5 Area and proportion of Greenspace in Berkshire, 2005

Local authority	Classification	Total area of all land types (ha)	Area of Greenspace (ha)	Greenspace as a proportion of total area (%)
West Berkshire UA	Significant Rural	70,360	63,511	90.3
Slough UA	Other Urban	3,212	1,123	34.9
Windsor and Maidenhead UA	Other Urban	19,819	14,607	73.7
Bracknell Forest UA	Large Urban	10,886	8,221	75.5
Reading UA	Large Urban	4,027	1,315	32.7
Wokingham UA	Large Urban	17,924	13,183	73.6

Source: ODPM (now CLG)[f]

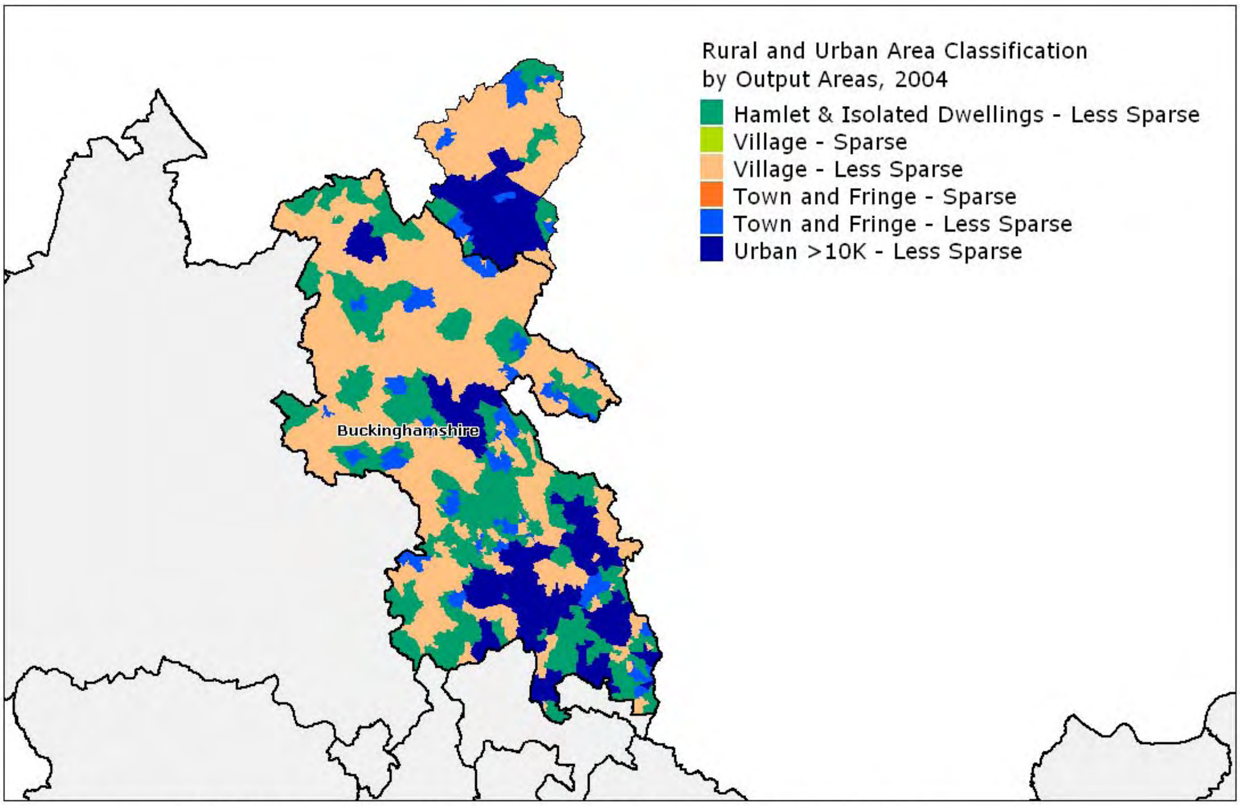
End Notes

a. Defra, 2005. Classification of Local Authority Districts and Unitary Authorities in England.
b. Office for National Statistics, 2006; Defra 2005. % rural population: Defra, 2005. Classification of Local Authority Districts and Unitary Authorities in England. Rural definition and Local authority classification. URL: http://www.defra.gov.uk/rural/ruralstats/rural-definition.htm. Mid-year population estimates: Office for National Statistics, 2006. URL: http://www.statistics.gov.uk/statbase/Expodata/Spreadsheets/D9666.xls Population change: Office for National Statistics, 2006. Analysis by Regional Statisticians for the South East. Population projections: Revised 2004-based Sub-National Population Projections. URL: http://www.statistics.gov.uk/statbase/explorer.asp?CTG=3&SL=4127&D=5006&DCT=32&DT=32#5006
c. NOMIS (Official Labour Market Statistics), 2006/07. Business stocks data is from the Annual Business Inquiry. URL: http://www.nomisweb.co.uk
d. Annual Survey of Hours and Earnings; Land Registry, 2006. Obtained from Communities and Local Government website. URL: http://www.communities.gov.uk/housing/housingresearch/housingstatistics/
e. Natural England, 2007. 'Landscape' web pages: GIS and data downloads. URL: http://www.countryside.gov.uk/LAR/Landscape/RandE/index.asp
f. Source: Office of the Deputy Prime Minister (ODPM), now Communities and Local Government (CLG), 2005. Generalized Land Use Database. Available via search under title or acronym 'GLUD' on Neighbourhood Statistics. URL: http://neighbourhood.statistics.gov.uk/dissemination/

Buckinghamshire 14

14 Buckinghamshire

Map 14.1 Output areas by rural and urban in Buckinghamshire, 2004



Introduction

Over a third of the county's households are in rural settlements of less than 10,000 population, although the equivalent proportion is only 12% in the authority area of Milton Keynes. Of the rural households in Buckinghamshire, 43% are in *Town and Fringe* settlements, 41% in villages and 17% in hamlets or isolated dwellings.

The county of Buckinghamshire consists of four districts and for the purposes of this chapter, the unitary authority of Milton Keynes. [32]Two of the four districts are classified as *Rural 50* (Aylesbury Vale and South Bucks), and the other two (Chiltern and Wycombe) as *Significant Rural*. Milton Keynes is classed as *Other Urban*, and had an 11% rural population in 2001 including larger market towns of between 10,000 and 30,000 population.

Most of the population of Buckinghamshire is concentrated in Milton Keynes, the adjacent Aylesbury Vale (*Rural 50*) or in the town of High Wycombe to the south. Milton Keynes has seen the highest population growth of any district from 1981 to 2006, at 78.4% or 99,000 new residents. Growth in neighbouring Aylesbury Vale has also been high, at 28.2% or 37,900 people. Milton Keynes and Aylesbury Vale are projected to see their populations grow by a further 23.8% and 12.4% respectively over the 2004 to 2029 period. Despite having the lowest population of all districts in Buckinghamshire in mid-2006, South Bucks (*Rural 50*) is projected an 11.3% growth to 2029 (compared to 7.1% across the county as a whole).

32 A Map 2.1 is available in Appendix 2.

Buckinghamshire 14

In 2001, 61,800 of the county's residents lived in larger market towns of between 10,000 and 30,000 population (as identified by Defra, 2005). There are four such market towns in Buckinghamshire, comprising 9% of the county's total population: Buckingham (in the district of Aylesbury Vale); Beaconsfield (South Bucks); Marlow (Wycombe); and Chaltfont St Peter - Gerrards (Chiltern). Map 2.1 shows the location of all larger market towns in the South East.

Table 14.1 Population change and projections in Buckinghamshire

Area	Classification	% rural population, 2001 (1)	Mid-2006 population (Thousand people)	Change 1981 to 2006 (Thousand people)	Projected change, 2004 to 2029 (Thousand people)	Percentage change, 1981 to 2006	Projected percentage change, 2004 to 2029
South East		32.0	8,238	995	1,104	13.7	13.6
Buckinghamshire		36.8	487	44.5	34.0	10.0	7.1
Aylesbury Vale	Rural 50	58.4	172	37.9	20.9	28.2	12.4
South Bucks	Rural 50	58.5	63.7	2.9	7.1	4.7	11.3
Chiltern	Significant Rural	46.6	90.3	-0.3	3.0	-0.4	3.4
Wycombe	Significant Rural	34.1	161	4.1	2.9	2.6	1.8
Milton Keynes UA	Other Urban	10.9	225	98.8	52.1	78.4	23.8

Table note:

(1) Includes larger market towns identified by Defra and considered rural for the purposes of their 2005 district classification of rural and urban areas. These towns have between 10,000 and 30,000 population. See Appendix 1 for further details.

Source: Office for National Statistics; Defra[a]

14 Buckinghamshire

Economy

Table 14.2 Summary economy indicators for Buckinghamshire

Area	District class	Business stocks, 1994	Business stocks, 2006	Change in stocks 1994-2006 (%)	Resident working age population	Employment rate (%)	Economic activity rate (%)	Total claimants, Dec 2007	Claimant count, Dec 2007 (%)
South East	N/A	242,630	306,920	26.5	5,000,600	78.3	82.0	64,400	1.3
Buckinghamshire	N/A	25,360	32,855	29.6	445,400	79.1	82.6	5,260	1.2
Aylesbury Vale	Rural 50	5,820	7,785	33.8	107,500	77.0	79.2	754	0.7
South Bucks	Rural 50	3,475	4,070	17.1	36,600	80.1	85.7	253	0.7
Chiltern	Significant Rural	4,035	4,950	22.7	53,900	78.2	80.9	418	0.8
Wycombe	Significant Rural	6,885	8,075	17.3	102,900	80.4	83.5	1,119	1.1
Milton Keynes UA	Other Urban	5,145	7,975	55.0	144,500	79.9	84.5	2,716	1.9

Table notes:

(1) Data is for April 2006-March 2007 unless stated.

(2) Business stocks have been rounded to the nearest five, and the resident working age population to the nearest 100.

(3) The claimant count is the number of benefits claimants (Jobseeker's Allowance) from the total number of working age residents.

(4) Employment, economic activity and claimant count rates are calculated from the resident working age population for April 2006-March 2007, which is shown in the 6th column from the left.

(5) All rates and percentages shown are an approximation, as they have been calculated using rounded data.

Source: NOMIS[b]

In 1994, Buckinghamshire contained 10.5% of the South East's business stocks. By 2006 this had increased slightly to 10.7%, reflected in the 29.6% growth in the county compared to a 26.5% change in the South East overall. Looking at the figures in more detail, shows that those districts with more businesses tend to have higher populations, so that most businesses are found in Wycombe, Milton Keynes, and neighbouring Aylesbury Vale. Growth has been particularly high in the latter two districts between 1994 and 2006: 55% in Milton Keynes, and 33.8% in Aylesbury Vale. South Bucks and Chiltern each have about half the business stocks of the other districts, and the lowest resident working age populations (36,600 in South Bucks and 53,900 in Chiltern).

There are no clear patterns with respect to the distribution of employment and economic activity rates across more rural or more urban districts. Nevertheless, Milton Keynes has a much higher claimant count (1.9%) than the four, more rural districts: the next highest is in Wycombe, at 1.1%.

Society

Table 14.3 Ratio of lower quartile house price to lower quartile income in Buckinghamshire

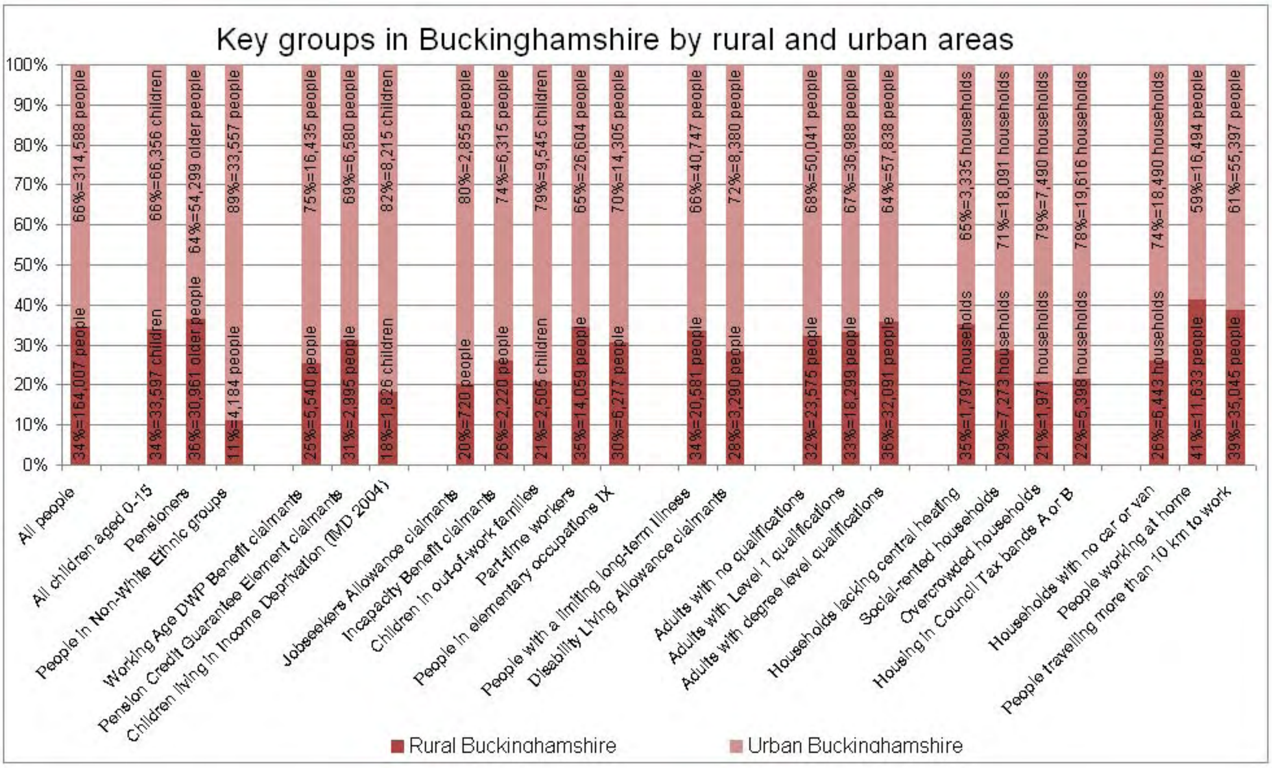
	Classification	1997	2005	2006	Change: 1997-2006 (%)	Change: 2005-06 (%)
South East		4.3	8.6	8.6	98.6	-0.5
Buckinghamshire		4.9	9.5	9.2	89.1	-2.6
Aylesbury Vale	Rural 50	4.7	8.7	8.3	77.8	-4.7
South Bucks	Rural 50	6.1	11.7	11.7	90.2	-0.3
Chiltern	Significant Rural	7.3	12.6	12.5	71.0	-1.3
Wycombe	Significant Rural	4.6	9.5	9.6	108	1.7
Milton Keynes UA	Other Urban	3.3	7.6	7.1	117	-5.6

Source: Annual Survey of Hours and Earnings; Land Registry[c]

The lower quartile affordable housing ratio in Buckinghamshire (Table 14.3) has close to doubled over the last 10 years (4.9 in 1997 and 9.2 in 2006). It declined by 2.6% from 2005 to 2006. At a district level, the largest increase from 1997 to 2006 has been in Milton Keynes, although its ratio in 2006 (7.1) was still below the other four districts. Of the other more rural districts, the highest ratios in 2006 were in Chiltern (12.5) and South Bucks (11.7), the two districts with the lowest populations and least business activity.

14 Buckinghamshire

Figure 14.1 Socio-economic and deprivation indicators in Buckinghamshire, 2007



Source: OCSI[d]

Figure 20.1 above shows the rural share of deprivation in Buckinghamshire[(33)]. As you might expect, there are greater numbers of people experiencing deprivation in urban areas than rural areas. In 2001, 34% of Buckinghamshire's residents lived in rural areas (compared to 22% in the South East), so the proportion of children aged 0-15 and pensioners living in the county's rural areas are correspondingly higher (34% and 36% respectively). Almost 1,800 households or 35% of households lacking central heating are in rural Buckinghamshire. On the other hand, the rural shares of people working from home (41%), travelling more than 10 kilometres to work (39%), or working part time (35%), are higher than the rural share of the population in Buckinghamshire (34%). Although 32% of people (or 23,575 people) with no qualifications live in the rural parts of the county, a greater number (32,091 in rural areas / 36% of the county's population) have degree level qualifications.

33 District level analysis is available on the SEE-IN website

Case Study 2

Market Town Healthchecks in Buckinghamshire

A key element of the SEEDA Small Rural Towns Initiative is a 'Healthcheck' which encourages local communities to take the lead in identifying what is needed to promote and improve the social, economic and environmental development of a market town, and finding new ways and means of improving their areas. The process "should create a shared vision of the town's future, shaped by people who live and use the retail, leisure, professional and public services", developed into an 'Action Plan' working with partners from the town, public and private sector organisations.

In Buckinghamshire, Buckinghamshire Community Action has supported sixteen out of twenty four identified settlements to complete their Market Town Healthcheck. Each Market Town has produced a local vision that makes clear statements regarding local development, employment, local transport, the environment and the community fabric. A benefit of these appraisals is a genuine consensus and local ownership, which is leading to greater involvement. All the town partnerships have continued to meet and take forward the action plan.

Through market town appraisals the area has been able to access resources of approximately £250,000 from SEEDA and local authorities. Additional funding has been leveraged in to fund projects identified through the appraisal, including funding for town centres improvements from retailers, such as Marks & Spencer and Tesco. A number of towns are now reporting increasing numbers of shoppers and tourists through footfall surveys.

Having built up a strong evidence base, Market Town Healthchecks have influenced the local planning system, through the development of Local Development Frameworks. This has led to specific policies relating to rural affordable housing and transport. In Milton Keynes the appraisals of towns, such as Bletchley and Newport Pagnall, have influenced the Local Strategic Partnership and community planning process, leading to greater involvement for local representatives.

Healthchecks across the county have led to environment work such as improving the rights of way networks and the creation of an Environment Forums. Community projects include youth surveys, youth projects, Access and Mobility surveys and a community celebration initiative.

Highway revitalisation and the establishment of Skills Forums are being undertaken to address the economy of the towns, along with the development of Visitor Strategies and the establishment of an Enterprise Hub around employment, land use, skills and training. Transport initiatives include: the development of road freight management and parking and access strategies; improving access to local services, communities and amenities; and the development of demand-responsive local bus services.

14 Buckinghamshire

Environment

Table 14.4 Area of Outstanding Natural Beauty (AONB) and proportion in Buckinghamshire, 2004

County name	County area (ha)	AONB within County	AONB area (ha)	AONB as a proportion of County area (%)
Buckinghamshire	156,494	*Chilterns*	42,207	27.0

Source: Natural England[e]

The protected landscape of the Chilterns AONB (Area of Outstanding Natural Beauty) comprises 27% of Buckinghamshire's total land area (Table 14.4). No other AONBs fall within the county. Aylesbury Vale (*Rural 50*) is comprised of 93.1% green space by area (Table 14.5), higher than any other district in Buckinghamshire. However, just 77.5% of the area of of South Bucks (also *Rural 50*) is covered by green space, a lower proportion than in Milton Keynes unitary.

Table 14.5 Area and proportion of Greenspace in Buckinghamshire, 2005

Local authority	Classification	Total area of all land types (ha)	Area of Greenspace (ha)	Greenspace as a proportion of total area (%)
Aylesbury Vale	Rural 50	90,339	84,094	93.1
South Bucks	Rural 50	14,141	10,966	77.5
Chiltern	Significant Rural	19,629	16,464	83.9
Wycombe	Significant Rural	32,406	27,556	85.0
Milton Keynes UA	Other Urban	30,930	25,112	81.2

Source: ODPM (now CLG)[f]

End Notes

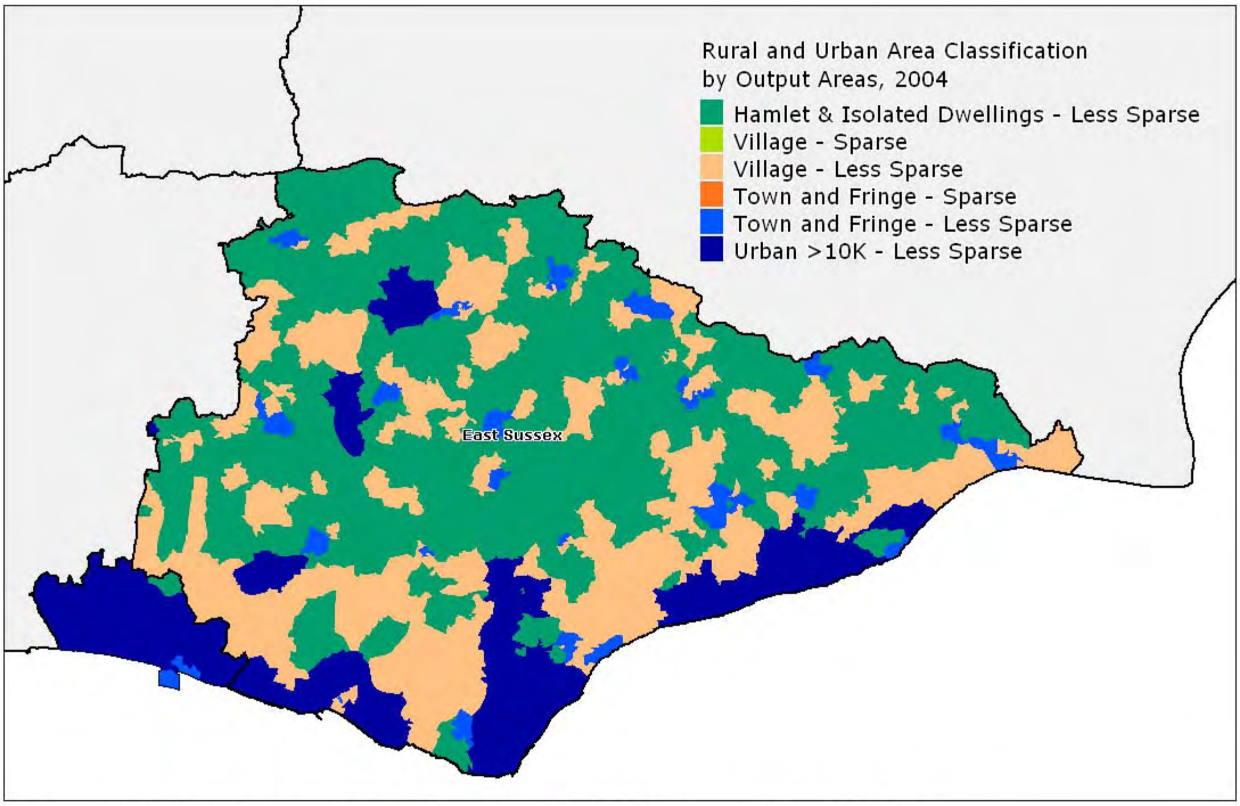
a. Office for National Statistics, 2006; Defra 2005. % rural population: Defra, 2005. Classification of Local Authority Districts and Unitary Authorities in England. Rural definition and Local authority classification. URL: http://www.defra.gov.uk/rural/ruralstats/rural-definition.htm. Mid-year population estimates: Office for National Statistics, 2006. URL: http://www.statistics.gov.uk/statbase/Expodata/Spreadsheets/D9666.xls Population change: Office for National Statistics, 2006. Analysis by Regional Statisticians for the South East. Population projections: Revised 2004-based Sub-National Population Projections. URL: http://www.statistics.gov.uk/statbase/explorer.asp?CTG=3&SL=4127&D=5006&DCT=32&DT=32#5006
b. NOMIS (Official Labour Market Statistics), 2006/07. Business stocks data is from the Annual Business Inquiry. URL: http://www.nomisweb.co.uk
c. Annual Survey of Hours and Earnings; Land Registry, 2006. Obtained from Communities and Local Government website. URL: http://www.communities.gov.uk/housing/housingresearch/housingstatistics/
d. Oxford Centre for Social Innovation (OCSI), 2007. The Rural Share of Deprivation in the South East. URL: http://www.rural-evidence.org.uk/reports.php
e. Natural England, 2007. 'Landscape' web pages: GIS and data downloads. URL: http://www.countryside.gov.uk/LAR/Landscape/RandE/index.asp
f. Source: Office of the Deputy Prime Minister (ODPM), now Communities and Local Government (CLG), 2005. Generalized Land Use Database. Available via search under title or acronym 'GLUD' on Neighbourhood Statistics. URL: http://neighbourhood.statistics.gov.uk/dissemination/

14 Buckinghamshire

East Sussex 15

15 East Sussex

Map 15.1 Output areas by rural and urban in East Sussex, 2004



Introduction

17% of households in East Sussex are in rural settlements of less than 10,000 population. In contrast, Brighton and Hove is almost entirely urban (99.7%). Of the rural households in East Sussex, 42% are in villages, 32% in *Town and Fringe* settlements, and 26% in hamlets or isolated dwellings.

The county of East Sussex comprises five local authority districts[34]. Three of these are predominantly rural: Wealden, classified as *Rural 80*, and Lewes and Rother, both as *Rural 50*. Eastbourne and Hastings are categorised as *Other Urban*, although neither contain any rural population. Brighton & Hove (*Large Urban*) is also included in East Sussex for the purposes of this chapter. Brighton & Hove does have a very small rural population of almost 3,000 in 2001 or 1.2% of its total population.

In 2006, Brighton & Hove unitary had 251,000 residents, almost half the population of the county of East Sussex[35]. Wealden (*Rural 80*), with its 144,000 residents, had the highest population of the other five districts in 2006. From 1981 to 2006, East Sussex has seen a population growth of 18.4%, above that for the South East (13.7%), and largely due to population increases of between 19% and 23% in Eastbourne and two rural districts: Wealden and Lewes. East Sussex is forecast a higher growth of 18.6% over the period 2004 to 2029 (93,500 new residents compared to 78,600 between 1981 and 2006), particularly due to accelerated growth in Eastbourne of 30.1% (28,000 new residents).

34 A Map 2.1 is available in Appendix 2.
35 Not including Brighton & Hove.

In 2001, 93,200 or 12.6% of the county's residents lived in five larger market towns of between 10,000 and 30,000 population (as identified by Defra, 2005). 54,800 of these residents lived in three market towns in the district of Wealden (Crowborough, Hailsham and Uckfield), with the remainder residing in the market towns of Lewes and Seaford in the district of Lewes. Map 2.1 shows the location of all larger market towns in the South East.

Table 15.1 Population change and projections in East Sussex

Area	Classification	% rural population, 2001 (1)	Mid-2006 population (Thousand people)	Change 1981 to 2006 (Thousand people)	Projected change, 2004 to 2029 (Thousand people)	Percentage change, 1981 to 2006	Projected percentage change, 2004 to 2029
South East		32.0	8,238	995	1,104	13.7	13.6
East Sussex		31.0	506	78.6	93.5	18.4	18.6
Wealden	Rural 80	87.9	144	24.7	23.2	20.7	16.2
Lewes	Rural 50	64.6	93.9	15.0	14.5	19.0	15.5
Rother	Rural 50	51.7	87.6	11.0	16.1	14.4	18.5
Eastbourne	Other Urban	0.0	94.9	17.4	28.0	22.5	30.1
Hastings	Other Urban	0.0	86.1	10.5	11.6	13.8	13.5
Brighton and Hove UA	Large Urban	1.2	251	14.2	30.4	6.0	12.3

Table note:

(1) Includes larger market towns identified by Defra and considered rural for the purposes of their 2005 district classification of rural and urban areas. These towns have between 10,000 and 30,000 population. See Appendix 1 for further details.

Source: Office for National Statistics; Defra[a]

15 East Sussex

Economy

Table 15.2 Summary economy indicators for East Sussex

Area	District class	Business stocks, 1994	Business stocks, 2006	Change 1994-2006 (%)	Resident working age population	Employment rate (%)	Economic activity rate (%)	Total claimants, Dec 2007	Claimant count, Dec 2007 (%)
South East	N/A	242,630	306,920	26.5	5,000,600	78.3	82.0	64,400	1.3
East Sussex	N/A	21,805	27,095	24.3	453,100	75.3	79.9	9,275	2.0
Wealden	Rural 80	5,695	6,995	22.8	82,200	77.8	81.6	560	0.7
Lewes	Rural 50	2,775	3,420	23.2	52,200	74.7	81.4	707	1.4
Rother	Rural 50	3,085	3,350	8.6	46,100	81.7	85.1	791	1.7
Eastbourne	Other Urban	1,940	2,265	16.8	54,200	74.9	78.0	1,191	2.2
Hastings	Other Urban	1,760	1,995	13.4	50,100	74.3	78.0	1,730	3.5
Brighton and Hove UA	Large Urban	6,550	9,070	38.5	168,300	73.1	78.3	4,296	2.6

Table notes:

(1) Data is for April 2006-March 2007 unless stated.

(2) Business stocks have been rounded to the nearest five, and the resident working age population to the nearest 100.

(3) The claimant count is the number of benefits claimants (Jobseeker's Allowance) from the total number of working age residents.

(4) Employment, economic activity and claimant count rates are calculated from the resident working age population for April 2006-March 2007, which is shown in the 6th column from the left.

(5) All rates and percentages shown are an approximation, as they have been calculated using rounded data.

Source: NOMIS[b]

In 1994, East Sussex contained 9.0% of the South East's business stocks. By 2006 this had decreased slightly to 8.8%, reflected in the 24.3% growth in the county compared to a 26.5% change in the South East overall. The county's overall employment and economic activity rates were also below the regional rates in 2006. The claimant count in East Sussex at 2% was one and a half times the South East’s claimant count (1.3%).

Looking at the individual districts in 2006 () , most businesses (168,300) are located in Brighton & Hove, with the second highest total for any district in the *Rural 80* district, Wealden (82,200). Brighton & Hove has seen a 38.5% growth in business stocks between 1994 and 2006, compared to around 23% in two of the rural districts, Wealden and Lewes. The other rural district, Rother, has seen a growth of just 8.6% over this time, and in 2006/07 it had the lowest resident working age population of any district in East Sussex (46,100). Despite that, Rother actually has the highest employment and economic activity rates in the county. Economic activity rates are above 80% in all three rural districts (and 85.1% in Rother), compared to 78% in the three more urban districts.

The claimant count is higher in the more urban districts, and is below the regional rate only in Wealden (0.7%). The claimant count for Hastings (3.5%) is the highest in the South East, and the rates for Brighton and Hove (2.6%) and Eastbourne (2.2%) are also amongst the highest. High claimant counts are not confined to urban coastal districts in East Sussex however, with Rother having a count of 1.7%, while the rate for Lewes (1.4%) is also above the South East rate of 1.3.

Society

Table 15.3 Ratio of lower quartile house price to lower quartile income in East Sussex

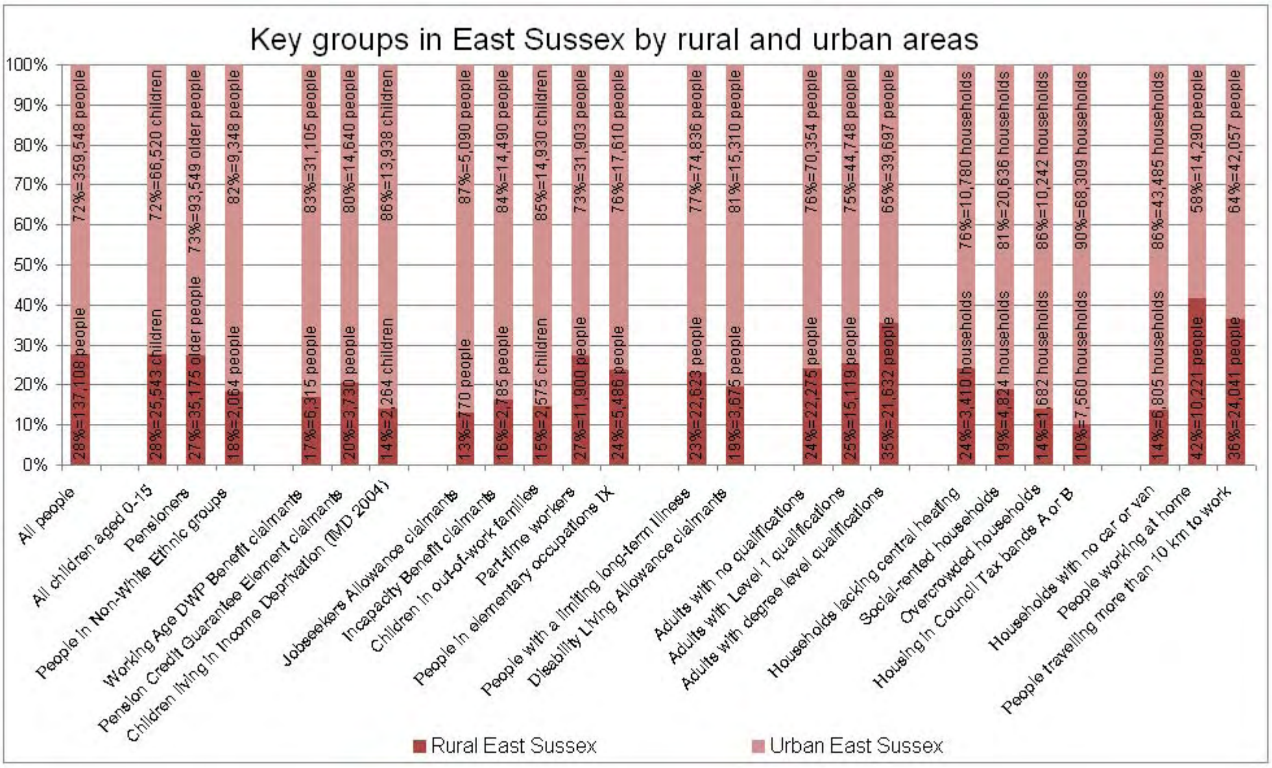
	Classification	1997	2005	2006	Change: 1997-2006 (%)	Change: 2005-06 (%)
South East		4.3	8.6	8.58	98.6	-0.5
East Sussex		4.1	8.5	8.58	108	0.6
Wealden	Rural 80	5.2	10.6	10.2	95.2	-3.7
Lewes	Rural 50	4.2	8.7	8.8	108	1.5
Rother	Rural 50	5.1	9.9	10.2	101	2.9
Eastbourne	Other Urban	3.7	8.3	8.2	123	-1.5
Hastings	Other Urban	3.0	7.0	6.9	132	-1.1
Brighton and Hove UA	Large Urban	3.7	9.2	9.5	159	2.6

Source: Annual Survey of Hours and Earnings; Land Registry[c]

The lower quartile affordable housing ratio in East Sussex (Table 15.3) more than doubled over the period 1997 to 2006, rising from 4.1 to 8.6. In 2006, lower quartile affordability was generally lower in the three rural districts, with Wealden and Rother both having ratios of 10.2, and Lewes 8.8. In the two *Other Urban* districts, Eastbourne and Hastings, the equivalent ratios were 8.2 and 6.9 respectively. At 9.5, lower quartile affordability in Brighton and Hove (*Large urban*) was less than in the *Rural 50* district Lewes. In terms of the most recent annual change, the district with the highest affordability ratio in the county (Wealden, 10.23) saw a decrease of almost 4% in its ratio from 2005-6.

15 East Sussex

Figure 15.1 Socio-economic and deprivation indicators in East Sussex, 2007



Source: OCSI[d]

Figure 15.1 above shows the rural share of deprivation in East Sussex[(36)]. As you might expect, there are greater numbers of people experiencing deprivation in urban areas than rural areas. 28% of East Sussex's residents live in rural areas, compared to 22% in the South East. Accordingly, a similar proportion (27-28%) of children aged 0-15 and pensioners live in rural East Sussex. 24% of households lacking central heating are in rural areas. There is greater share of people working from home in rural areas (42%) and commuting more than 10km to work from these areas (36%) than the county's share of the rural population (28%). Although 24% of adults who have no qualifications live in rural areas, compared to 35% who have degree-level qualifications, there are slightly more unqualified adults (22,275) in rural areas than there are people with degrees or equivalent (21,632) .

36 District level analysis is available on the SEE-IN website

Case Study 3

Supporting social enterprises in rural Sussex

In Sussex, it was recognised that emerging social enterprises needed additional support and that there was a relatively low level of formation of social enterprises within rural areas. Each of the County Councils therefore provided the money to employ two advisers accredited in providing business advice and support.

These staff, based at Action in Rural Sussex, provide advice and guidance in much greater depth than Business Link or other agencies can provide. They run information sessions for prospective social enterprises concerning relatively small geographical areas. This is then followed up by mentoring and support to individuals to test turning an idea into a proposal that could be worked up.

At the next stage the advice and guidance is focused on working up a business plan and providing signposting to other public sector agencies who can provide appropriate information, advice and guidance.

The social enterprises assisted include: groups managing community buildings; groups establishing and running community shops; organisations providing work for people with learning difficulties and mental health problems; community waste recycling groups; and organisations establishing child care facilities.

The project has provided:

- Nine community shops;
- New services which have been sustained, such as farmers markets and child care groups.

Where successful the organisations are able to:

- Provide an income stream which supports the provision of a service;
- Employ local people;
- Use and develop the skills of volunteers;
- Provide new services not available in rural areas (e.g. child care).

Examples include:

- Lewes farmers' market: established as a regular monthly outlet for 30-40 local producers, sufficient income to pay for organiser and promote the market, and a surplus to fund local food growing community activities.
- Pre-school group in a village: established (from a voluntary toddler group) on a permanent basis with five part time staff providing 36 hours of care a week for children aged 2-4.
- Community shops: established in communities without private sector retail outlets, they provide a range of goods and services, in some cases including a building for additional community use.

15 East Sussex

Environment

Table 15.4 Area of Outstanding Natural Beauty (AONB) and proportion in East Sussex, 2004

County name	County area (ha)	AONB within County	AONB area (ha)	AONB as a proportion of County area (%)
East Sussex	172,517	*High Weald*	87,981	51.0
		Sussex Downs	21,605	12.5

Source: Natural England[e]

Table 15.4 shows that the High Weald AONB (Area of Outstanding Natural Beauty) occupies just over half of the total area of East Sussex (not including Brighton & Hove). The Sussex Downs AONB also comprises a further 12.5% of the county's area. The majority of green space in the county is to be found in Wealden (76 ha) and Rother (46 ha). Most of the remainder is in Lewes (26 ha). These are the three predominantly rural districts in the county, and all have greater than 89% green space as a proportion of their total areas. Turning to the more urban districts, green space by area accounts for less than half of Hastings, and less than 60% of Eastbourne and Brighton & Hove UA.

Table 15.5 Area and proportion of Greenspace in East Sussex, 2005

Local authority	Classification	Total area of all land types (ha)	Area of Greenspace (ha)	Greenspace as a proportion of total area (%)
Wealden	Rural 80	83,502	75,788	90.8
Lewes	Rural 50	29,348	26,145	89.1
Rother	Rural 50	51,539	46,111	89.5
Eastbourne	Other Urban	4,532	2,671	58.9
Hastings	Other Urban	3,016	1,398	46.3
Brighton and Hove UA	Large Urban	8,329	4,858	58.3

Source: ODPM (now CLG)[f]

End Notes

a. Office for National Statistics, 2006; Defra 2005. % rural population: Defra, 2005. Classification of Local Authority Districts and Unitary Authorities in England. Rural definition and Local authority classification. URL: http://www.defra.gov.uk/rural/ruralstats/rural-definition.htm. Mid-year population estimates: Office for National Statistics, 2006. URL: http://www.statistics.gov.uk/statbase/Expodata/Spreadsheets/D9666.xls Population change: Office for National Statistics, 2006. Analysis by Regional Statisticians for the South East. Population projections: Revised 2004-based Sub-National Population Projections. URL: http://www.statistics.gov.uk/statbase/explorer.asp?CTG=3&SL=4127&D=5006&DCT=32&DT=32#5006

b. NOMIS (Official Labour Market Statistics), 2006/07. Business stocks data is from the Annual Business Inquiry. URL: http://www.nomisweb.co.uk

c. Annual Survey of Hours and Earnings; Land Registry, 2006. Obtained from Communities and Local Government website. URL: http://www.communities.gov.uk/housing/housingresearch/housingstatistics/

d. Oxford Centre for Social Innovation (OCSI), 2007. The Rural Share of Deprivation in the South East. URL: http://www.rural-evidence.org.uk/reports.php

e. Natural England, 2007. 'Landscape' web pages: GIS and data downloads. URL: http://www.countryside.gov.uk/LAR/Landscape/RandE/index.asp

f. Source: Office of the Deputy Prime Minister (ODPM), now Communities and Local Government (CLG), 2005. Generalized Land Use Database. Available via search under title or acronym 'GLUD' on Neighbourhood Statistics. URL: http://neighbourhood.statistics.gov.uk/dissemination/

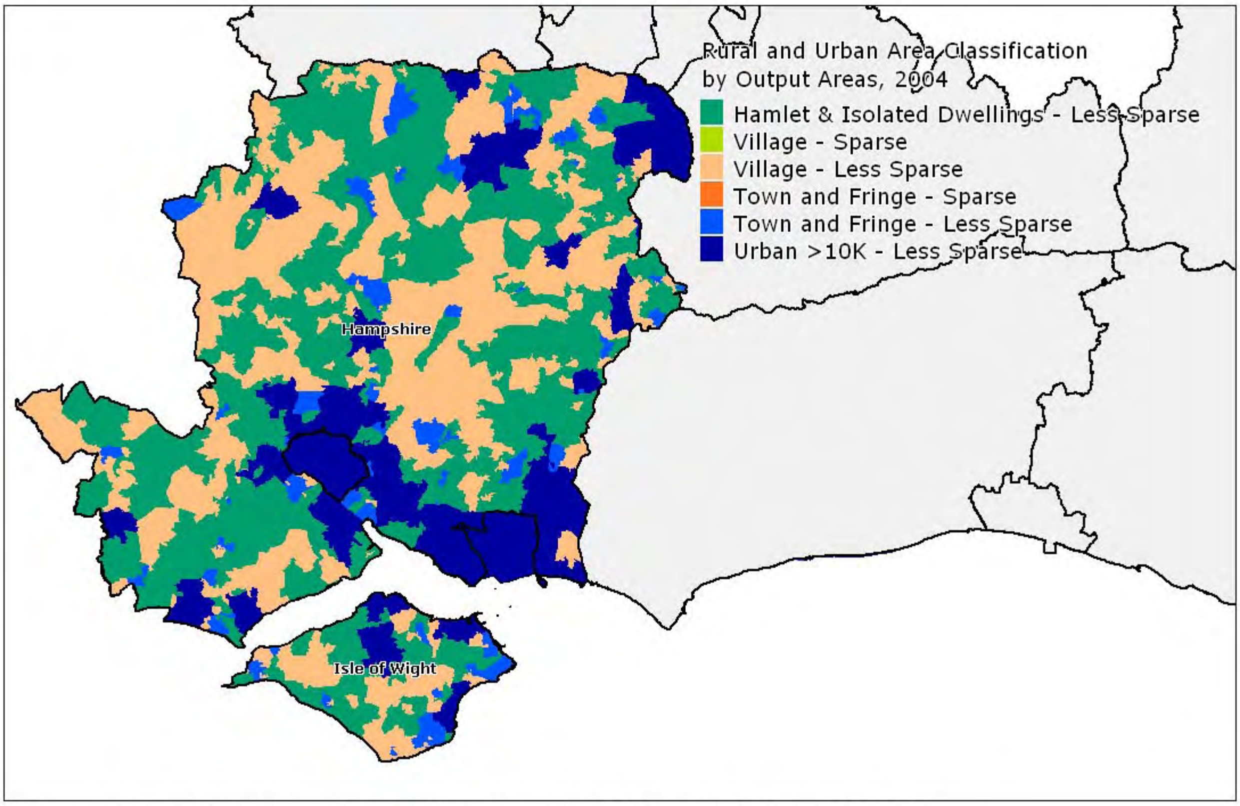
15 East Sussex

Hampshire & The Isle of Wight 16

16 Hampshire & The Isle of Wight

16 Hampshire & The Isle of Wight

Map 16.1 Output areas by rural and urban in Hampshire and the Isle of Wight, 2004



Introduction

19% of households in Hampshire are in rural settlements of less than 10,000 population. The equivalent figure is 27% in the Isle of Wight, while Portsmouth and Southampton are entirely urban. Of the rural households in Hampshire, 44% are in *Town and Fringe* settlements, 37% in villages and 19% in hamlets or isolated dwellings.

The county of Hampshire comprises 11 local authority districts. For the purposes of this chapter, three neighbouring unitary authorities are also included: Portsmouth, Southampton and the Isle of Wight. [37]Of these, four districts are classified as predominantly rural: the Isle of Wight unitary as *Rural 80*, and East Hampshire, Test Valley and Winchester as *Rural 50*. In addition three districts are classed as *Significant Rural* (Basingstoke & Deane, Hart and the New Forest). While in 2001, the New Forest had a 45.9% rural population including larger market towns, Basingstoke & Deane and Hart had 28.2% and 30.8% respectively. Rushmoor, classed as *Other Urban*, had no rural population in 2001. Of the *Large Urban* districts, Eastleigh had a 31.9% rural population and Havant 22.5%, but both are ranked as *Large Urban* due to their proximity to Southampton and Portsmouth respectively.

The population of Hampshire increased by 16.5% from 1981 to 2006, above the regional rate of 13.7%. However, the county's population is projected to increase by just 11.6% over the forecast horizon 2004 to 2029, compared to 13.6% across the South East as a whole. As is to be expected, the districts with the largest populations in 2006 were Southampton (229,000) and Portsmouth

37 A Map 2.1 is available in Appendix 2.

(196,000). Of the more rural districts, the New Forest (174,000) and the Isle of Wight (139,000) had notably large populations. All of the rural districts in Hampshire were equal to or above the regional rate for population growth from 1981 to 2006, with the highest rate of growth seen in Eastleigh (*Large Urban*) at 28%, followed by Hart (*Significant Rural*) at 27%. The Isle of Wight with 23.6% (the highest of any district in Hampshire) and Test Valley (17.4%) were above the South East projected growth between 2004 and 2029.

In 2001, 187,600 or 10.6% of the county's residents lived in 11 larger market towns of between 10,000 and 30,000 population (as identified by Defra, 2005). 65,500 of these residents lived in three market towns in the Isle of Wight: Newport, Sandown and Ryde. Map 2.1 shows the location of all larger market towns in the South East.

16 Hampshire & The Isle of Wight

Table 16.1 Population change and projections in Hampshire and the Isle of Wight

Area	Classification	% rural population, 2001 (1)	Mid 2006 population (Thousand people)	Change 1981 to 2006 (Thousand people)	Projected change, 2004 to 2029 (Thousand people)	Percentage change, 1981 to 2006	Projected percentage change, 2004 to 2029
South East		32.0	8,238	995	1,104	13.7	13.6
Hampshire		29.3	1,266	180	146	16.5	11.6
Isle of Wight UA	Rural 80	85.6	139	20.5	32.2	17.3	23.6
East Hampshire	Rural 50	67.8	110	18.4	8.8	20.0	8.0
Test Valley	Rural 50	52.6	114	21.6	19.5	23.5	17.4
Winchester	Rural 50	59.1	110	17.0	13.5	18.3	12.4
Basingstoke and Deane	Significant Rural	28.2	159	26.7	22.8	20.3	14.6
Hart	Significant Rural	30.8	88.9	18.9	15.2	27.0	17.4
New Forest	Significant Rural	45.9	174	28.4	24.4	19.6	14.2
Rushmoor	Other Urban	0.0	88.7	1.7	-1.5	2.0	-1.7
Eastleigh	Large Urban	31.9	119	26.1	16.3	28.0	14.0
Fareham	Large Urban	1.6	108	19.4	10.6	21.8	9.8
Gosport	Large Urban	0.0	78.2	0.3	8.0	0.4	10.4
Havant	Large Urban	22.5	117	1.0	8.0	0.9	6.8
Portsmouth UA	Large Urban	0.0	196	5.0	26.7	2.6	13.9
Southampton UA	Large Urban	0.0	229	18.8	28.2	9.0	12.6

Table note:

(1) Includes larger market towns identified by Defra and considered rural for the purposes of their 2005 district classification of rural and urban areas. These towns have between 10,000 and 30,000 population. See Appendix 1 for further details.

Source: Office for National Statistics; Defra[a]

Economy

Table 16.2 Summary economy indicators for Hampshire and the Isle of Wight

Area	District class	Business stocks, 1994	Business stocks, 2006	Change 1994-2006 (%)	Resident working age population	Employment rate (%)	Economic activity rate (%)	Total claimants, Dec 2007	Claimant count, Dec 2007 (%)
South East	N/A	242,630	306,920	26.5	5,000,600	78.3	82.0	64,400	1.3
Hampshire	N/A	46,500	59,615	28.2	1,112,900	79.2	82.6	14,562	1.3
Isle of Wight UA	Rural 80	3,355	3,930	17.1	73,400	73.8	77.2	1,894	2.6
East Hampshire	Rural 50	4,200	5,340	27.1	69,700	78.0	81.3	477	0.7
Test Valley	Rural 50	3,730	4,745	27.2	71,800	84.7	86.7	473	0.7
Winchester	Rural 50	4,045	5,245	29.7	66,700	81.2	83.5	452	0.7
Basingstoke and Deane	Significant Rural	4,290	5,810	35.4	97,600	86.1	88.5	889	0.9
Hart	Significant Rural	2,895	4,050	39.9	54,600	86.8	88.7	301	0.6
New Forest	Significant Rural	5,475	6,675	21.9	99,200	77.1	81.7	739	0.7
Rushmoor	Other Urban	1,940	2,575	32.7	57,900	83.9	86.9	602	1.0
Eastleigh	Large Urban	3,105	4,260	37.2	77,000	77.8	80.3	723	0.9
Fareham	Large Urban	2,625	3,470	32.2	65,000	80.1	82.0	458	0.7
Gosport	Large Urban	1,010	1,370	35.6	47,400	82.3	83.1	608	1.3
Havant	Large Urban	2,315	3,090	33.5	66,600	81.8	84.2	1,302	2.0
Portsmouth UA	Large Urban	3,125	4,170	33.4	123,400	75.5	80.7	2,644	2.1
Southampton UA	Large Urban	4,390	4,885	11.3	142,600	72.2	78.3	3,000	2.1

Table notes:

(1) Data is for April 2006-March 2007 unless stated.

(2) Business stocks have been rounded to the nearest five, and the resident working age population to the nearest 100.

(3) The claimant count is the number of benefits claimants (Jobseeker's Allowance) from the total number of working age residents.

(4) Employment, economic activity and claimant count rates are calculated from the resident working age population for April 2006-March 2007, which is shown in the 6th column from the left.

(5) All rates and percentages shown are an approximation, as they have been calculated using rounded data.

Source: NOMIS[b]

16 Hampshire & The Isle of Wight

In 1994, Hampshire contained 19.2% of the South East's business stocks. By 2006 this had increased slightly to 19.4%, reflected in the 28.2% growth in the county compared to a 26.5% change in the South East overall. Hampshire also had slightly higher economic activity and employment rates than the South East, by 0.9 and 0.6 percentage points respectively. The county's overall claimant count was the same as for the South East, at 1.3%.

shows that, of the more rural districts, percentage business growth between 1994 and 2006 has been highest in Hart (39.9%) and Basingstoke and Deane (35.4%), both of which have around 89% economic activity rates and 86.8% and 86.1% employment rates respectively. Percentage business growth was lowest in the Isle of Wight (17.1%), which also had the lowest employment and economic activity rates of any of the more rural districts, and one of the highest claimant counts in the South East (2.6%). The New Forest also had a relatively low business growth (21.9% between 1994 and 2006). Nevertheless, its claimant count was 0.7%. Other than the Isle of Wight, all of the more rural districts had claimant counts below 1%. Percentage business growth between 1994 and 2006 was at least 30% in all the more urban districts except Southampton (11.3%). Claimant count was also 2% or above in Portsmouth, Southampton and Havant.

Case Study 4

Wight Wheels

People who live in rural areas or those which are poorly served by public transport have to consider transport costs and accessibility to transport if they want to take advantage of employment, training or volunteering opportunities. At the very outset of an opportunity, an individual may have insufficient funds up front until they are paid after the first month (salary or training allowance). This is particularly the case in rural areas and when opportunities may be much further away (or in the case of the Isle of Wight off the island).

The rationale for this project is that, if individuals are provided with free transport in the first period of their new job they will be able to travel to employment or training until they get their first payment.

This scheme, delivered by the Isle of Wight Rural Community Council and funded by SEEDA and Jobcentre Plus, provides free transport to people for the first month of their new job. There are a number of methods of providing transport assistance – loan of a moped; free bus or train passes; or subsidised ferry journeys. In instances where no other option is available, road tax or petrol may be paid for.

The project assists those who:

- Have a definite offer of employment/training/education or voluntary work.
- Demonstrate they have no means to pay the first month's travel or that the cost would cause them real hardship
- Show a willingness to save funds for future transport costs

Priority is afforded to the long term unemployed (over six months) and young people not in employment or training (NEET) (referred by Connexions/JCP, this group can be supported for up to three months). The RCC works closely with the referring agencies.

In the two years that the project has been running in its current format, there has been a better focus of support on those accessing employment (as opposed to training / volunteering).

In 2006/07 (up to March '07) the project supported 235 people of which –

- 148 went into employment;
- 80 went into training opportunities; and
- 7 went into voluntary work.

In addition, 172 JobcentrePlus clients were supported of which:

- 104 went into employment;
- 62 went into training; and
- 6 went into voluntary work.

16 Hampshire & The Isle of Wight

Society

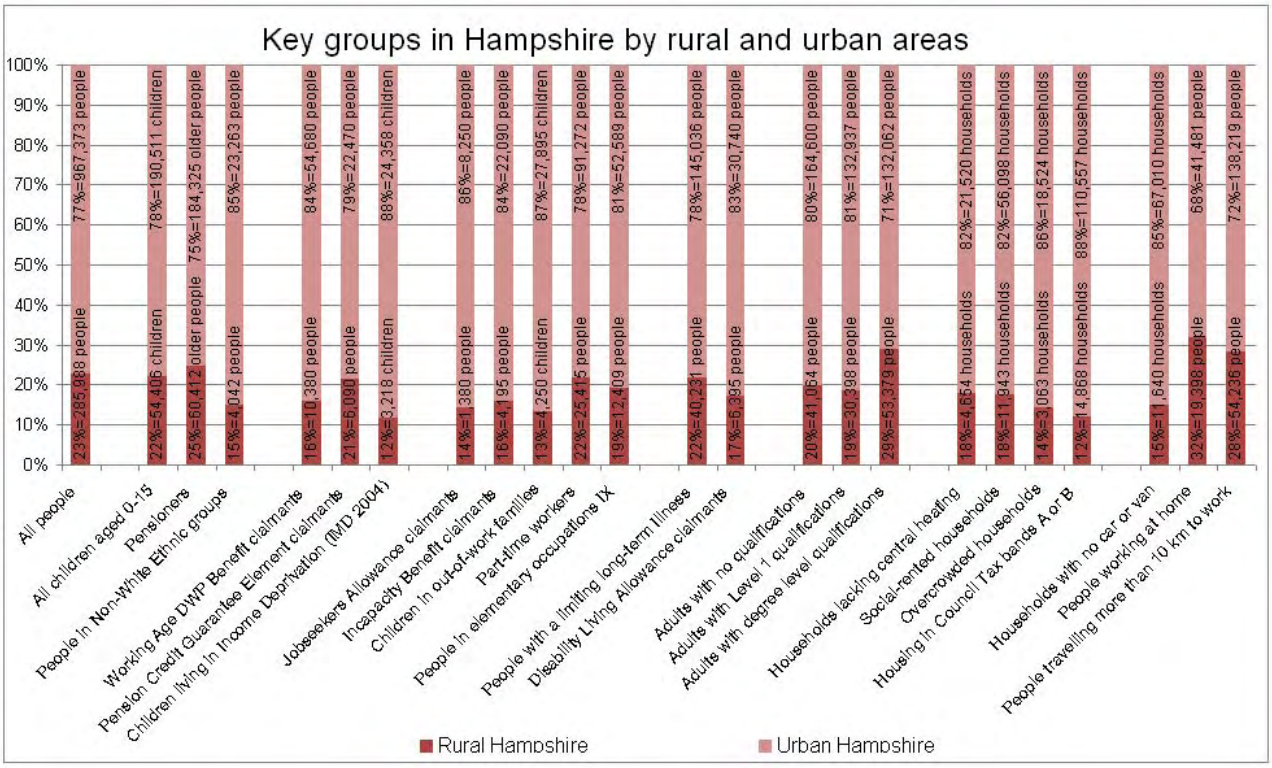
Table 16.3 Ratio of lower quartile house price to lower quartile income in Hampshire and the Isle of Wight

	Classification	1997	2005	2006	Change: 1997-2006 (%)	Change 2005-06 (%)
South East		4.3	8.6	8.6	98.6	-0.5
Hampshire		4.7	8.9	9.0	89.9	0.9
Isle of Wight UA	Rural 80	3.9	8.6	9.3	137	8.2
East Hampshire	Rural 50	5.2	10.7	9.8	88.6	-8.5
Test Valley	Rural 50	5.3	8.8	9.4	77.1	6.1
Winchester	Rural 50	6.2	11.1	10.5	69.1	-5.5
Basingstoke and Deane	Significant Rural	4.3	8.3	8.0	84.5	-3.3
Hart	Significant Rural	5.5	10.2	9.8	78.8	-3.8
New Forest	Significant Rural	5.0	10.0	11.0	121	9.6
Rushmoor	Other Urban	4.1	7.4	7.3	80.1	-0.7
Eastleigh	Large Urban	4.6	9.4	9.9	114	4.9
Fareham	Large Urban	5.3	9.8	10.2	94.3	4.1
Gosport	Large Urban	3.6	6.6	7.0	96.6	7.0
Havant	Large Urban	4.4	8.5	8.1	84.9	-4.5
Portsmouth UA	Large Urban	3.7	7.1	6.5	75.1	-7.6
Southampton UA	Large Urban	3.4	7.4	7.3	112	-1.9

Source: Annual Survey of Hours and Earnings; Land Registry[c]

The lower quartile affordable housing ratio in Hampshire (Table 16.3) has almost doubled over the last 10 years (4.7 in 1997 and 9 in 2006). At a district level, the largest change over this time has been in the Isle of Wight (137%) followed by the New Forest (121%). The smallest change was in Winchester (69%) which had the 2nd lowest affordability of any district in Hampshire in 2006 (10.5), despite a 5.5% decline in its index between 2005 and 2006. The New Forest had the lowest affordability in 2006 (11), following a 9.6% index increase in the last annual period. Conversely, Basingstoke and Deane had a lower quartile affordability of 8, the lowest for any of the more rural districts, and the only one of these districts with a ratio below 9 in 2006. Its index is likely to have been reduced by higher affordability in the large town of Basingstoke, which had a population of approximately 110,000 in 2001. Only two of the seven more urban districts had affordability ratios of 9 or higher: Fareham (10.2) and Eastleigh (9.9). Although almost a third of Eastleigh's residents were rural in 2001 (including larger market towns), only 1.6% of Fareham's population was rural.

Figure 16.1 Socio-economic and deprivation indicators in Hampshire, 2007



Source: OCSI[d]

Figure 16.1 above shows the rural share of deprivation in Hampshire[38]. As you might expect, there are greater numbers of people experiencing deprivation in urban areas than rural areas. 23% of Hampshire's residents lived in rural areas in 2001, a similar proportion to the South East (22%). Hampshire's rural share of socio-economic indicators is broadly similar to that for the South East, with only a few exceptions. 15% of non-white ethnic groups reside in rural Hampshire, compared to 8% in the South East. 29% of people with degree level qualifications live in the rural parts of the county, compared to 24% in the South East.

In any case, just describing how the rural share of deprivation compares to the regional average can mask a significant number of people affected under certain indicators. For example, 22% of people with a limiting long term illness live in the rural parts of Hampshire, 1 percentage point above the South East. However there are over 40,000 people living in rural Hampshire with such conditions. 12% of children living in income deprivation, or 3,218 such children, are resident in the county's areas, the same proportion as for the South East.

38 District level analysis is available on the SEE-IN website

16 Hampshire & The Isle of Wight

Case Study 5

Rural housing in Hampshire

To encourage more social and low cost housing in rural communities requires suitable land to be available for sale, planning permission to be gained, and a housing association with funding to build the properties. For the development of 'rural exception sites' there needs to be a demonstrable need for housing from local people.

The process needs to be facilitated for a variety of reasons: Parish Councils can lack the time and expertise to draw up surveys, consult with the community on the outcomes, identify suitable sites, and approach a housing association; Parish Councils can be unwilling to bring together landowners and developers to meet local needs; District Councils and Housing Associations need to persuade Parish Councils to support social housing developments and landlords to sell at a reasonable valuation; local communities can be resistant to developments for social and low cost housing even when the needs of local people are recognised.

In order to facilitate the process, the District and County Councils and The Hyde Housing Association have funded two Rural Housing Enablers based at Community Action Hampshire to support rural communities through the affordable rural housing process.

In a little under five years they have:

- Completed around 100 housing needs surveys;
- Taken forward 30 schemes for new housing in a range of tenures arising from these;
- So far seen 73 affordable new homes completed with another 21 being built;
- Provided suitable housing for around 250 people;
- Produced a flow of further housing developments with 26 units with planning permission and another 151 units with funding secured.

Providing new housing in villages in Hampshire has enabled around 85% of the occupiers of the new properties to live in their community. Research in East Hampshire and Test Valley shows that the new housing has:

- Brought younger adults into communities who would have otherwise lived in market towns;
- Improved the housing quality of considerable numbers who were living with relatives or in poor housing;
- Increased the number of users of services in the community, especially schools, shops and garages;
- Enabled some people to live closer to their work.

Environment

Table 16.4 Area of Outstanding Natural Beauty (AONB) and proportion in Hampshire, 2004

Area name	Total area (ha)	AONB within area	AONB area (ha)	AONB as a proportion of total area (%)
Hampshire (County)	373,822	*Cranbourne Chase And West Wiltshire Downs*	6,743	1.8
		Chichester Harbour	1,321	0.4
		East Hampshire	38,611	10.3
		North Wessex Downs	26,977	7.2
		Surrey Hills	3.8	0.0
		Sussex Downs	10.7	0.0
Isle Of Wight UA	39,491	*Isle Of Wight*	19,103	48.4

Source: Natural England[e]

The protected landscape of Hampshire (Table 16.4) is split between a range of Areas of Outstanding Natural Beauty (AONBs), with East Hampshire AONB covering 10.3% of the county's total area, and North Wessex Downs AONB 7.2%. The other AONBs cover a remaining 2.2%. Almost half of the Isle of Wight's area is accounted for by the Isle of Wight AONB. Table 16.5 shows that the rural and *Significant Rural* districts of the county contain a larger proportion of green space (85% or greater in all cases) than the more urban districts (61% or less). Green space by area covers only around a quarter of Portsmouth and Southampton UAs.

16 Hampshire & The Isle of Wight

Table 16.5 Area and proportion of Greenspace in Hampshire and the Isle of Wight, 2005

Local authority	Classification	Total area of all land types (ha)	Area of Greenspace (ha)	Greenspace as a proportion of total area (%)
Isle of Wight UA	Rural 80	38,991	33,356	85.5
East Hampshire	Rural 50	51,565	46,621	90.4
Test Valley	Rural 50	62,660	57,500	91.8
Winchester	Rural 50	66,162	60,828	91.9
Basingstoke and Deane	Significant Rural	63,276	57,856	91.4
Hart	Significant Rural	21,496	18,267	85.0
New Forest	Significant Rural	77,422	67,489	87.2
Rushmoor	Other Urban	3,916	2,016	51.5
Eastleigh	Large Urban	8,133	4,968	61.1
Fareham	Large Urban	7,753	4,545	58.6
Gosport	Large Urban	2,855	1,085	38.0
Havant	Large Urban	7,943	2,935	37.0
Portsmouth UA	Large Urban	5,741	1,371	23.9
Southampton UA	Large Urban	5,291	1,351	25.5

Source: ODPM (now CLG)[f]

End Notes

a. Office for National Statistics, 2006; Defra 2005. % rural population: Defra, 2005. Classification of Local Authority Districts and Unitary Authorities in England. Rural definition and Local authority classification. URL: http://www.defra.gov.uk/rural/ruralstats/rural-definition.htm. Mid-year population estimates: Office for National Statistics, 2006. URL: http://www.statistics.gov.uk/statbase/Expodata/Spreadsheets/D9666.xls Population change: Office for National Statistics, 2006. Analysis by Regional Statisticians for the South East. Population projections: Revised 2004-based Sub-National Population Projections. URL: http://www.statistics.gov.uk/statbase/explorer.asp?CTG=3&SL=4127&D=5006&DCT=32&DT=32#5006

b. NOMIS (Official Labour Market Statistics), 2006/07. Business stocks data is from the Annual Business Inquiry. URL: http://www.nomisweb.co.uk

c. Annual Survey of Hours and Earnings; Land Registry, 2006. Obtained from Communities and Local Government website. URL: http://www.communities.gov.uk/housing/housingresearch/housingstatistics/

d. Oxford Centre for Social Innovation (OCSI), 2007. The Rural Share of Deprivation in the South East. URL: http://www.rural-evidence.org.uk/reports.php

e. Natural England, 2007. 'Landscape' web pages: GIS and data downloads. URL: http://www.countryside.gov.uk/LAR/Landscape/RandE/index.asp

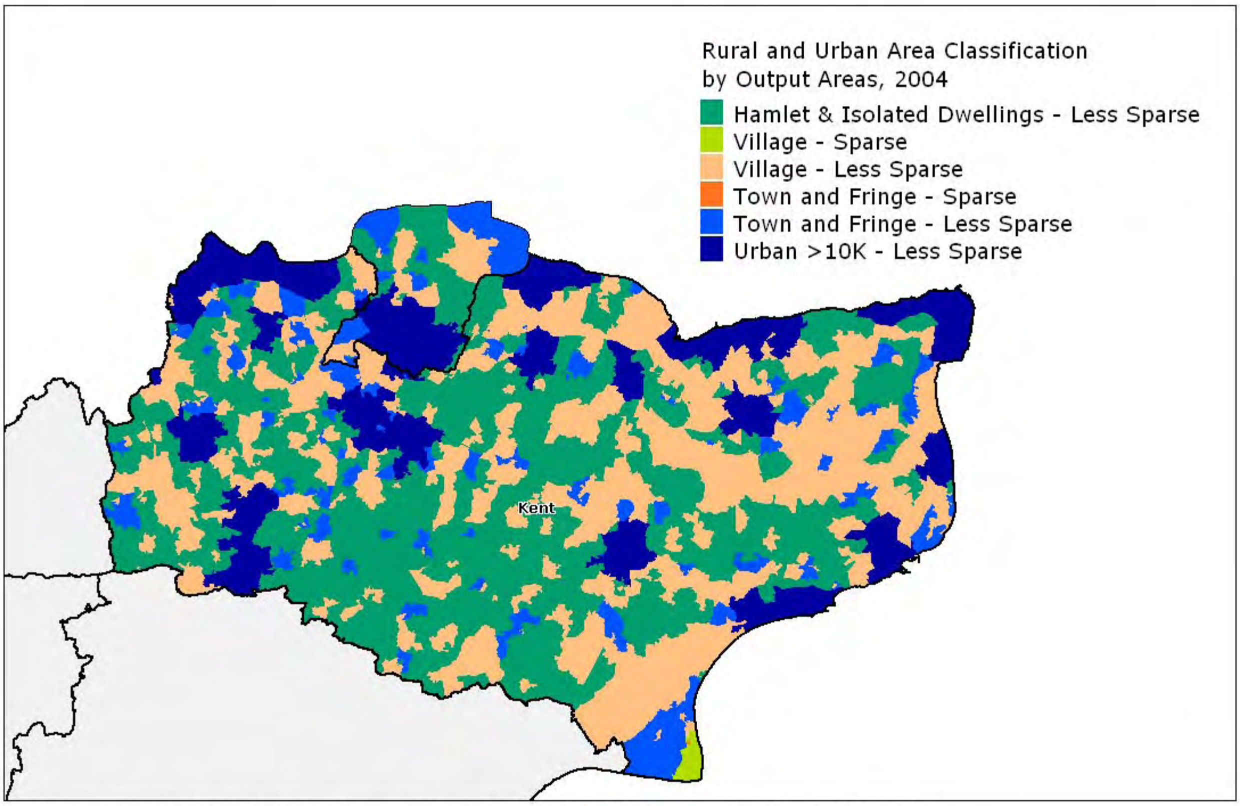
f. Source: Office of the Deputy Prime Minister (ODPM), now Communities and Local Government (CLG), 2005. Generalized Land Use Database. Available via search under title or acronym 'GLUD' on Neighbourhood Statistics. URL: http://neighbourhood.statistics.gov.uk/dissemination/

16 Hampshire & The Isle of Wight

Kent 17

17 Kent

Map 17.1 Output areas by rural and urban in Kent, 2004



Introduction

27% of households in Kent are in rural settlements of less than 10,000 population. In contrast, neighbouring Medway is mostly *Urban* (89%) or *Town and Fringe* (7%). Of the rural households in Kent, 46% are in *Town and Fringe* settlements, 36% in villages and 18% in hamlets or isolated dwellings.

Kent is the only county in the South East with households in Sparse settlements. 500 households (or 0.1%) of the total for Kent are in Sparse villages, and 125 households (or 0.02% of the total for Kent) are in Sparse *Town and Fringe* settlements. These 625 households are all in the ward of Lydd, on the Romney Marsh in Shepway.

The county of Kent comprises 12 local authority districts. For the purposes of this chapter, Medway unitary authority is also included. [39]Of these, three districts are classified as *Rural 50*: Dover, Sevenoaks and Tonbridge & Malling.

A further five districts are classed as *Significant Rural*: on the one hand, Swale is virtually Rural 50 with a 49.4% rural population including larger market towns in 2001; on the other, Maidstone had the lowest rural population of the five in 2001 (33%). Although *Major Urban*, almost one fifth of Gravesham's residents lived in rural settlements in 2001.

39 A Map 2.1 is available in Appendix 2.

Kent 17

The population of Kent increased by 11.1% from 1981 to 2006, below the regional rate of 13.7%. However, the county's population is projected to increase by as much as 18.9% over the forecast horizon 2004 to 2029, compared to 13.6% across the South East as a whole. The unitary of Medway, with its position on the boundary of London, had a population of 252,000 in 2006. In comparison, the three Rural 50 districts had populations between 106,000 and 114,000. While Tonbridge & Malling saw much higher growth (16.5%) than the other two (3-4%), Dover is actually projected a higher growth than Tonbridge & Malling between 2004 and 2029 (18.7% compared to 16.2%). Ashford (*Significant Rural* and 42.7% rural population in 2001) has seen the highest population increase of any district in Kent over the last twenty five years (27.9%), and is also projected to see the highest growth between 2004 and 2029 (33.1%). At the other extreme, Tunbridge Wells (*Significant Rural*) is projected only an 8.4% increase in its population to 2029, following growth of just 6% over the last 25 years.

In 2001, 110,000 of the county's residents lived in five larger market towns of between 10,000 and 30,000 population (as identified by Defra, 2005). This was 7% of Kent's total population, distributed between the market towns of Aylesford (in the district of Tonbridge and Malling), Deal (Dover), Faversham and Sheerness (both in Swale) and Sevenoaks. Map 2.1 shows the location of all larger market towns in the South East.

17 Kent

Table 17.1 Population change and projections in Kent

Area	Classification	% rural population, 2001 (1)	Mid-2006 population (Thousand people)	Change 1981 to 2006 (Thousand people)	Projected change, 2004 to 2029 (Thousand people)	Percentage change, 1981 to 2006	Projected percentage change, 2004 to 2029
South East		32.0	8,238	995	1,104	13.7	13.6
Kent		33.4	1,383	138	257	11.1	18.9
Dover	Rural 50	62.6	106	2.9	19.9	2.8	18.7
Sevenoaks	Rural 50	69.8	114	3.9	12.2	3.6	11.0
Tonbridge and Malling	Rural 50	63.0	114	16.1	18.0	16.5	16.2
Ashford	Significant Rural	42.7	111	24.2	35.6	27.9	33.1
Maidstone	Significant Rural	33.0	143	12.0	22.4	9.2	15.9
Shepway	Significant Rural	37.5	100	13.5	25.5	15.6	25.9
Swale	Significant Rural	49.4	129	18.4	31.6	16.7	24.9
Tunbridge Wells	Significant Rural	42.1	105	5.9	8.8	6.0	8.4
Canterbury	Other Urban	18.6	146	24.0	41.9	19.7	29.4
Thanet	Other Urban	6.0	129	6.8	22.5	5.6	17.5
Medway UA	Other Urban	10.4	252	11.4	30.1	4.8	12.0
Dartford	Major Urban	12.3	89.9	8.7	11.8	10.7	13.5
Gravesham	Major Urban	19.7	97.4	1.9	6.5	2.0	6.8

Table note:

(1) Includes larger market towns identified by Defra and considered rural for the purposes of their 2005 district classification of rural and urban areas. These towns have between 10,000 and 30,000 population. See Appendix 1 for further details.

Source: Office for National Statistics; Defra[a]

Economy

Table 17.2 Summary economy indicators for Kent

Area	District class	Business stocks, 1994	Business stocks, 2006	Change 1994-2006 (%)	Resident working age population	Employment rate (%)	Economic activity rate (%)	Total claimants, Dec 2007	Claimant count, Dec 2007 (%)
South East	N/A	242,630	306,920	26.5	5,000,600	78.3	82.0	64,400	1.3
Kent	N/A	41,350	51,785	25.2	958,800	76.0	80.4	16,207	1.7
Dover	Rural 50	2,285	2,595	13.6	61,800	72.0	77.1	1,159	1.9
Sevenoaks	Rural 50	4,320	5,335	23.5	64,400	78.7	81.5	490	0.8
Tonbridge and Malling	Rural 50	3,350	4,225	26.1	65,100	77.6	79.7	568	0.9
Ashford	Significant Rural	3,465	4,545	31.2	63,800	75.1	82.1	777	1.2
Maidstone	Significant Rural	4,525	5,705	26.1	85,500	77.8	80.9	982	1.1
Shepway	Significant Rural	2,530	2,905	14.8	57,600	78.1	81.9	1,381	2.4
Swale	Significant Rural	2,995	3,840	28.2	75,400	75.3	79.2	1,605	2.1
Tunbridge Wells	Significant Rural	4,145	5,020	21.1	62,100	78.2	82.0	543	0.9
Canterbury	Other Urban	3,245	4,020	23.9	82,600	74.8	80.4	1,068	1.3
Thanet	Other Urban	2,280	2,715	19.1	70,800	68.7	75.7	2,093	3.0
Medway UA	Other Urban	4,385	5,810	32.5	158,000	76.5	81.0	3,316	2.1
Dartford	Major Urban	1,860	2,615	40.6	56,000	79.5	82.8	824	1.5
Gravesham	Major Urban	1,965	2,455	24.9	55,700	76.1	81.4	1,401	2.5

Table notes:

(1) Data is for April 2006-March 2007 unless stated.

(2) Business stocks have been rounded to the nearest five, and the resident working age population to the nearest 100.

(3) The claimant count is the number of benefits claimants (Jobseeker's Allowance) from the total number of working age residents.

(4) Employment, economic activity and claimant count rates are calculated from the resident working age population for April 2006-March 2007, which is shown in the 6th column from the left.

(5) All rates and percentages shown are an approximation, as they have been calculated using rounded data.

17 Kent

Source: NOMIS[b]

In 1994, Kent contained 17% of the South East's business stocks. By 2006 this had dropped slightly to 16.9%, reflected in the 25.2% growth in the county compared to a 26.5% increase in the South East overall. The county's 2006/07 employment and economic activity rates, at 76% and 80.4% respectively, are 2.3 and 1.6 percentage points below the equivalent rates for the South East. Kent had a higher claimant count (1.7) than the South East (1.3) in December 2007.

Table 17.2 shows that, in terms of business stocks, none of the three *Rural 50* districts in Kent exceeded the regional growth rate of 26.5% from 1994 to 2006. Sevenoaks was a little below the county growth rate at 23.5% while Dover saw just 13.6% growth in its stocks over this time. In 2006/07, Dover had the second lowest employment rate (72%) of any district in Kent after Thanet (68.7%), and a high claimant count (1.9%). In contrast, Sevenoaks and Tonbridge & Malling had above county employment rates and claimant counts below 1%.

Of the five Significant Rural districts in Kent, three (Ashford, Maidstone and Swale) saw business growth above the county average of 25.2% from 1994 to 2006, with Shepway (14.8%) and Tunbridge Wells (21.1%) below the county rate. Shepway and Swale had claimant counts above 2% in December 2007.

Society

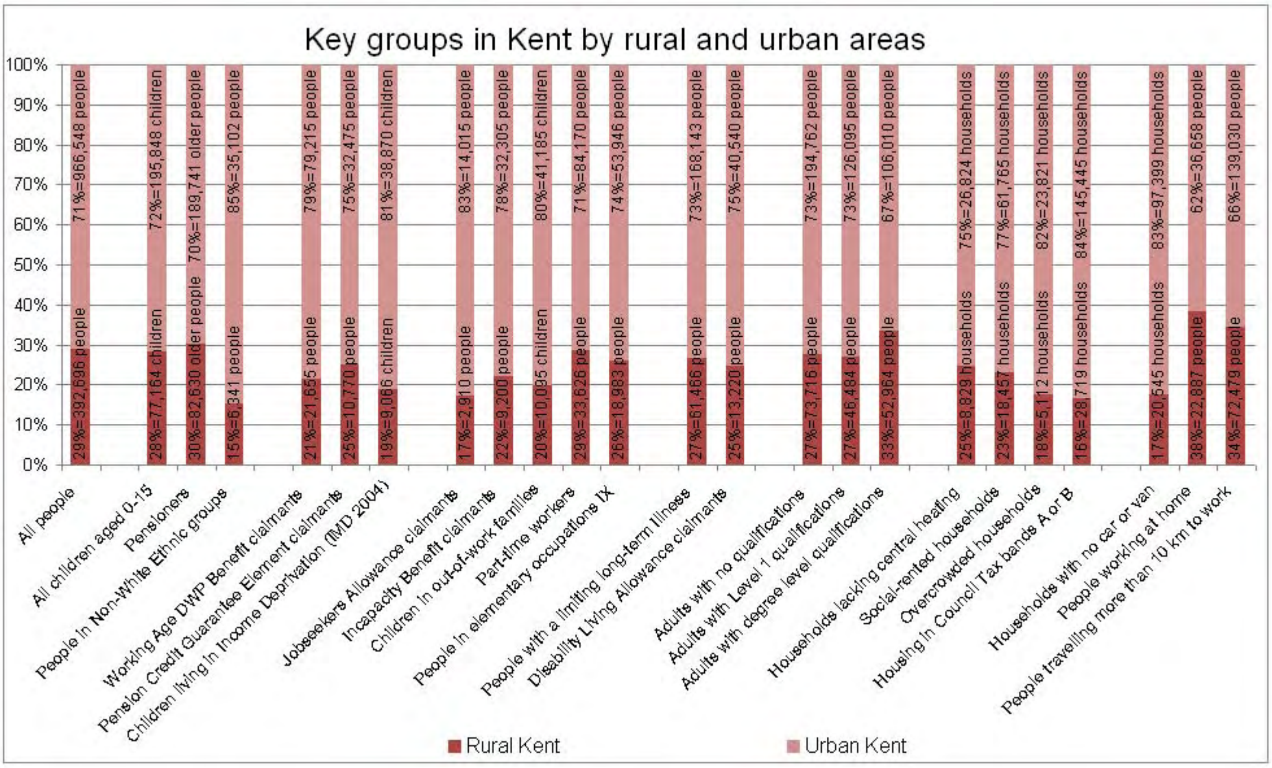
Table 17.3 Ratio of lower quartile house price to lower quartile income in Kent

	Classification	1997	2005	2006	Change: 1997-2006 (%)	Change: 2005-2006 (%)
South East		4.3	8.6	8.6	98.6	-0.5
Kent		4.2	8.3	8.5	102	2.4
Dover	Rural 50	3.3	7.0	6.3	94.2	-9.6
Sevenoaks	Rural 50	6.0	11.0	10.5	74.4	-4.7
Tonbridge and Malling	Rural 50	4.7	9.8	9.7	106	-1.4
Ashford	Significant Rural	4.1	8.7	9.6	135	10.6
Maidstone	Significant Rural	4.8	9.3	10.0	107	6.9
Shepway	Significant Rural	4.4	7.7	8.6	96.6	10.9
Swale	Significant Rural	3.5	7.2	7.7	120	7.7
Tunbridge Wells	Significant Rural	5.2	10.1	10.3	99.2	1.5
Canterbury	Other Urban	5.0	10.0	9.9	97.8	-0.6
Medway UA	Other Urban	3.3	7.2	6.6	103	-8.2
Thanet	Other Urban	3.9	8.8	8.6	119	-1.5
Dartford	Major Urban	3.8	7.9	7.2	91.8	-8.7
Gravesham	Major Urban	3.9	7.3	7.9	103	9.1

Source: Annual Survey of Hours and Earnings; Land Registry[c]

The lower quartile affordable housing ratio in Kent (Table 17.3) has more than doubled over the last 10 years (from 4.2 in 1997 to 8.5 in 2006). At a district level, the largest increase has been in Ashford (135%), from 4.1 to 9.6. Sevenoaks (Rural 50) had the lowest affordability of any district in Kent in 2006, with a ratio of 10.5, and despite a 4.7% fall in this ratio from 2005 to 2006. Sevenoaks also had lowest affordability in 1997. In contrast, Dover (*Rural 50*) had the highest affordability of any district in the county in 2006, with a ratio of 6.3. This ratio fell by close to a tenth from 2005 to 2006, more than any other district in Kent. Of the five *Significant Rural* districts in 2006, three (Ashford, Maidstone and Tunbridge Wells) had ratios of 9.6 or above, whereas Swale (7.7) and Shepway (8.6) had higher levels of lower quartile affordability. Only one of the more urban districts had a ratio above 9 in 2006 (Canterbury at 9.9), while Medway (6.6) had the second lowest ratio after Dover.

Figure 17.1 Socio-economic and deprivation indicators in Kent, 2007



Source: OCSI[d]

Figure 17.1 above shows the rural share of deprivation in Kent[40]. As you might expect, there are greater numbers of people experiencing deprivation in urban areas than rural areas. 29% of people live in rural areas of Kent compared to 22% in the South East. 30% of pensioners in the county are rural residents and 8,829 of households lack central heating in rural Kent, a quarter of the total for the county. In Kent, 18,983 people or 26% of people in elementary occupations live in rural parts of Kent, 7 percentage points above the regional proportion. Nevertheless, there are more adults with no qualifications resident in rural Kent (73,716) than there are adults with degree-level qualifications (52,964), even though the rural share for adults with degree-level qualifications (33%) is higher than the share for those with no qualifications (27%). 38% of people who work from home in the county live in rural Kent.

40 District level analysis is available on the SEE-IN website

Case Study 6

Wealden Wheels Community Bus

Access to essential services, simply shopping, or meeting with friends in neighbouring villages to socialise, have long been recognised as problems for rural dwellers of all ages. Small, scattered communities cannot support public transport services, and so those without direct access to a car often experience severe isolation and a poor quality of life.

Rural Transport Partnerships and Parish Transport grants, introduced by the Countryside Agency some years ago, went some way to addressing this issue. And it was in delivering these two schemes that Action with Communities in Rural Kent came to be involved with what is now a very successful project.

They were contacted independently by Kent Play Clubs, an after school club support organisation, and a group of several villages to the north west of Ashford, all with a need to provide transport between their villages and various centres. The five villages had each been trying to solve the problem on their own for a number of years, without success. Action in Rural Kent's Rural Transport Project, with the support of a local county councilor, was instrumental in bringing the various groups together. They were able to support them in submitting successful bids to a number of funders including the Countryside Agency, Mid Kent Leader+ and Ashford Borough Council. Matching these funds with contributions from each of the parishes, they purchased their first vehicle, some office space and a paid coordinator, and were on their way. The paid co-ordinator immediately set about promoting the scheme, encouraging groups to join, and organising driving for those who could not do so themselves. Membership and use of the vehicle progressed so rapidly, that late in their first year of operation they applied to Mid Kent Leader+ for additional funding. They succeeded in acquiring their second vehicle. Several years on, they now have a sizeable squad of volunteer drivers and a large membership of community groups that continues to grow, with new groups able to establish themselves now that transport is available. The vehicles are so well used that they generate almost enough income to make the scheme self-sufficient, a considerable achievement.

This achievement was recently recognised at an awards evening celebrating the successes of the Mid Kent Leader+ grant scheme and the partnership working it encouraged. Wealden Wheels took the top award for best project against strong competition. Since that prize giving, the group have also succeeded in securing funding from Kent County Council. Together with the continued funding that each of the parishes contribute year on year, this is sufficient to cover the gap between their income and their overall costs for the rest of this financial year and the next. They have achieved the ideal and near impossible in "mainstreaming" a community project, i.e. developing a community project to a point where it is adopted by a local authority.

17 Kent

Environment

Table 17.4 Area of Outstanding Natural Beauty (AONB) and proportion in Kent, 2004

Area name	Total area (ha)	AONB within area	AONB area (ha)	AONB as a proportion of total area (%)
Kent (County)	363,943	*High Weald*	37,167	10.2
		Kent Downs	86,166	23.7
		Surrey Hills	0.8	0.0
Medway UA	26,886	*Kent Downs*	1,427	5.3

Source: Natural England[e]

The protected landscape of Kent is taken up mostly by the Kent Downs AONB (Area of Outstanding Natural Beauty), which accounts for almost 24% of the county's area (Table 17.4). The Kent Downs AONB also encroaches on a small proportion (5.3%) of Medway unitary. The High Weald AONB also occupies just over a tenth of the county's area. As expected, the more rural districts of the county contain more green space (Table 17.5) as a proportion of their total area (in most cases over 80%) than urban districts such as Medway (46.7%), Dartford (63.3%) and Thanet (66.8%). Canterbury (*Other Urban*) and Gravesham (*Major Urban*), with 18.6% and 19.7% rural population in 2001 respectively[41], have proportions of green space approaching those in the rural districts.

41 Including larger market towns of between 10 and 30,000 population as identified by Defra in 2005.

Table 17.5 Area and proportion of Greenspace in Kent, 2005

Local authority	Classification	Total area of all land types (ha)	Area of Greenspace (ha)	Greenspace as a proportion of total area (%)
Dover	Rural 50	32,040	27,958	87.3
Sevenoaks	Rural 50	37,000	31,834	86.0
Tonbridge and Malling	Rural 50	24,052	19,910	82.8
Ashford	Significant Rural	58,040	52,817	91.0
Maidstone	Significant Rural	39,341	34,332	87.3
Shepway	Significant Rural	36,050	31,824	88.3
Swale	Significant Rural	41,422	33,067	79.8
Tunbridge Wells	Significant Rural	33,076	29,122	88.0
Canterbury	Other Urban	32,079	26,679	83.2
Thanet	Other Urban	11,071	7,397	66.8
Medway UA	Other Urban	29,790	13,920	46.7
Dartford	Major Urban	8,015	5,076	63.3
Gravesham	Major Urban	10,050	7,760	77.2

Source: ODPM (now CLG)[f]

17 Kent

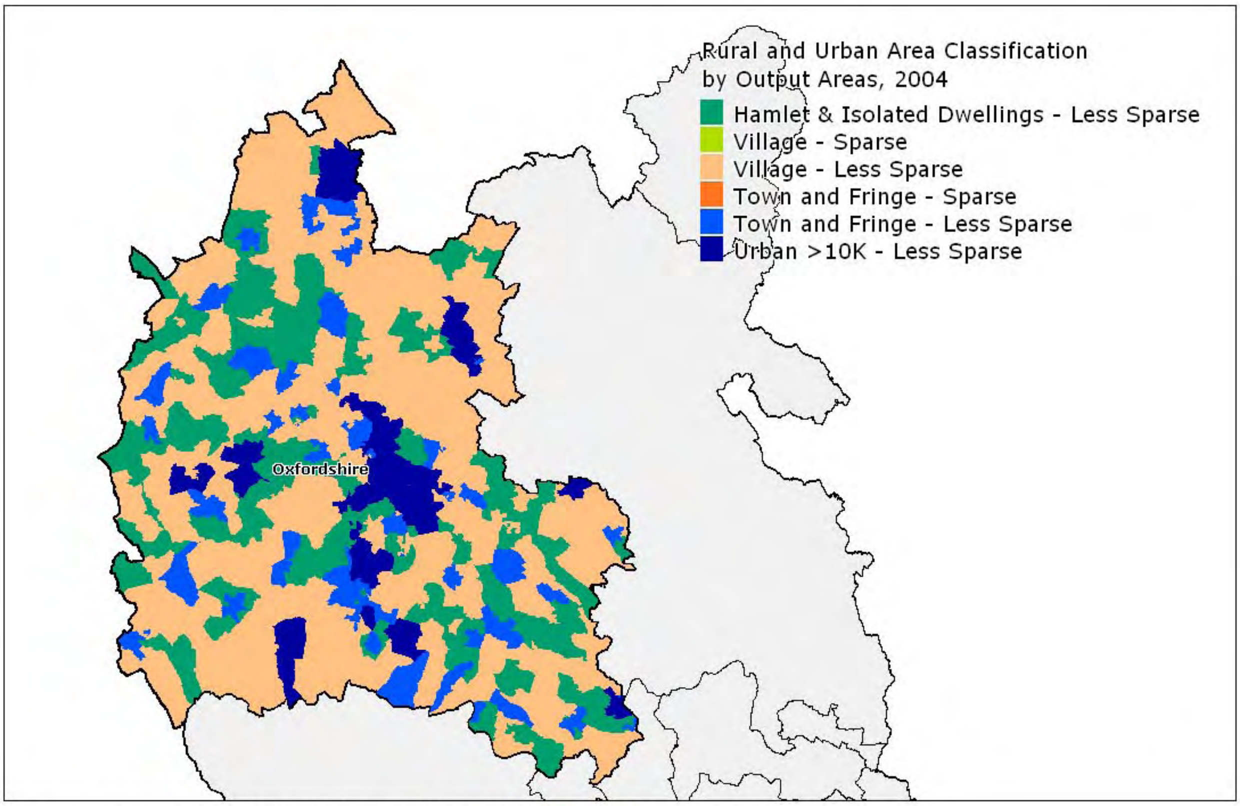
End Notes

a. Office for National Statistics, 2006; Defra 2005. % rural population: Defra, 2005. Classification of Local Authority Districts and Unitary Authorities in England. Rural definition and Local authority classification. URL: http://www.defra.gov.uk/rural/ruralstats/rural-definition.htm. Mid-year population estimates: Office for National Statistics, 2006. URL: http://www.statistics.gov.uk/statbase/Expodata/Spreadsheets/D9666.xls Population change: Office for National Statistics, 2006. Analysis by Regional Statisticians for the South East. Population projections: Revised 2004-based Sub-National Population Projections. URL: http://www.statistics.gov.uk/statbase/explorer.asp?CTG=3&SL=4127&D=5006&DCT=32&DT=32#5006
b. NOMIS (Official Labour Market Statistics), 2006/07. Business stocks data is from the Annual Business Inquiry. URL: http://www.nomisweb.co.uk
c. Annual Survey of Hours and Earnings; Land Registry, 2006. Obtained from Communities and Local Government website. URL: http://www.communities.gov.uk/housing/housingresearch/housingstatistics/
d. Oxford Centre for Social Innovation (OCSI), 2007. The Rural Share of Deprivation in the South East. URL: http://www.rural-evidence.org.uk/reports.php
e. Natural England, 2007. 'Landscape' web pages: GIS and data downloads. URL: http://www.countryside.gov.uk/LAR/Landscape/RandE/index.asp
f. Source: Office of the Deputy Prime Minister (ODPM), now Communities and Local Government (CLG), 2005. Generalized Land Use Database. Available via search under title or acronym 'GLUD' on Neighbourhood Statistics. URL: http://neighbourhood.statistics.gov.uk/dissemination/

Oxfordshire 18

18 Oxfordshire

Map 18.1 Output areas by rural and urban in Oxfordshire, 2004



Introduction

40% of households in Oxfordshire are in rural settlements of less than 10,000 population. Of the rural households in Oxfordshire, 45% are in villages, 44% in *Town and Fringe* settlements, and 11% in hamlets or isolated dwellings.

The county of Oxfordshire comprises five local authority districts. [42]Of these, three districts are classified as predominantly rural (South and West Oxfordshire as *Rural 80*, and Vale of White Horse as *Rural 50*). In 2001, South Oxfordshire had a rural population of 99.1%, including larger market towns of between 10,000 and 30,000 population. Cherwell is classed as Significant Rural with a rural population of 43.1% in 2001. Oxford (*Other Urban*) had less than 1% rural population.

The population of Oxfordshire increased by 16.6% between 1981 and 2006, and is projected to rise by a similar proportion (15.9%) over the forecast horizon 2004 to 2029. At a district level, the highest percentage change from 1981 to 2006 occurred in Cherwell (25.9%), followed by West Oxfordshire (22.7%). In 2006, Oxford had the largest population of any district in the county (149,000), followed by Cherwell (137,000). However, Oxford is projected the second highest district-level growth to 2029 (20.6%), after Cherwell (24.4%), meaning their respective populations are likely to converge. Two of the rural districts (South Oxfordshire and Vale of White Horse) have experienced population growth below the county and regional rates since 1981, and are projected to remain below both rates to 2029.

42 A Map 2.1 is available in Appendix 2.

Oxfordshire 18

In 2001, 103,800 of the county's residents lived in six larger market towns of between 10,000 and 30,000 population (as identified by Defra, 2005). This was 17.2% of Oxfordshire's total population. Three of the six larger market towns (Didcot, Henley-on-Thames and Thame) are in South Oxfordshire. Map 2.1 shows the location of all larger market towns in the South East.

Table 18.1 Population change and projections in Oxfordshire

Area	Classification	% rural population, 2001 (1)	Mid-2006 population (Thousand people)	Change 1981 to 2006 (Thousand people)	Projected change, 2004 to 2029 (Thousand people)	Percentage change, 1981 to 2006	Projected percentage change, 2004 to 2029
South East		32.0	8,238	995	1,104	13.7	13.6
Oxfordshire		55.9	632	90.2	99.1	16.6	15.9
South Oxfordshire	Rural 80	99.1	128	11.0	8.4	9.4	6.6
West Oxfordshire	Rural 80	86.5	100	18.5	15.2	22.7	15.5
Vale of White Horse	Rural 50	61.2	117	13.6	12.8	13.2	11.0
Cherwell	Significant Rural	43.1	137	28.3	33.1	25.9	24.4
Oxford	Other Urban	0.9	149	18.7	29.6	14.4	20.6

Table note:

(1) Includes larger market towns identified by Defra and considered rural for the purposes of their 2005 district classification of rural and urban areas. These towns have between 10,000 and 30,000 population. See Appendix 1 for further details.

Source: Office for National Statistics; Defra[a]

18 Oxfordshire

Economy

Table 18.2 Summary economy indicators for Oxfordshire

Area	District class	Business stocks, 1994	Business stocks, 2006	Change 1994-2006 (%)	Resident working age population	Employment rate (%)	Economic activity rate (%)	Total claimants, Dec 2007	Claimant count, Dec 2007 (%)
South East	N/A	242,630	306,920	26.5	5,000,600	78.3	82.0	64,400	1.3
Oxfordshire	N/A	19275	25365	31.6	390900	80.6	83.1	3430	0.9
South Oxfordshire	Rural 80	5,235	6,785	29.6	78,600	80.9	83.1	542	0.7
West Oxfordshire	Rural 80	3,750	4,890	30.4	61,000	88.8	91.7	366	0.6
Vale of White Horse	Rural 50	3,630	4,815	32.6	70,600	84.6	86.4	374	0.5
Cherwell	Significant Rural	4,120	5,440	32.0	88,600	86.1	87.9	789	0.9
Oxford	Other Urban	2,540	3,435	35.2	92,100	66.5	70.3	1,359	1.5

Table notes:

(1) Data is for April 2006-March 2007 unless stated.

(2) Business stocks have been rounded to the nearest five, and the resident working age population to the nearest 100.

(3) The claimant count is the number of benefits claimants (Jobseeker's Allowance) from the total number of working age residents.

(4) Employment, economic activity and claimant count rates are calculated from the resident working age population for April 2006-March 2007, which is shown in the 6th column from the left.

(5) All rates and percentages shown are an approximation, as they have been calculated using rounded data.

Source: NOMIS[b]

In 1994, Oxfordshire possessed 7.9% of the South East's business stocks. By 2006 this had increased slightly to 8.3%, reflected in the 31.6% growth in the county compared to a 26.5% change in the South East overall (Table 18.2). In 2006/07, Oxfordshire had higher employment and economic activity rates and a lower claimant count than the region as a whole (0.9% compared to 1.3%).

At a district level, South Oxfordshire (*Rural 80*) had the highest number of businesses (6,785) in 2006, followed by Cherwell (*Significant Rural*), with 5,440. All districts in the county saw growth in their business stocks of 29.6% or greater from 1994 to 2006, with Oxford (*Other Urban*) seeing the largest change of 35.1%. While employment and economic activity rates are greater than 80% in all the rural districts and Cherwell, they are 66.5% and 70.3% respectively in Oxford due in part to its sizeable student population (circa. 30,000). South Oxfordshire is the only other district to have employment and economic activity rates below 85%.

There is a marked distinction in the claimant count between Oxford, and the other, more rural districts. The former had a rate of 1.5% in December 2007, compared to less than 1% in the more rural districts.

Society

Table 18.3 Ratio of lower quartile house price to lower quartile income in Oxfordshire

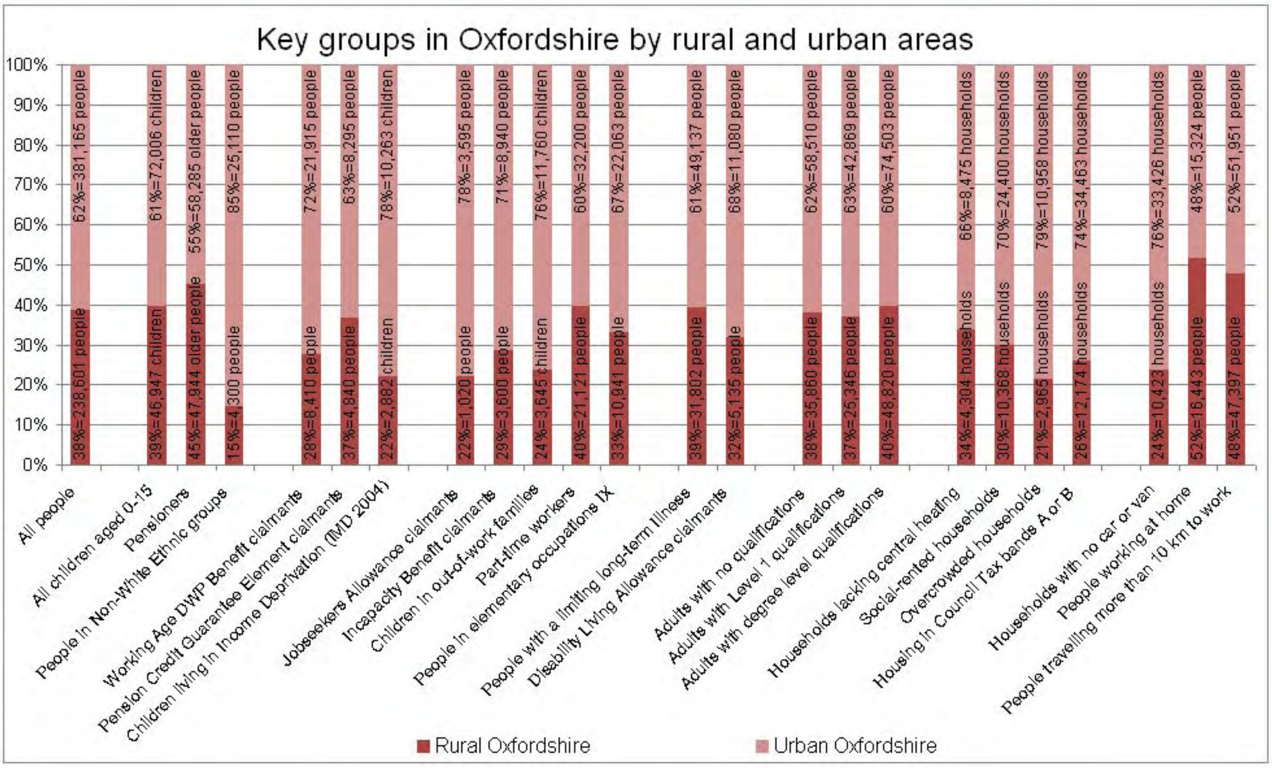
	Classification	1997	2005	2006	Change: 1997-2006 (%)	Change: 2005-06 (%)
South East		4.3	8.6	8.6	98.6	-0.5
Oxfordshire		4.8	9.0	9.3	92.8	3.2
South Oxfordshire	Rural 80	5.2	8.9	10.1	92.7	12.9
West Oxfordshire	Rural 80	5.9	9.4	9.3	57.9	-1.8
Vale of White Horse	Rural 50	4.6	8.8	9.0	96.3	1.8
Cherwell	Significant Rural	4.0	8.9	9.1	126	1.8
Oxford	Other Urban	5.4	9.6	10.9	101	12.9

Source: Annual Survey of Hours and Earnings; Land Registry[c]

The lower quartile housing affordability index (Table 18.3) has almost doubled in Oxfordshire over the last 10 years (4.8 in 1997 and 9.3 in 2006). At a district level, the lowest affordability was in Oxford in 2006, with a ratio close to 11. Like Brighton and Hove in East Sussex, it is unusual in the South East for an urban district to have the highest affordability in a county above other rural districts. The two *Rural 80* districts, South and West Oxfordshire, had higher ratios (lower affordability) in 2006 than the less rural districts, Vale of White Horse (*Rural 50*) and Cherwell (*Significant Rural*).

18 Oxfordshire

Figure 18.1 Socio-economic and deprivation indicators in Oxfordshire, 2007



Source: OCSI[d]

Figure 18.1 above shows the rural share of deprivation in Oxfordshire[43]. As you might expect, there are greater numbers of people experiencing deprivation in urban areas than rural areas. There is a much larger proportion of people living in the rural parts of Oxfordshire than in the South East (38% compared to 22%). The rural shares of pensioners (45%) and of children aged 0-15 (39%) are even higher. 31,802 people with a limiting long-term illness live in rural Oxfordshire, or 39% of all people with such conditions in the county. 34% of households lacking central heating, or 4,304 such households, are in these rural areas. A third of people working in elementary occupations in the county live in rural Oxfordshire, amounting to close to 11,000 people. More people (52%) work at home in rural parts of the county than urban parts, and nearly half of all Oxfordshire's residents commute more than 10 km to work from rural areas. 40% of part-time workers in the county live in rural settlements.

43 District level analysis is available on the SEE-IN website

Case Study 7

Village shops in rural Oxfordshire

Village stores provide goods and services for the immediate community. Two thirds of rural communities in Oxfordshire no longer have a store. While few people rely on them entirely for provisions and financial services, they are more accessible than specialist providers and supermarkets in market towns. Some stores provide outlets for local goods especially food producers and provide services, such as the collection and distribution of prescriptions, home deliveries of groceries to the housebound, dry cleaning and Lottery tickets. Local stores can reduce people's car journeys and time.

They are also more vulnerable enterprises: many are micro-businesses run by the owner with very little non-family labour; all are independent and so are not part of buying groups with access to advice and guidance; some are social enterprises and rely on community volunteers; and many are post offices currently receiving the post office subsidy, of which 27 in Oxfordshire are proposed for closure under the network change programme.

The district councils and County Council of Oxfordshire have joined together to support a Retail Adviser, based at Oxfordshire Rural Community Council. The Adviser offers information, advice and guidance to the manager/owner of independent general stores and community run general stores in communities throughout Oxfordshire where these are the sole village shop. Together these number about 160. Information and advice can include marketing, legislation (food handling, health and safety, tax relief), sourcing, and sources of help. This is delivered through bulletins and fact sheets, face to face visits and by telephone. More detailed guidance is provided to assist with business improvement plans and to establish community stores. Alternatives to closure are discussed when an owner wants to sell up.

Grants of up to £1,000 have also been provided in the past, funded by Oxfordshire County Council and district councils, to contribute to re-equipping and upgrading facilities to increase sales and diversify.

Other tangible outputs over four years include:

- Two stores saved from closing by advising on a sale as a going concern;
- Three stores re-opened, two as community stores;
- Six new community stores opened in new premises;
- Many stores expanded/diversified.

This is against a backdrop of closures so the net loss has probably been reduced.

The project supports the jobs / livelihoods of around 500 people and the availability of general stores / post offices in 160 communities with a population of around 150,000.

The community stores provide opportunities for people of all ages to volunteer and learn new skills. The eight community stores opened depend on nearly 300 volunteers. Profits generated in community stores are redistributed to community groups and projects.

18 Oxfordshire

Environment

Table 18.4 Area of Outstanding Natural Beauty (AONB) and proportion in Oxfordshire, 2004

County name	County area (ha)	AONB within area	AONB area (ha)	AONB as a proportion of County area (%)
Oxfordshire	260,595	*Chilterns*	23,342	9.0
		Cotswolds	24,877	9.6
		North Wessex Downs	18,706	7.2

Source: Natural England[e]

Oxfordshire is bounded by three protected landscapes (Table 18.4): to the north west by a small portion of the Cotswolds AONB (Area of Outstanding Natural Beauty); and to the south by the Chilterns and North Wessex Downs AONBs. Together these make up just over a quarter of the county's area. The three rural districts and Cherwell (*Significant Rural*) have above 90% green space as a proportion of their total area (Table 18.5). Contrastingly, a little under half of Oxford's total area is accounted for by green space.

Table 18.5 Area and proportion of Greenspace in Oxfordshire, 2005

Local authority	Classification	Total area of all land types (ha)	Area of Greenspace (ha)	Greenspace as a proportion of total area (%)
South Oxfordshire	Rural 80	67,825	61,911	91.3
West Oxfordshire	Rural 80	71,394	66,514	93.2
Vale of White Horse	Rural 50	57,997	53,068	91.5
Cherwell	Significant Rural	58,736	53,593	91.2
Oxford	Other Urban	4,541	2,181	48.0

Source: ODPM (now CLG)[f]

End Notes

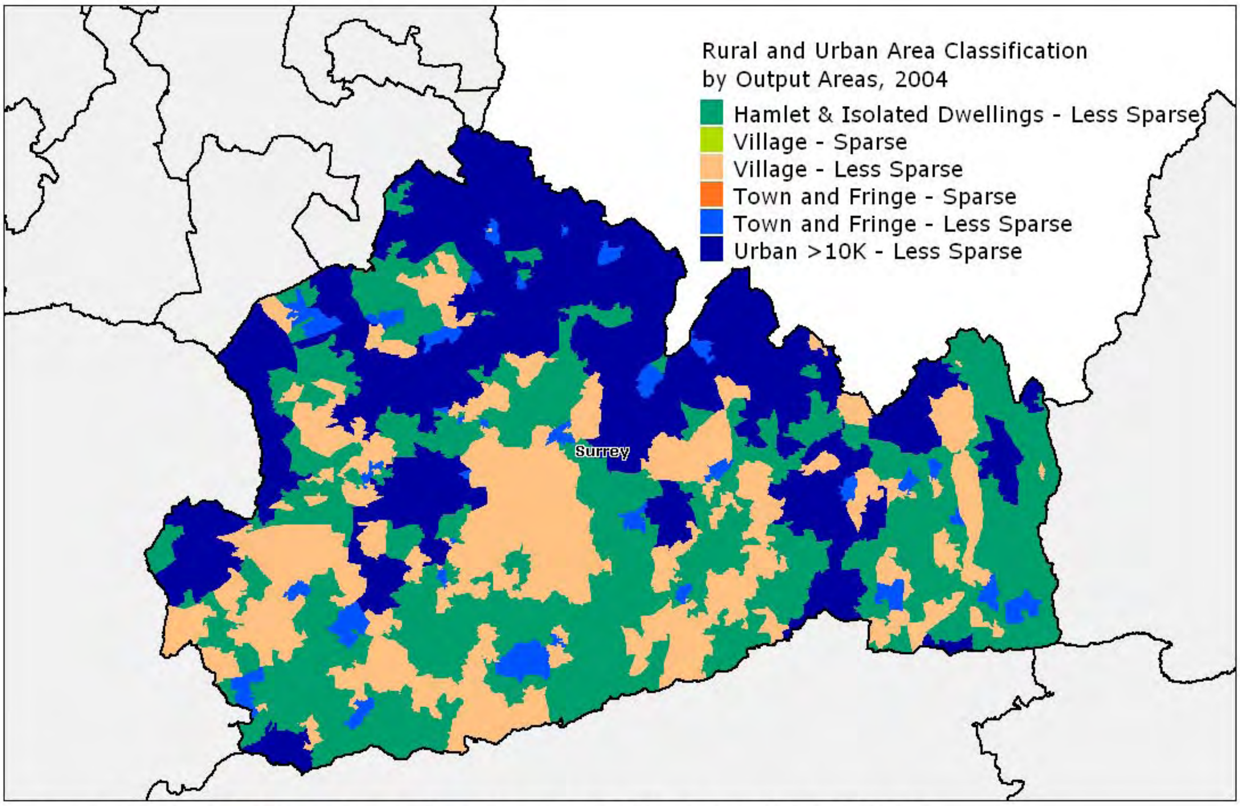
a. Office for National Statistics, 2006; Defra 2005. % rural population: Defra, 2005. Classification of Local Authority Districts and Unitary Authorities in England. Rural definition and Local authority classification. URL: http://www.defra.gov.uk/rural/ruralstats/rural-definition.htm. Mid-year population estimates: Office for National Statistics, 2006. URL: http://www.statistics.gov.uk/statbase/Expodata/Spreadsheets/D9666.xls Population change: Office for National Statistics, 2006. Analysis by Regional Statisticians for the South East. Population projections: Revised 2004-based Sub-National Population Projections. URL: http://www.statistics.gov.uk/statbase/explorer.asp?CTG=3&SL=4127&D=5006&DCT=32&DT=32#5006
b. NOMIS (Official Labour Market Statistics), 2006/07. Business stocks data is from the Annual Business Inquiry. URL: http://www.nomisweb.co.uk
c. Annual Survey of Hours and Earnings; Land Registry, 2006. Obtained from Communities and Local Government website. URL: http://www.communities.gov.uk/housing/housingresearch/housingstatistics/
d. Oxford Centre for Social Innovation (OCSI), 2007. The Rural Share of Deprivation in the South East. URL: http://www.rural-evidence.org.uk/reports.php
e. Natural England, 2007. 'Landscape' web pages: GIS and data downloads. URL: http://www.countryside.gov.uk/LAR/Landscape/RandE/index.asp
f. Source: Office of the Deputy Prime Minister (ODPM), now Communities and Local Government (CLG), 2005. Generalized Land Use Database. Available via search under title or acronym 'GLUD' on Neighbourhood Statistics. URL: http://neighbourhood.statistics.gov.uk/dissemination/

18 Oxfordshire

Surrey 19

19 Surrey

Map 19.1 Output areas by rural and urban in Surrey, 2004



Introduction

17% of households in Surrey are in rural settlements of less than 10,000 population. Of the rural households in Surrey, 40% are in villages, 34% in *Town and Fringe* settlements, and 26% in hamlets or isolated dwellings.

The county of Surrey comprises 11 local authority districts. [44]Of these only two are classified as predominantly rural (Tandridge and Waverley), with one *Significant Rural* district (Guildford). Mole Valley is classified as *Major Urban* due to its proximity to London, yet 47.5% of its population was rural in 2001[45]. Guildford (*Significant Rural*), had a rural population of just 29.1% by the same criteria.

Tandridge's 7.1% population growth from 1981 to 2006 was the same as for Surrey as a whole. Growth in Waverley was less: 4.2%. Tandridge is projected to see greater growth rates over the period 2004 to 2029 (10.7% compared to 7.5% in Waverley). Both districts' projected rates to 2029 are lower than those for both Surrey (11.7%) and the South East (13.6%). Elmbridge (*Major Urban*, with 15.6% rural population) had the highest percentage growth from 1981 to 2006 of any district in Surrey (15.2%) and is projected to double that increase to 2029, in absolute and percentage terms.

In 2001, 77,900 of Surrey's residents lived in four larger market towns of between 10,000 and 30,000 population (as identified by Defra, 2005). This was 7.4% of Surrey's total population,

44 A Map 2.1 is available in Appendix 2.
45 Including larger market towns of between 10,000 and 30,000 population as identified by Defra in 2005.

distributed between Cobham-Oxshott (in the district of Elmbridge), Dorking (Mole Valley), Godalming (Waverley) and Oxted (Tandridge). Map 2.1 shows the location of all larger market towns in the South East.

Table 19.1 Population change and projections in Surrey

Area	Classification	% rural population 2001 (1)	Mid-2006 population (Thousand people)	Change 1981 to 2006 (Thousand people)	Projected change, 2004 to 2029 (Thousand people)	Percentage change, 1981 to 2006	Projected percentage change, 2004 to 2029
South East		32.0	8,238	995	1,104	13.7	13.6
Surrey		23.9	1,085	74.4	125	7.4	11.7
Tandridge	Rural 50	55.8	81.3	5.4	8.6	7.1	10.7
Waverley	Rural 50	68.9	117	4.8	8.7	4.2	7.5
Guildford	Significant Rural	29.1	133	8.2	13.0	6.6	10.0
Reigate and Banstead	Other Urban	4.3	130	12.7	15.8	10.9	12.4
Surrey Heath	Other Urban	22.2	82.4	6.4	6.4	8.4	7.9
Elmbridge	Major Urban	15.6	130	17.1	35.7	15.2	28.4
Epsom and Ewell	Major Urban	3.8	69.6	0.2	10.6	0.3	15.6
Mole Valley	Major Urban	47.5	80.5	3.0	6.4	3.9	8.0
Runnymede	Major Urban	7.4	81.2	8.4	9.2	11.6	11.6
Spelthorne	Major Urban	1.0	90.5	-5.5	0.5	-0.6	0.6
Woking	Major Urban	2.1	90.7	8.7	10.4	10.6	11.6

Table note:

(1) Includes larger market towns identified by Defra and considered rural for the purposes of their 2005 district classification of rural and urban areas. These towns have between 10,000 and 30,000 population. See Appendix 1 for further details.

Source: Office for National Statistics; Defra[a]

19 Surrey

Economy

Table 19.2 Summary economy indicators for Surrey

Area	District class	Business stocks, 1994	Business stocks, 2006	Change 1994-2006 (%)	Resident working age population	Employment rate (%)	Economic activity rate (%)	Total claimants, Dec 2007	Claimant count, Dec 2007 (%)
South East	N/A	242,630	306,920	26.5	5,000,600	78.3	82.0	64,400	1.3
Surrey	N/A	39,955	49,080	22.8	658,600	79.1	82.8	4,553	0.7
Tandridge	Rural 50	3,205	3,905	21.8	48,000	78.6	80.6	313	0.7
Waverley	Rural 50	4,935	6,395	29.6	68,400	76.7	79.8	404	0.6
Guildford	Significant Rural	4,750	5,975	25.8	81,700	83.5	85.8	660	0.8
Reigate and Banstead	Other Urban	4,400	5,220	18.6	79,200	77.9	81.0	588	0.7
Surrey Heath	Other Urban	3,030	3,835	26.6	51,800	84.6	92.6	299	0.6
Elmbridge	Major Urban	5,210	6,420	23.2	82,100	75.1	79.2	416	0.5
Epsom and Ewell	Major Urban	2,025	2,420	19.5	41,000	77.2	80.8	290	0.7
Mole Valley	Major Urban	3,655	4,475	22.4	46,200	84.4	85.9	239	0.5
Runnymede	Major Urban	2,890	3,385	17.1	47,500	82.5	87.1	312	0.7
Spelthorne	Major Urban	2,795	3,340	19.5	54,400	73.5	79.0	547	1.0
Woking	Major Urban	3,060	3,710	21.2	58,300	78.2	81.7	485	0.8

Table notes:

(1) Data is for April 2006-March 2007 unless stated.

(2) Business stocks have been rounded to the nearest five, and the resident working age population to the nearest 100.

(3) The claimant count is the number of benefits claimants (Jobseeker's Allowance) from the total number of working age residents.

(4) Employment, economic activity and claimant count rates are calculated from the resident working age population for April 2006-March 2007, which is shown in the 6th column from the left.

(5) All rates and percentages shown are an approximation, as they have been calculated using rounded data.

Source: NOMIS[b]

In 1994, Surrey possessed 16.5% of the South East's business stocks (.) By 2006 this had dropped by half a percentage point to 16%. Growth in business stocks in Surrey between 1994 and 2006 (22.8%) is slightly behind the South East at 26.5%. There is no distinct pattern to the distribution of businesses in Surrey between rural and urban districts, particularly given the predominance of urban districts. Waverley (*Rural 50*) and Guildford (*Significant Rural*) had the 2nd and 3rd highest business stocks in 2006 after Elmbridge (*Major Urban*). However, the former districts have seen faster growth in their stocks over this period: 29.6% in Waverley and 25.8% in Guildford, compared to 23.2% in Elmbridge.

Elmbridge has the largest working age population at 82,100, followed by Guildford (81,700). Guildford also has the one of the highest employment and economic activity rates (83.5% and 85.8%) of all the districts in Surrey, alongside Mole Valley. As mentioned before, almost half of Mole Valley's population lives in rural settlements. Surrey Heath, with a rural population of 22.2% in 2001 (Table 19.1), had the highest employment and economic activity rates (84.6% and 92.6%) in the county in 2006/07. As with the business stocks data, there is little discernable difference between the rural and urban district profile in the county in terms of these labour market rates. The claimant count is below 1% in all the districts of Surrey except Spelthorne (1% exactly).

19 Surrey

Society

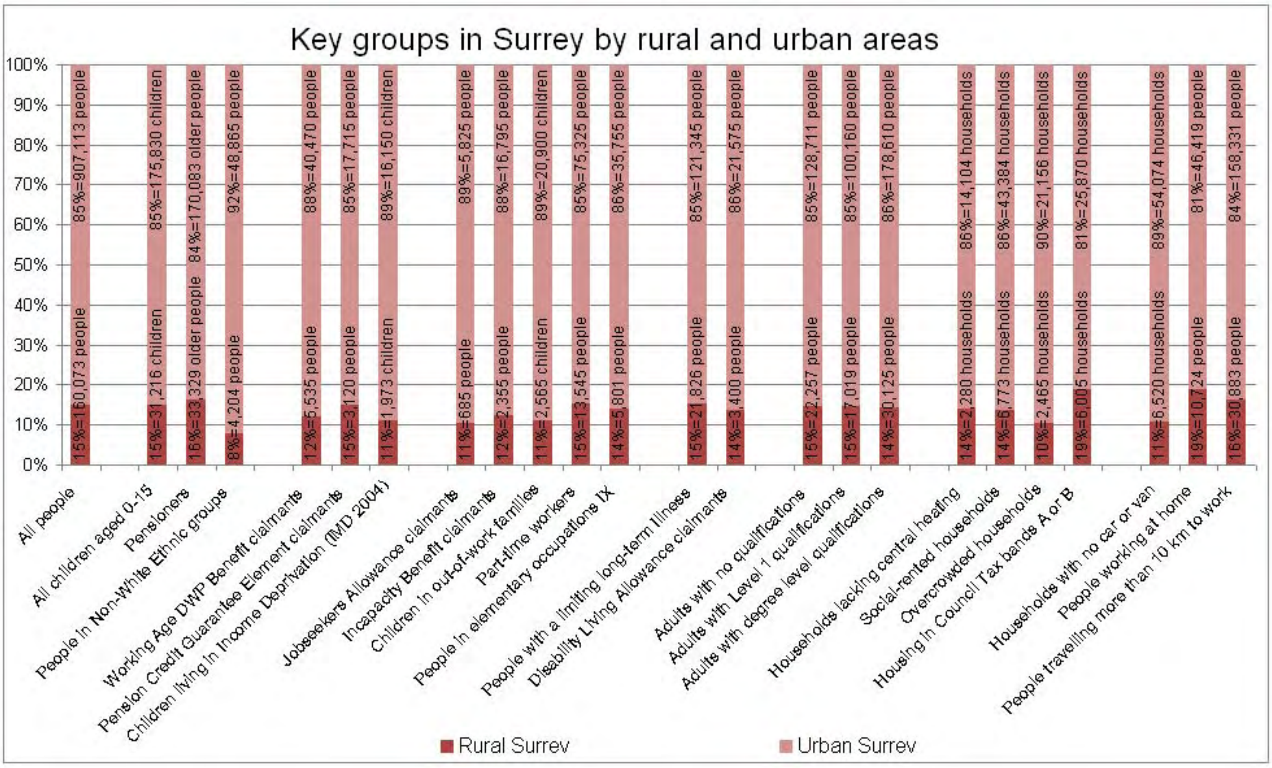
Table 19.3 Ratio of lower quartile house price to lower quartile income in Surrey

	Classification	1997	2005	2006	Change: 1997-2006 (%)	Change 2005-06 (%)
South East		4.3	8.6	8.6	98.6	-0.5
Surrey		5.4	10.1	10.3	88.4	2.0
Tandridge	Rural 50	6.4	11.8	12.7	96.7	7.8
Waverley	Rural 50	6.0	11.3	11.1	85.3	-1.8
Guildford	Significant Rural	5.2	10.0	10.8	108	8.1
Reigate and Banstead	Other Urban	4.7	9.3	9.0	93.6	-2.7
Surrey Heath	Other Urban	5.2	9.6	10.4	101	7.7
Elmbridge	Major Urban	7.1	10.8	11.3	58.3	4.8
Epsom and Ewell	Major Urban	5.9	12.3	12.2	106	-1.0
Mole Valley	Major Urban	5.4	12.0	11.7	114	-2.7
Runnymede	Major Urban	4.9	9.5	9.4	93.2	-1.2
Spelthorne	Major Urban	4.7	8.1	8.0	72.5	-1.2
Woking	Major Urban	5.7	10.0	9.0	59.3	-9.7

Source: Annual Survey of Hours and Earnings; Land Registry[c]

The lower quartile affordable housing ratio in Surrey (Table 19.3) has almost doubled between 1997 and 2006 (rising from 5.4 to 10.3). At a district level, the largest increase has been in Mole Valley (*Major Urban* but with 47.5% rural residents in 2001), where the ratio has risen from 5.4 in 1997 to 11.7 in 2006. The highest ratio in 2006 was in Tandridge (*Rural 80*) at 12.7. The other rural district (Waverley) had a ratio of 11.1, with Guildford (*Significant Rural*) at 10.8. Much of the recent (2005 to 2006) increase in the ratio has come in the more rural districts with increases of 7.8% and 8.1% in Tandridge and Guildford respectively. However, Waverley saw a decrease in its ratio of 1.8% from 2005 to 2006. Of the urban districts in 2006, lower quartile affordability was lowest in Epsom and Ewell (12.2) and highest in Spelthorne (8). The majority of urban districts have experienced a drop in the lower quartile house price to income ratio between 2005 and 2006. The largest of these came in Woking which saw a fall of 9.7%.

Figure 19.1 Socio-economic and deprivation indicators in Surrey, 2007



Source: OCSI[d]

Figure 19.1 above shows the rural share of deprivation in Surrey[46]. As you might expect, the proportion of people experiencing deprivation is significantly higher in urban areas than rural areas. The rural share of deprivation or socio-economic indicators in Surrey is lower or equal to the South East share in all but one category - housing in council tax bands A or B (19% in Surrey compared to 12% in the South East). This is likely to be because Surrey has a lower share of the rural population than the South East (15% compared to 22%). 15% of children aged 0-15 live within rural areas in Surrey (22% in the South East), while 16% of pensioners reside in rural Surrey compared to 24% in the rural South East.

Although the share of deprivation across a range of categories may be relatively low in Surrey , deprivation still affects a large number of people in absolute terms. 15% of Surrey's rural residents have a limiting long-term illness (21,826 people), six percentage points below the figure for the region as a whole. 22,260 adults have no qualifications in rural Surrey, 15% of the total number of unqualified adults in the county. This compares to a fifth (20%) of all adults with no qualifications in the South East living in rural areas. 1,973 children or 11% of all children living in income deprivation in Surrey live in rural areas: the equivalent proportion is 12% in the South East.

46 District level analysis is available on the SEE-IN website

19 Surrey

Case Study 8

Community Led Planning and local services in rural Surrey

Social exclusion, rural isolation and poor access to services are issues in rural Surrey as much as elsewhere, despite relatively high levels of prosperity in the rural community as a whole.

A Community Led or Parish Plan can provide a route map for service and environmental improvement in the community, demonstrate community support for these aspirations, and draw in volunteers in addition to Parish Councillors and other community leaders to make sure that the changes happen. It is essential for communities to develop an action plan from the Community Led Plan and to engage local authorities and other service providers in working towards its objectives. They can in turn inform local strategic partnerships and their community strategies.

Supported by Surrey Community Action, between 2001 and 2007, 31 out of 79 parishes in the county are working on or have published a Community Led Plan. Surrey Community Action plays a capacity building and facilitating role in assisting the community to develop the Plan and Action Plan.

As a result of undertaking a parish planning exercise, community capacity is significantly built up. The knock on effect is that confidence and skills are developed in the community. In some parishes, the parish plan process has changed communities' ways of working, with parish councils having become more proactive and forward planning.

One of the most valuable outcomes of Community Led Planning is that it allows the community to realise the need for affordable rural housing. The fact that the need has been expressed by the community itself rather than being imposed by a local authority means there is greater acceptance and co-operation in the process of house building.

Many tangible projects have been realised on the back of Community Led Plans include:

- The development of broadband hotspots which has improved communications in rural areas, increasing sustainability by allowing people to work at home and thereby reducing car journeys;
- Support to community owned shops increasing sustainability by providing employment and allowing people to access services in their local area, thus investing locally; and
- The development of a farmers' market in Ripley which contributes to community sustainability, by allowing producers and buyers to trade locally, thus retaining money in the local economy. The village plan found that the lack of shops and markets was one of the biggest concerns amongst residents. The market now attracts 40 stalls and 2000 shoppers every month. The market is non profit making and revenue is reinvested into other community projects like the youth club and Christmas vouchers for people aged over 60.

Environment

Table 19.4 Area of Outstanding Natural Beauty (AONB) and proportion in Surrey, 2004

County name	County area (ha)	AONB within County	AONB area (ha)	AONB as a proportion of County area (%)
Surrey	167,005	*High Weald*	1,020	0.6
		Kent Downs	0.4	0.0
		Surrey Hills	42,204	25.3
		Sussex Downs	0.9	0.0

Source: Natural England[e]

The Surrey landscape is dominated by the Surrey Hills AONB (Area of Outstanding Natural Beauty) which accounts for just over a quarter of the county's total area. Three other AONBs have a small to minimal presence within the county. The district with the largest proportion of green space is Mole Valley (85.4%), classified as *Major Urban.* This is not unexpected, as almost half of Mole Valley's population is rural, as set out above. The two rural districts, Tandridge and Waverley have just under 85% green space, and Guildford (*Significant Rural*) has 82%. Generally then, districts with majority or substantial rural populations have more green space than urban districts with smaller rural populations.

19 Surrey

Table 19.5 Area and proportion of Greenspace in Surrey

Local authority	Classification	Total area of all land types (ha)	Area of Greenspace (ha)	Greenspace as a proportion of total area (%)
Tandridge	Rural 50	24,791	20,996	84.7
Waverley	Rural 50	34,527	29,310	84.9
Guildford	Significant Rural	27,087	22,237	82.1
Reigate and Banstead	Other Urban	12,931	9,092	70.3
Surrey Heath	Other Urban	9,520	6,869	72.2
Elmbridge	Major Urban	9,626	5,338	55.5
Epsom and Ewell	Major Urban	3,413	1,833	53.7
Mole Valley	Major Urban	25,806	22,044	85.4
Runnymede	Major Urban	7,837	5,176	66.1
Spelthorne	Major Urban	5,082	2,095	41.2
Woking	Major Urban	6,358	3,946	62.1

Source: ODPM (now CLG)[f]

End Notes

a. Office for National Statistics, 2006; Defra 2005. % rural population: Defra, 2005. Classification of Local Authority Districts and Unitary Authorities in England. Rural definition and Local authority classification. URL: http://www.defra.gov.uk/rural/ruralstats/rural-definition.htm. Mid-year population estimates: Office for National Statistics, 2006. URL: http://www.statistics.gov.uk/statbase/Expodata/Spreadsheets/D9666.xls Population change: Office for National Statistics, 2006. Analysis by Regional Statisticians for the South East. Population projections: Revised 2004-based Sub-National Population Projections. URL: http://www.statistics.gov.uk/statbase/explorer.asp?CTG=3&SL=4127&D=5006&DCT=32&DT=32#5006

b. NOMIS (Official Labour Market Statistics), 2006/07. Business stocks data is from the Annual Business Inquiry. URL: http://www.nomisweb.co.uk

c. Annual Survey of Hours and Earnings; Land Registry, 2006. Obtained from Communities and Local Government website. URL: http://www.communities.gov.uk/housing/housingresearch/housingstatistics/

d. Oxford Centre for Social Innovation (OCSI), 2007. The Rural Share of Deprivation in the South East. URL: http://www.rural-evidence.org.uk/reports.php

e. Natural England, 2007. 'Landscape' web pages: GIS and data downloads. URL: http://www.countryside.gov.uk/LAR/Landscape/RandE/index.asp

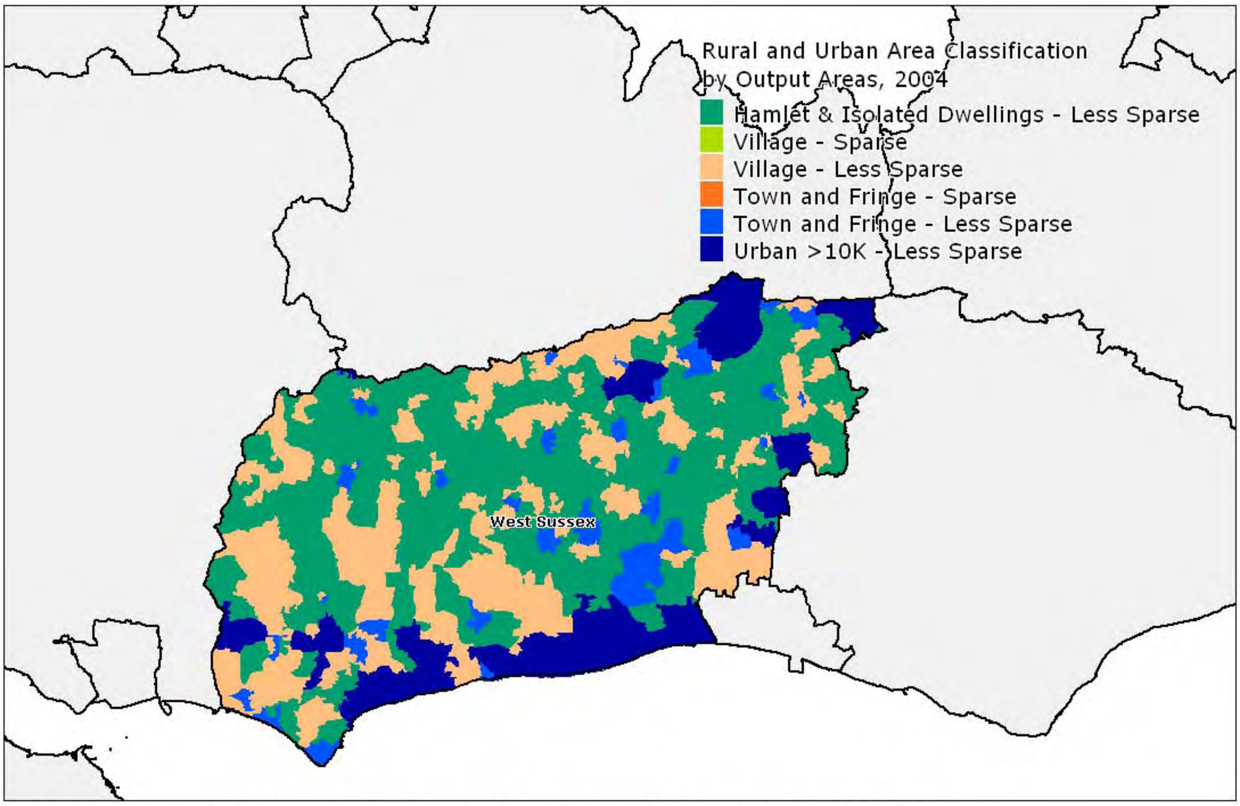
f. Source: Office of the Deputy Prime Minister (ODPM), now Communities and Local Government (CLG), 2005. Generalized Land Use Database. Available via search under title or acronym 'GLUD' on Neighbourhood Statistics. URL: http://neighbourhood.statistics.gov.uk/dissemination/

19 Surrey

West Sussex 20

20 West Sussex

Map 20.1 Output areas by rural and urban in West Sussex, 2004



Introduction

24% of households in West Sussex are in rural settlements of less than 10,000 population. Of the rural households in West Sussex, 48% are in *Town and Fringe* settlements, 30% in villages and 22% in hamlets or isolated dwellings.

The county of West Sussex comprises seven local authority districts. [47] Of these, three districts are classified as predominantly rural (*Rural 80* - Chichester and Mid-Sussex; *Rural 50* - Horsham). The two *Rural 80* districts are unusual in that they have 100% rural populations (according to 2001 Census figures, and including larger market towns as rural settlements).

Horsham (*Rural 50*) has seen the highest population growth of any district in West Sussex between 1981 and 2006, both in percentage (27.8%) and absolute terms (27,900 people). It is also projected to experience further growth of 18% between 2004 and 2029, above both the county and regional projections. Percentage growth in the two *Rural 80* districts (Chichester and Mid Sussex) was below the overall growth for West Sussex from 1981 to 2006. Chichester is projected an above county and regional population increase to 2029 (15.9%), compared to a very modest 5.3% growth in Mid Sussex.

In 2001, 131,700 of the county's residents lived in five larger market towns of between 10,000 and 30,000 population (as identified by Defra, 2005). This was 17.5% of West Sussex's total

47 A Map 2.1 is available in Appendix 2.

population, spread between four market towns in Mid Sussex district (Burgess Hill, East Grinstead, Haywards Heath and Hurstpierpoint-Keymer) and the town of Chichester itself. Map 2.1 shows the location of all larger market towns in the South East.

Table 20.1 Population change and projections in West Sussex

Area	Classification	% rural population 2001 (1)	Mid-2006 population (Thousand people)	Change 1981 to 2006 (Thousand people)	Projected change, 2004 to 2029 (Thousand people)	Percentage change, 1981 to 2006	Projected percentage change, 2004 to 2029
South East		32.0	8,238	995	1,104	13.7	13.6
West Sussex		42.2	771	102	107	15.3	14.0
Chichester	Rural 80	100	109	10.1	17.2	10.2	15.9
Mid Sussex	Rural 80	100	129	11.7	6.8	10.0	5.3
Horsham	Rural 50	60.6	128	27.9	22.6	27.8	18.0
Crawley	Other Urban	0.0	100	17.7	1.5	21.6	1.5
Adur	Large Urban	0.8	60	1.7	7.8	2.8	13.0
Arun	Large Urban	7.2	146	27.1	33.6	22.9	23.2
Worthing	Large Urban	0.0	99	6.2	17.1	6.7	17.4

Table note:

(1) Includes larger market towns identified by Defra and considered rural for the purposes of their 2005 district classification of rural and urban areas. These towns have between 10,000 and 30,000 population. See Appendix 1 for further details.

Source: Office for National Statistics; Defra[a]

20 West Sussex

Economy

Table 20.2 Summary economy indicators for West Sussex

Area	District class	Business stocks, 1994	Business stocks, 2006	Change 1994-2006 (%)	Resident working age population	Employment rate (%)	Economic activity rate (%)	Total claimants, Dec 2007	Claimant count, Dec 2007 (%)
South East	N/A	242,630	306,920	26.5	5,000,600	78.3	82.0	64,400	1.3
West Sussex	N/A	23,195	28,150	21.4	451,100	79.1	82.2	5,071	1.1
Chichester	Rural 80	4,500	5,350	18.9	61,300	76.3	81.3	736	1.2
Mid Sussex	Rural 80	4,390	5,665	29.0	78,100	81.6	84.1	498	0.6
Horsham	Rural 50	4,625	5,950	28.6	77,100	78.7	82.3	655	0.8
Crawley	Other Urban	2,170	2,375	9.4	63,500	80.6	81.8	829	1.3
Adur	Large Urban	1,345	1,680	24.9	33,100	85.8	91.2	452	1.4
Arun	Large Urban	3,765	4,355	15.7	80,500	75.2	78.2	1,117	1.4
Worthing	Large Urban	2,400	2,775	15.6	57,500	79.2	81.7	784	1.4

Table notes:

(1) Data is for April 2006-March 2007 unless stated.

(2) Business stocks have been rounded to the nearest five, and the resident working age population to the nearest 100.

(3) The claimant count is the number of benefits claimants (Jobseeker's Allowance) from the total number of working age residents.

(4) Employment, economic activity and claimant count rates are calculated from the resident working age population for April 2006-March 2007, which is shown in the 6th column from the left.

(5) All rates and percentages shown are an approximation, as they have been calculated using rounded data.

Source: NOMIS[b]

In 1994, West Sussex possessed 9.6% (just under a tenth) of the South East's business stocks. By 2006 this had dropped slightly to 9.2%, reflected in the 21.4% growth in the county compared to a 26.5% change in the South East overall. Looking at the figures in more detail, shows that the rural districts within the county tend to account for larger numbers of businesses and have, on the whole, seen larger growth in business stocks than the urban districts. Two of the rural districts, Mid Sussex and Horsham, have seen their stocks expand by around 29% between 1994 and 2006. Much of the area for the Gatwick Diamond for Investment & Growth, one of nine such areas identified by SEEDA (2006[c]), is comprised from these two districts. In addition to high business growth, the *Rural 80* district of Mid Sussex has an employment rate of 81.6% and an economic activity rate of 84.1%. Both Mid Sussex and Horsham have claimant counts below 1%.

Employment and economic activity rates show no clear contrast between rural and urban districts. The claimant count in the three rural districts is lower than that of the urban districts. Chichester (*Rural 80*) has a claimant count of 1.2%, higher than the other two rural districts, but this is still below any of the urban districts (all between 1.3% and 1.4%).

Society

Table 20.3 Ratio of lower quartile house price to lower quartile income in West Sussex

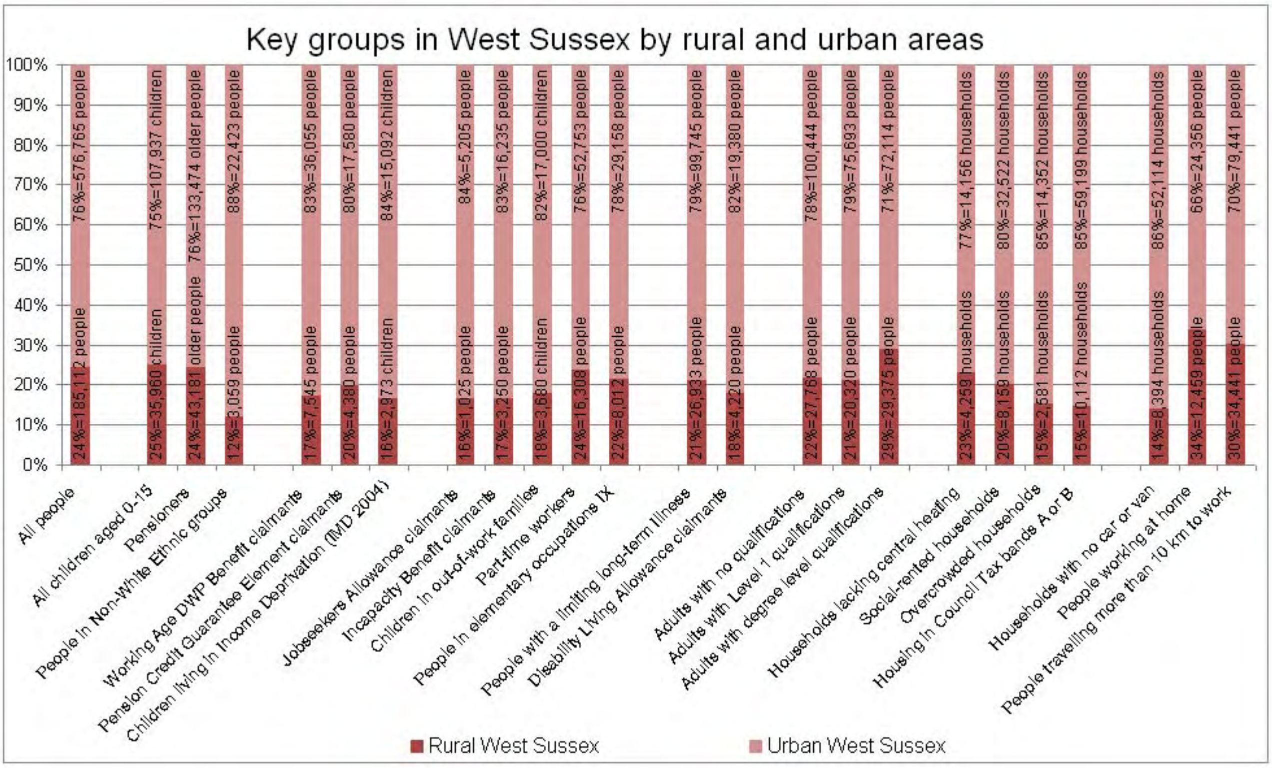
	Classification	1997	2005	2006	Change: 1997-2006 (%)	Change: 2005-06 (%)
South East		4.3	8.6	8.6	98.6	-0.5
West Sussex		4.4	9.6	10.1	130	4.4
Chichester	Rural 80	5.8	12.7	11.8	105	-7.1
Mid Sussex	Rural 80	4.6	10.3	10.4	124	0.3
Horsham	Rural 50	5.1	10.5	10.3	103	-1.4
Crawley	Other Urban	4.0	8.0	8.8	120	10.9
Adur	Large Urban	4.4	9.4	10.6	142	12.7
Arun	Large Urban	4.6	10.1	10.2	123	0.9
Worthing	Large Urban	3.7	9.0	9.4	155	4.1

Source: Annual Survey of Hours and Earnings; Land Registry[d]

The affordable housing ratio in West Sussex (Table 20.3) has more than doubled over the last 10 years (4.4 in 1997 and 10.1 in 2006). At a district level, the largest change has been in Worthing (*Large Urban*), where the index has risen from 3.7 in 1997 to 9.4 in 2006. While Chichester (*Rural 80*) had the highest index in 2006 (11.8), it did decline by 7% from 2005 to 2006. The other two rural districts (Mid Sussex and Horsham) also had lower quartile affordability ratios of greater than 10 in 2006.

20 West Sussex

Figure 20.1 Socio-economic and deprivation indicators in West Sussex, 2007



Source: OCSI[e]

Figure 20.1 above shows the rural share of deprivation in West Sussex[48]. As you might expect, there are greater numbers of people experiencing deprivation in urban areas than rural areas. Almost a quarter (24%) of 0-15 year olds in West Sussex live in rural areas, compared to 22% in the South East. 16% of children living in income deprivation in West Sussex or almost 3,000 children are resident in rural areas. 43,181 or 24% of the county's pensioners live in rural areas, the same proportion as in the South East. 4,259 households in rural West Sussex lack central heating, 23% of such households in the county. The equivalent regional proportion is 17%. With regards to employment, 24% of part-time workers in West Sussex can be found in the county's rural areas, along with 34% of those working from home.

48 District level analysis is available on the SEE-IN website

Case Study 9

Supporting childcare in rural West Sussex

Childcare in rural areas tends to be provided and run by the voluntary sector and, where it is available, is usually sessional rather than whole day care, delivered much more informally than in urban areas.

The provision of childcare in rural areas not only frees parents up from caring responsibilities to access paid employment, but is also a source of employment for those delivering the childcare.

With the increase in the early years entitlement, tax breaks, and the implementation of extended schools, demand is growing for child care.

However, because of the informal nature of provision in rural areas as well as a lack of appropriate venues, setting up new childcare arrangements can be difficult to get off the ground. This is compounded by the fact that rural communities may be resistant to childcare groups, which may be perceived as commercial operations, 'taking-over' community facilities.

This combination of circumstances requires dedicated support from experts in community capacity building and negotiation skills who understand the childcare landscape to assist individuals and communities in developing and realising services in response to need.

West Sussex County Council currently funds Action in Rural Sussex to deliver a support programme has three strands of work:

- Capacity building of voluntary groups including training in committee skills, mediation and mentoring;
- Community brokerage and advocacy on behalf of childcare groups to other local organisations like parish councils or village hall committees;
- Responding to childcare need by helping to set up new play groups.

Through the combination of these three strands, Action in Rural Sussex provides support to committees to assess local childcare needs and develop new services. Support is also given to local providers to help meet demand growth through recruitment and expansion and through acting as brokerage agents between preschool groups and community venues.

20 West Sussex

Environment

Table 20.4 Area of Outstanding Natural Beauty (AONB) and proportion in West Sussex, 2004

County name	County area (ha)	AONB within County	AONB area (ha)	AONB as a proportion of County area (%)
West Sussex	202,540	*Chichester Harbour*	5,986	3.0
		East Hampshire	2.6	0.0
		High Weald	19,999	9.9
		Surrey Hills	1.8	0.0
		Sussex Downs	74,010	36.5

Source: Natural England[f]

The protected landscape of West Sussex is dominated by the Sussex Downs AONB (Area of Outstanding Natural Beauty), which comprises 36.5% of the county's area (Table 20.4). The High Weald AONB occupies a further tenth of West Sussex by area, with three other AONBs having a small to minimal presence within the county. As expected, the rural districts of the county contain a larger proportion of green space (over 85% in all three, and over 89% in Chichester and Horsham) than in urban districts generally. Nevertheless, in Arun, a district classified as *Large Urban*, green space accounts for 80.2% of the total land area (Table 20.5). In 2001, Arun had a rural population of 7.2%. The rural population in the other, more urban districts of the county is zero or negligible. Less than half the areas of Crawley and Worthing are comprised of green space.

Table 20.5 Area and proportion of Greenspace in West Sussex

Local authority	Classification	Total area of all land types (ha)	Area of Greenspace (ha)	Greenspace as a proportion of total area (%)
Chichester	Rural 80	80,954	72,480	89.5
Mid Sussex	Rural 80	33,445	28,807	86.1
Horsham	Rural 50	53,044	47,394	89.3
Crawley	Other Urban	4,522	2,198	48.6
Adur	Large Urban	4,294	2,891	67.3
Arun	Large Urban	22,392	17,968	80.2
Worthing	Large Urban	3,411	1,322	38.8

Source: ODPM (now CLG)[g]

End Notes

a. Office for National Statistics, 2006; Defra 2005. % rural population: Defra, 2005. Classification of Local Authority Districts and Unitary Authorities in England. Rural definition and Local authority classification. URL: http://www.defra.gov.uk/rural/ruralstats/rural-definition.htm. Mid-year population estimates: Office for National Statistics, 2006. URL: http://www.statistics.gov.uk/statbase/Expodata/Spreadsheets/D9666.xls Population change: Office for National Statistics, 2006. Analysis by Regional Statisticians for the South East. Population projections: Revised 2004-based Sub-National Population Projections. URL: http://www.statistics.gov.uk/statbase/explorer.asp?CTG=3&SL=4127&D=5006&DCT=32&DT=32#5006
b. NOMIS (Official Labour Market Statistics), 2006/07. Business stocks data is from the Annual Business Inquiry. URL: http://www.nomisweb.co.uk
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d. Annual Survey of Hours and Earnings; Land Registry, 2006. Obtained from Communities and Local Government website. URL: http://www.communities.gov.uk/housing/housingresearch/housingstatistics/
e. Oxford Centre for Social Innovation (OCSI), 2007. The Rural Share of Deprivation in the South East. URL: http://www.rural-evidence.org.uk/reports.php
f. Natural England, 2007. 'Landscape' web pages: GIS and data downloads. URL: http://www.countryside.gov.uk/LAR/Landscape/RandE/index.asp
g. Source: Office of the Deputy Prime Minister (ODPM), now Communities and Local Government (CLG), 2005. Generalized Land Use Database. Available via search under title or acronym 'GLUD' on Neighbourhood Statistics. URL: http://neighbourhood.statistics.gov.uk/dissemination/

20 West Sussex

The Rural/Urban Definition Explained

App. 1 The Rural/Urban Definition Explained

Rural and urban definition, 2004

The definition used in this report for data at Output Area (OA) and Middle Super Output Area (MSOA) levels[49] was developed by a cross-Governmental partnership[50], and is now owned by the Office for National Statistics. It can be used to identify each OA or other statistical units below district level as one of eight different area types, shown below:

Table 1.1 Area types used in the Rural and Urban Definition, 2004

Settlement type	Context
Urban >10K	Less Sparse
Town and fringe	Less Sparse
Village	Less Sparse
Hamlet and isolated dwellings	Less Sparse
Urban >10K	Sparse
Town and fringe	Sparse
Village	Sparse
Hamlet and isolated dwellings	Sparse

For larger geographical units than OAs (below district level), such as MSOAs, *Hamlet and Isolated Dwellings* and *Village* are combined as *Village, Hamlet and Isolated Dwellings*. The definition can also be further contracted by combining data for Sparse and Less Sparse areas of the same settlement group, or, further still, by contrasting *Urban* settlements (above 10,000 population) with a single rural category comprising all town, fringe and smaller settlements. In this report, much of the analysis below district level combines Sparse and Less Sparse units as only five output areas in the South East (625 households in Romney Marsh, Kent) are in Sparse settlements[51]

In creating the definition, the land area of England and Wales was divided into a grid of hectare squares. The household density was calculated for each square using the Royal Mail's Postcode Address File. Squares within urban areas with a resident population of more than 10,000 people (at the time of the 2001 Census) were classed as *Urban*. The remaining squares were categorised as *Town and Fringe / Village / Hamlet and Isolated Dwellings*, according to the household density of a small area surrounding the square (at intervals up to 1600 metres). Each square was then categorised as Less Sparse or Sparse, based on the household density of a larger area surrounding the square (at intervals up to 30,000 metres). This means that a Sparse *Village*, for example, is not spread over a large area itself, but is surrounded by sparsely populated areas.

The definition demarcates rural and urban domains by measuring settlement pattern and context; it does not consider the issues of land use beyond residential land. It is best used as a tool for broad statistical analysis, but is less robust when attempting to assess the characteristics of *individual* local areas. A small change in the criteria in the overall definition will not make much difference overall, it could be significant locally if, for example, a particular Output Area were

49 The Rural and Urban Definition, 2004 is a National Statistic compiled in accordance with standards and procedures set out in the National Statistics Code of Practice and Protocols.

50 As well as the Office for National Statistics, this partnership included The Countryside Agency, Department for the Environment, Food and Rural Affairs, the Office of the Deputy Prime Minister and the National Assembly of Wales.

51 See also the Chapter on Kent in The County section.

changed from being a village to a small town. Furthermore, the definition does not consider the 'look' or 'feel' of a locality, and clearly, there may be discrepancies between how an area is defined and how it is perceived by local residents.

Defra classification of local authority districts and unitary authorities in England

In 2005, Defra developed a classification to complement the Rural and Urban Area Definition which cannot be applied to data above ward level. Defra's classification enables data at local authority district and unitary level to be broken down into different rural and urban classes on a comprehensive national basis. It is not currently a National Statistic and should not therefore be regarded as a definition of the level of rurality within local authorities.

The classification aims to identify different levels (in terms of the total rural population) and types (in terms of the distribution of rural population in different types of settlements), of rurality and to enable the identification of districts otherwise classified as urban which have significant levels of rural population. It provides a six-fold grouping of districts, which has already been set out in Table 1.1.

In the Rural and Urban Area Definition, all towns with more than 10,000 population are deemed to be *Urban* and their populations are not included in the rural domain. However, Defra's classification aims to identify market towns which significantly contribute services to the surrounding rural locality. Certain urban areas with between 10,000 and 30,000 population are held to be 'larger market towns' and are considered to be rural for the purposes of the classification[52].

These larger market towns are identified by the functions they provide for the wider rural hinterland and the presence of a prescribed set of services and commercial attributes, for example, the number of shops in an area (a larger market town should have a minimum of three shops) and the proportion of addresses which are for commercial use (at least 3.5%). The classification identifies 207 'larger market towns' in England, and 41 in the South East.

The six classes used to categorise local authority districts and unitary authorities express a group of districts as a range (For example, *Rural 50* districts have a rural population of greater than or equal to 50% but less than 80%). There is however a great deal of variation between districts within these ranges, as shown in Table 1.2 .

Chichester and Mid-Sussex, in the *Rural 80* group, have entirely rural populations, while the Isle of Wight has 86%. No *Rural 50* districts in the South East have rural populations of more than 70%. Four *Other Urban* districts (which apply to districts with fewer than 37,000 people or less than 26% of their population in rural settlements) have no rural population whatsoever.

In the *Major Urban* group, 48% of Mole Valley's residents live in rural settlements. The district also has slightly above 37,000 population. This should place it comfortably in the *Significant Rural* category, were not over half of its population resident in London. Eastleigh (*Large Urban*) has a higher proportion of rural residents (32%) than any *Other Urban* district, and it also has more than 37,000 rural population, both of which might otherwise place it in the *Significant Rural* category. Nevertheless, it is classed as *Large Urban* because over 50,000 of its residents live in Southampton.

52 The term 'larger market town' originates from the Rural White Paper 2000, which identified market towns as having between 2,000 and 20,000 population. It distinguishes them from the term 'rural towns' used in the Rural and Urban Area Definition.

App 1

The Rural/Urban Definition Explained

Table 1.2 Defra, 2005 Classification of Local Authority Districts and Unitary Authorities in the South East: Rural/urban composition of classes and districts

District class	Number of districts	Total Population	Total Urban Population (excluding Large Market Town population)(2)	Large Market Town Population	Total Rural Population (including Large Market Town population)(2)	% share of total rural population in the South East	Rural percentage of total class population (including Large Market Town population)(2)	District max rural percentage of total class population	District(s) name	District min rural percentage of total class population	District(s) name
Rural 80	6	730,178	50,080	322,346	680,098	26.6	93.1	100	Chichester; Mid Sussex	85.6	Isle of Wight
Rural 50	14	1,485,950	575,863	258,994	910,087	35.5	61.2	69.8	Sevenoaks	51.7	Rother
Significant Rural	13	1,627,453	997,364	104,365	630,089	24.6	38.7	49.4	Swale	28.2	Basingstoke and Deane
Other Urban	13	1,678,487	1,548,404	0.0	130,083	5.1	7.8	22.2	Surrey Heath	0.0	Crawley; Eastbourne; Hastings; Rushmoor
Large Urban	13	1,771,087	1,658,211	47,930	112,876	4.4	6.4	31.9	Eastleigh	0.0	Gosport; Portsmouth; Southampton; Worthing
Major Urban	8	709,125	611,456	32,419	97,669	3.8	13.8	47.5	Mole Valley	1.0	Spelthorne
Urban (3)	34	4,158,699	3,818,071	80,349	340,628	13.3	8.2	47.5	Mole Valley	0.0	As districts with 0% rural above
South East	67	8,002,280	5,441,378	766,054	2,560,902	100	32.0	100	Chichester; Mid Sussex	0.0	As districts with 0% rural above

Table notes

(1) All population breakdowns were generated using Census 2001 population estimates, Office for National Statistics;

(2) The Rural and Urban Area Definition (Office for National Statistics, 2004) for output areas to wards defines any settlement of over 10,000 population as being Urban. For the purposes of classifying local authorities using the Defra classification, households within Large Market Towns (certain urban areas identified as market towns between 10,000 and 30,000 population) are considered to be Rural;

(3) Other Urban, Large Urban and Major Urban classes added together.

App. 2 The South East: Districts and Market Towns

Map 2.1 The South East: Districts and Market Towns

App. 2

The South East: Districts and Market Towns

App. 3 Acknowledgements

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- South East Rural Affairs Forum (www.seraf.org.uk)
- Oxfordshire Centre for Social Inclusion (www.ocsi.co.uk)
- Commission for Rural Communities (www.ruralcommunities.gov.uk)

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