

# Changing Places

1.3.8: Rural management and the challenges of continuity and change

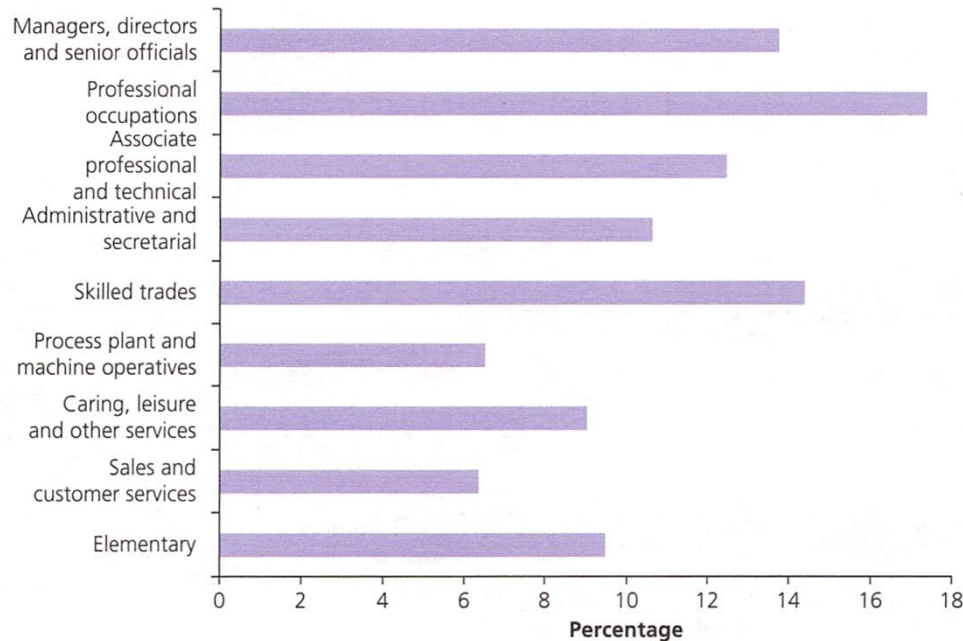
# What you need to know: content

- a. Managing rural change and inequality in diverse communities including issues of housing, transport and service provision, including broadband provision
- b. On-going challenges in rural places where regeneration / rebranding are absent or have failed or have created conflict
- c. New challenges of managing change in some rural communities associated with counter-urbanisation and second home ownership, and possible actions

# Managing Rural Change

## What are the processes of change affecting rural areas?

### Counter-urbanisation



Occupations of rural residents aged 16-74 in England & Wales, 2011

= the movement of people from urban to rural (and large urban to small urban)

Reasons?

Wealthy moving from deprived urban (e.g. Burnley in Lancs) to wealthy rural (e.g. Ribble Valley) – impacts on these urban areas?

[Graph] c. 1/3 employed in high-status, high-salary jobs

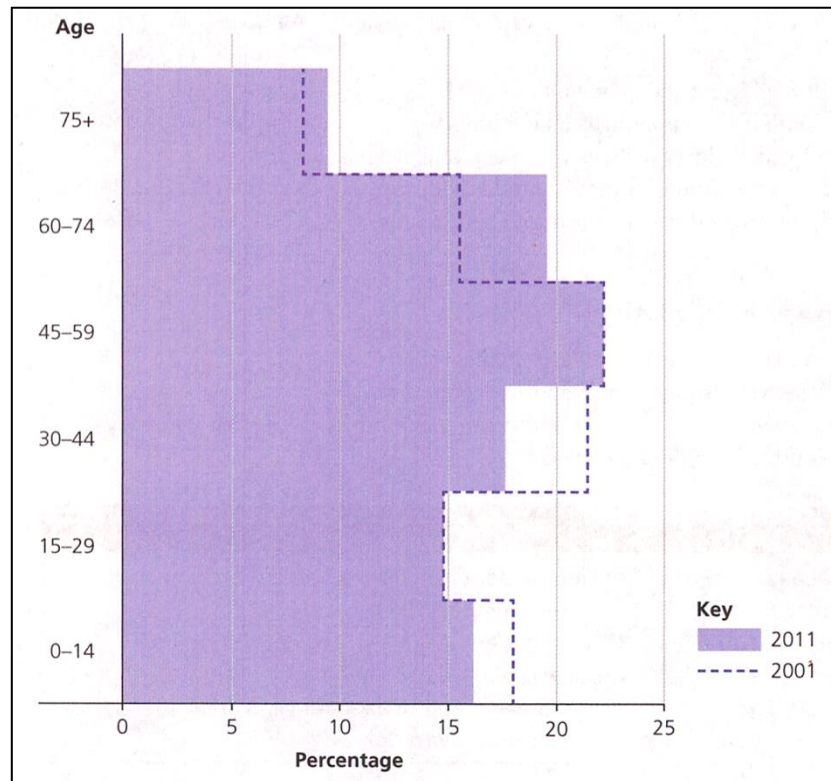
Majority of migrants to rural areas come from urban, but in parts of Wales & Scotland, ¼ of migrants are rural-rural and often higher earners than urban-rural migrants

Main impacts on areas fringing (major) urban settlements, esp. where transport links good/fast encouraging commuting (e.g. M4/M3/M20/M40 or high speed rail...)

# Managing Rural Change

## What are the processes of change affecting rural areas?

### Demographic change – ageing populations



Age profile of resident population of rural areas,  
2001 and 2011

Mean age of rural residents: 42 (2001), 45 (2011)

14% of all one-person households in rural areas were aged 65+ (2011)

*Reasons?*

Wealthy 'baby-boomers' retiring to countryside

Many returning to place of birth – estimated to be as high as 18% of all movements into rural Wales

# Managing Rural Change

## Issues?

Increase in second-home ownership – what and why?

Decline in / changed focus of service provision esp. health/transport/education/retailing – what/why?

The above can lead to:

- Conflict between newcomers with urban mentality and long-term residents with rural mentality
- Increased inequality between urban/rural and between wealthy newcomers/less wealthy long-term residents
- Rural poverty, deprivation & exclusion (including in-work poverty)

*With a partner discuss why the above problems can arise in rural areas*

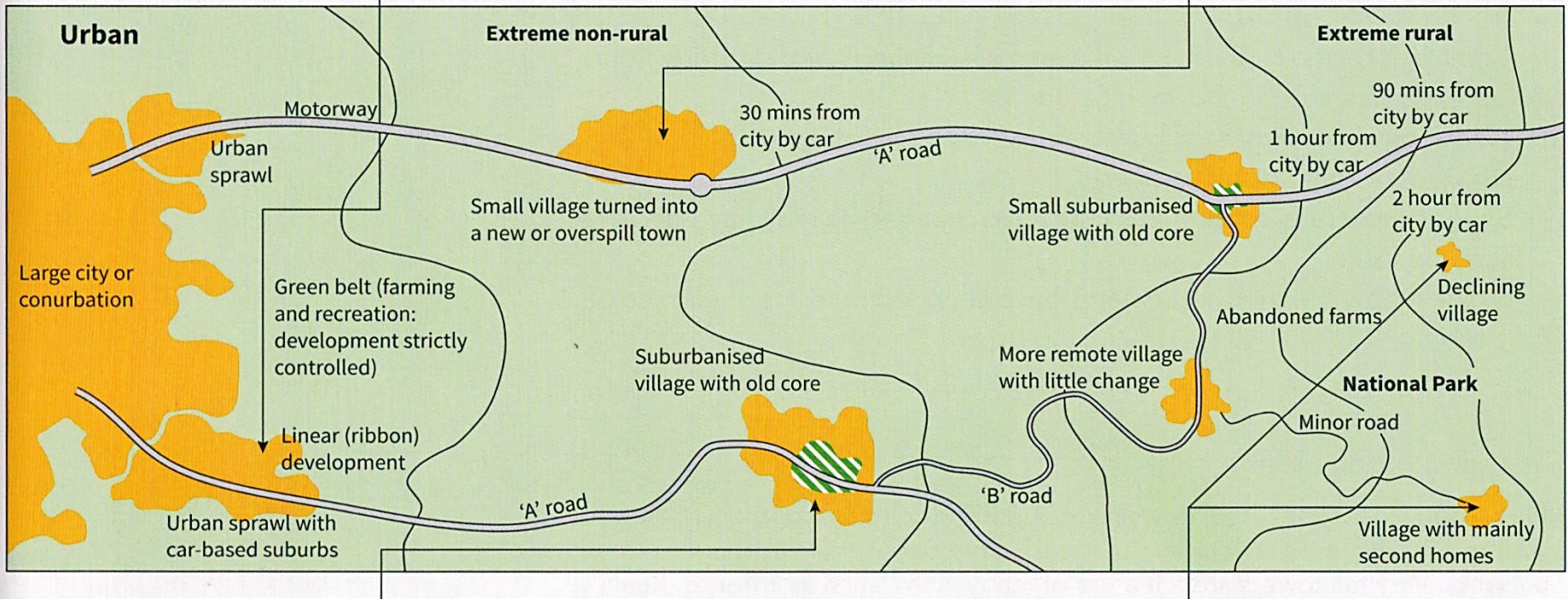
These issues will vary in relation to [proximity](#) to major urban settlements

Linear development

1

New or overspill towns

2



Suburbanised villages

3

Extreme rural

4

*Come up with some suitable annotations for each of the text boxes to suggest why these features have been identified.*





# Managing rural change & inequality in diverse communities

## Issue: Second-homes

### Scale:

Cornwall has greatest number of holiday homes (23k) - 11.2% of houses in Cornwall in 2011 did not have a usual resident, and the vast majority of these will be second and holiday homes (<https://www.cornwall.gov.uk/media/17171641/bn11-second-and-holiday-homes-v2-dec-15.pdf>)

Other concentrations: Gwynedd (7.8k); North Norfolk (4.8k); South Hams, Devon (3.7k); South Lakeland (4.7k)

St Ives, Cornwall (pop >11k): >25% houses in town and district are second homes – in May 2016 > 80% of residents voted for a ban on new homes being sold as second-homes (decision upheld by High Court when challenged by a Penzance architectural firm)...a number of Cornish villages are considering similar bans... *opportunities for further reading...*

# Managing rural change & inequality in diverse communities

## Issue: Second-homes

### Negative Impacts:

Reduces availability and affordability of housing for local residents especially those on low incomes

In five parishes in [Cornwall](#), where second homes accounted for > 35% of all housing, the average house price was 87% above the Cornwall average (46% where second home ownership 20-30% and 23% where second home ownership 10-20%).

(<https://www.cornwall.gov.uk/media/17171641/bn11-second-and-holiday-homes-v2-dec-15.pdf>)

Holiday homes not always occupied, so can have serious impact on viability of services – why?

### Positive Impacts:

Can contribute to the conservation of the rural housing stock

Bring empty and redundant properties back into use

Enhance the visual quality of rural areas

*Which do you consider to be the more important impacts – and why?*



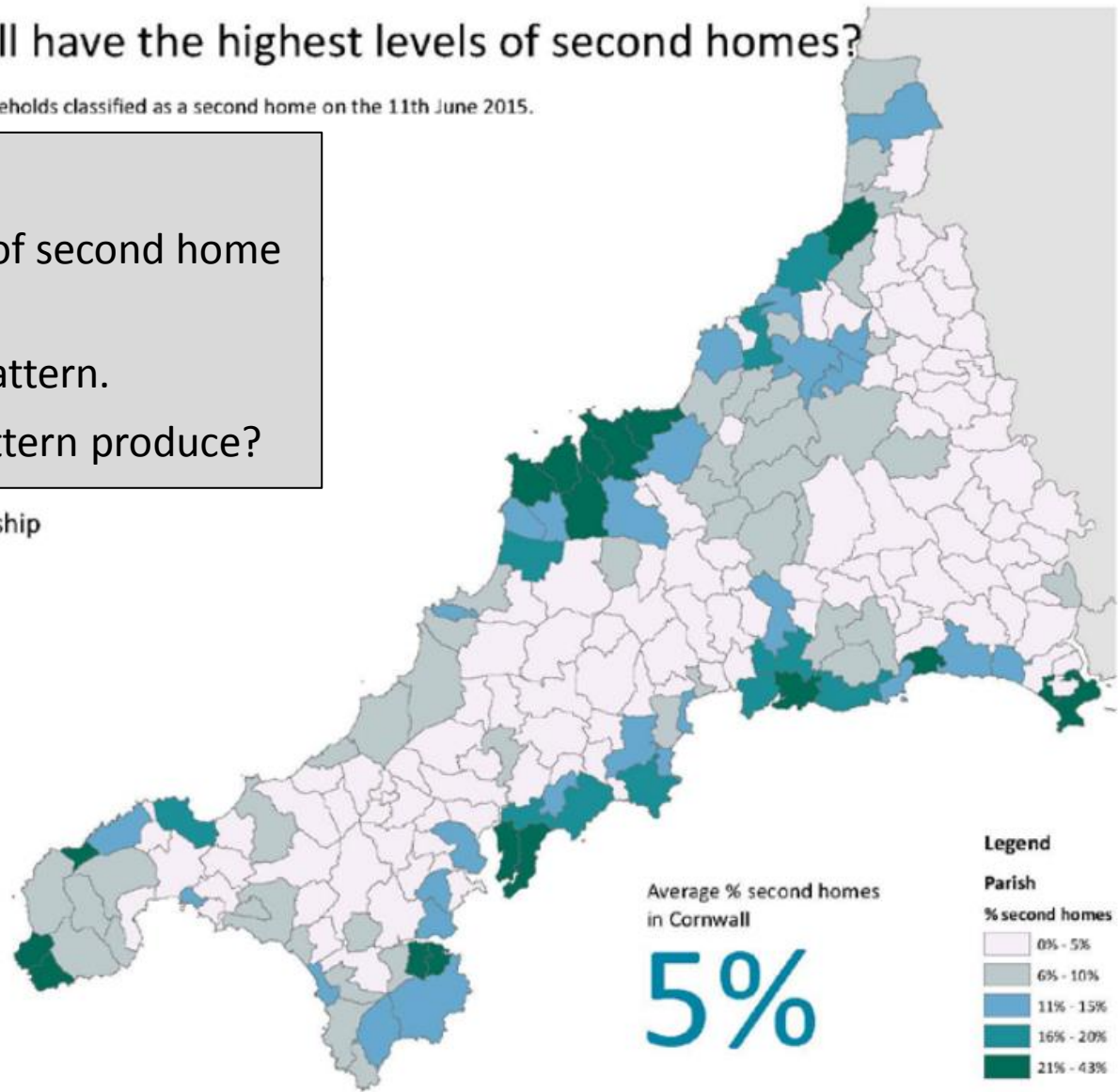
# Which parishes in Cornwall have the highest levels of second homes?

The map uses Council Tax data to highlight the % of households classified as a second home on the 11th June 2015.

1. What type of map is this?
2. Comment on the pattern of second home ownership in Cornwall.
3. Suggest reasons for this pattern.
4. What issues might this pattern produce?

## Parishes with over 20% second home ownership

Parish	No. Second Homes	No. Households	% second homes
St Minver Lowlands	495	1,161	43%
St John	150	353	42%
St Merryn	428	1,146	37%
St Minver Highlands	237	635	37%
Maker With Rame	265	757	35%
St Endellion	256	769	33%
St Just in Roseland	285	857	33%
Lanteglos	219	705	31%
Padstow	536	1,851	29%
Gerrans	172	624	28%
Manaccan	57	214	27%
St. Anthony	29	110	26%
St Martin By Looe	69	286	24%
Morvah	11	48	23%
St Levan	72	319	23%
Poundstock	110	507	22%
Sennen	116	535	22%
St Issey	103	486	21%
Philleigh	18	91	20%



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<https://www.cornwall.gov.uk/media/17171641/bn11-second-and-holiday-homes-v2-dec-15.pdf>

# Managing rural change & inequality in diverse communities

## Issue: Second-homes

Further reading:

<https://www.theguardian.com/society/2016/may/31/uk-readers-on-the-problem-of-second-homes>

[http://www.lakedistrict.gov.uk/\\_data/assets/pdf\\_file/0005/410873/Review-of-second-home-data-and-assessment-of-effects-on-rural-communities.pdf](http://www.lakedistrict.gov.uk/_data/assets/pdf_file/0005/410873/Review-of-second-home-data-and-assessment-of-effects-on-rural-communities.pdf)

*Identify some of the conflicts described in these resources*

*How are these conflicts being addressed?*

*Why do you think some councils/authorities have felt the need to manage/control second home ownership?*

## Fieldwork opportunities?

# Managing rural change & inequality in diverse communities

## Issue: Transport and service provision, including broadband

Rural dwellers travel further than urban dwellers and mainly by car (59% of journeys)

11% don't have access to a car (28% in urban areas) – *reasons for these differences?*

1/3 rural residents find public transport inadequate (irregular service, timetable doesn't match requirements...) – *why is this more likely/an issue in rural areas?*

*How and why might these be exacerbated by rural populations ageing?*

# Managing rural change & inequality in diverse communities

## Issue: Transport and service provision, including broadband

Despite ageing populations, rural dwellers are generally healthier now than in past (*why?*)

But 20% of rural residents live > 4km from a GP surgery (c.f. 2% in urban areas).

45% of rural households are > 8km from a hospital compared (c.f. 3% of urban households)

An estimated 300-500 village shops close each year

Loss of Post Offices and pubs as well as health services and primary schools (latter as result of ageing population) – *Why are these services important?*

Cost of goods and services in rural areas often higher than in urban areas – *explain*

Some chains have opened village stores (e.g. Coop, BF) but spending doesn't stay in the village – *why not, and why is this an issue?*

# Managing rural change & inequality in diverse communities

## **Issue: Transport and service provision, including broadband**

Study by the British Chambers of Commerce (published 27/03/17) shows that firms in rural areas are at least twice as likely to have unreliable connections (30%) as those in towns (15%), inner cities (13%), and suburban areas (12%).

243 rural banks closed in 2014 due to success of online banking: a double whammy for rural areas where access to broadband is often limited (see above + Digital Exclusion in previous lesson)

*How can these lead to rural poverty/deprivation/exclusion?*

# Managing rural change & inequality in diverse communities

## Issue: Transport and service provision, including broadband

Further reading:

Rural Services Network (various articles/links): <http://www.rsnonline.org.uk/>

The State of Rural Services 2016 (Summary) Report by Rural England (Independent Research, Networking and Information Exchange across Rural England):

<https://ruralengland.org/wp-content/uploads/2017/01/SORS-2016-summary-report.pdf>

Superfast Broadband in Blaenau Ffestiniog:

<http://gov.wales/newsroom/science-and-technology/2016/11001754/?lang=en>

New health centre in Blaenau Ffestiniog:

<http://gov.wales/newsroom/health-and-social-services/2016/160324centre/?lang=en>

*Which do you consider to be the more important impacts – and why?*

# Ongoing Challenges

## Where regeneration/rebranding absent/has failed/has created conflict

Many of the challenges facing small rural communities are being addressed by the communities themselves, e.g. community-run shops (average of 22 have opened per year since 2010) often staffed by volunteers (not always successfully – e.g. Dinton)

*Examples of the above in Blaenau Ffestiniog?*

- *Are there opportunities for second home ownership?*
- GISDA – Youth Centre at Blaenau Ffestiniog





# Impacts of Rural Change

Use your class notes, notes from reading and the handouts to identify economic and social impacts of counterurbanisation.

Which do you think are some of the more and least important ones? Justify your ideas.

# Managing Rural Change

- Bans/restrictions on purchase of second homes by non-locals (e.g. St Ives)
- Factoring-in % second home ownership when identifying housing needs in rural areas
- Part-ownership schemes with housing associations (e.g. Holsworthy Community Property Trust, Devon)
- Community property development schemes (e.g. Lindisfarne), such as Community Land Trusts ([CLTs](#)) – there's one for Sixpenny Handley and Shrewton
- Since 1 April 2013 councils are no longer obliged to apply a 10% reduction on Council Tax for second-homes. This additional revenue could be ring-fencing to be used directly for community improvement
- Increase Council Tax on second homes (300%?)
- Remove Capital Gains Tax breaks that have encouraged second-home ownership
- Pressure groups and networks to help rural communities, e.g. Rural Services Network
- New legislation (e.g. the Buses Bill)
- Grants e.g. Community Transport Grant (Dorset): up to £5000 (50% match-funding) to help communities set up and operate their own rural transport schemes (vehicle purchase, IT, marketing, and training of staff/volunteers)

# Community Land Trusts

<http://www.communitylandtrusts.org.uk/>



Land is gifted  or bought by community 

CLT OWNS LAND

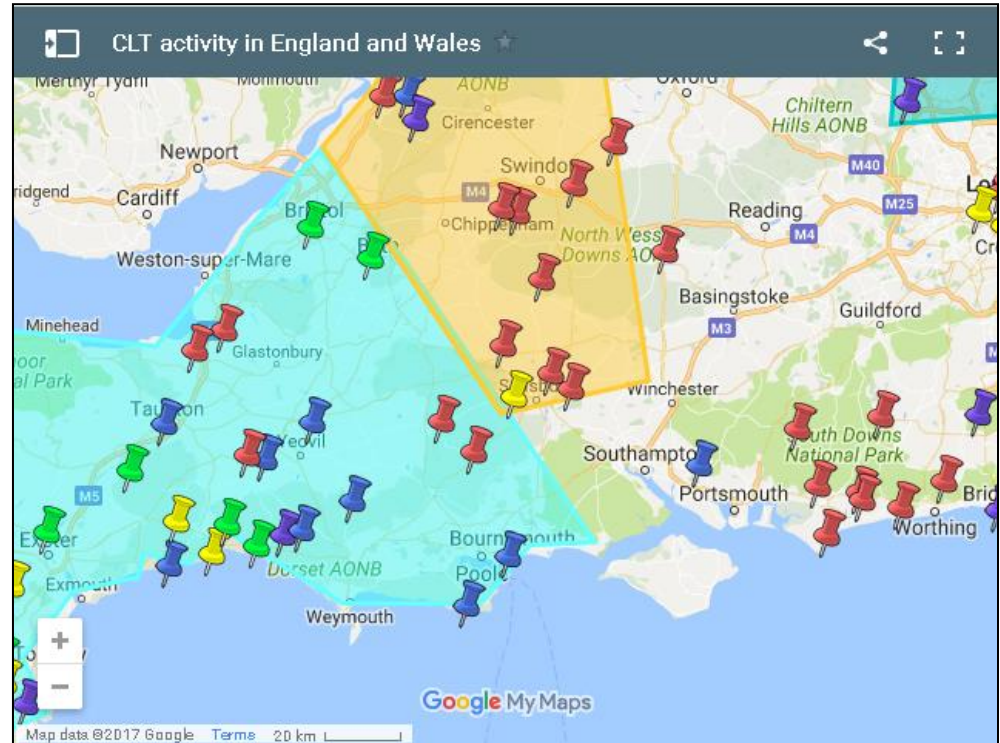
Sub-contractor/  
Custom-Build  
Facilitator  Architect/  
Project  
Manager 

BUILD OUT



CLT provides homes that are genuinely affordable to rent or to buy and will remain affordable, as well as other assets

CLT remains long-term steward  
of homes and assets



# Beer CLT, East Devon

## THE PROJECT

Beer CLT was established in 2013 to facilitate the development of affordable housing for local people.

The initial project, to provide seven affordable homes in the village, developed very quickly and efficiently using innovative funding via loans, grants and donations.

The CLT was granted:

- £1million loan from East Devon District Council (EDDC)
- £259,000 in grants from the Homes and Communities Agency.
- £4000 from local donations
- £2500 from the CLT network
- £1000 from Devon County Council
- £200 prize money from Devon Rural Housing Awards
- £140 and rising from membership fees

The funding meant all seven dwellings could be affordable homes - safeguarding them for people with local connections living and working in the area. It is hoped this model could lead the way for future building projects, proving a viable alternative to council or social housing.

CLT's Geoff Pook said "While we appreciate that Beer is a tourist destination and the tourist income is very important to the village, retaining houses for full-time occupancy by locals is just as important."

The homes will be both sold as part-equity properties and rented out by Beer CLT.

The new homes are now completed and new owners and tenants due to move in by February 2015. There will be an open day on Saturday 31 January. All welcome from 10am - 12.30pm.

## GALLERY



## LOCATION



<http://www.beerclt.org/>

