

Commission of Inquiry - Vision for Hampshire 2050

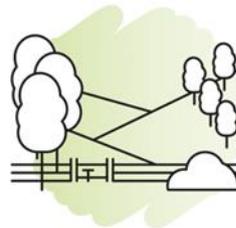
Evidence summary report

Rural Hampshire

22 February 2019

HAMPSHIRE 2050

VISION FOR THE FUTURE



Rural
Hampshire

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1. Purpose

This report summarises the expert evidence received in relation to the Rural Hampshire theme to assist Commissioners in considering, alongside the theme hearing, the following three questions:

- What do you think might happen in the future?
- How will that effect/impact on what we do?
- How will the County Council and Partners need to react in light of this?

2. Introduction

Hampshire County Council works closely with partners providing a wide range of services which make a difference to residents' lives on a daily basis. Through such partnerships a number of strategic priorities have emerged, which aim to ensure the needs of our rural communities and businesses are met now and in the future:

- **Community resilience**

We want to help communities address and resolve local challenges themselves, such as supporting older and vulnerable people, or responding to extreme weather events.

- **Rural transport**

We want to support rural communities to tailor existing transport options (e.g. bus, minibus, volunteer drivers etc.) to better meet the needs of residents without cars.

- **Self-help**

We want to support volunteering and community-led initiatives in rural communities.

- **Communications**

We want to support the provision of broadband and mobile communications in rural areas.

- **Economic development**

We want to support rural enterprises and forge strong links with Local Enterprise Partnerships and LEADER groups.

In recognition of the importance of Rural Hampshire to the county, Cllr Edward Heron was appointed as Executive Member for Countryside and Rural Affairs and is the lead on rural affairs and issues affecting Hampshire's rural communities and businesses.

A Town and Parish Council Investment Fund was recently established to support partnerships between local communities and to provide pump priming investments to

pilot new schemes which respond to local needs and the growing pressure on County Council Services.

The County Farm Estate provides tenancies over council-owned land and farms giving farmers a springboard into the industry, an opportunity they otherwise might not have, to build up sustainable businesses.

The County Council supports the Hampshire Rural Forum which brings together 54 organisations, groups and individuals with an interest in rural Hampshire. They work to raise awareness and understanding of rural issues and help to find solutions.

3. Theme scope

All the preceding themes could be addressed with a rural dimension, so it was important to provide some focus to assist with shaping the report.

The three key areas identified were Rural Environment (leading on from the Natural Environment and Quality of Place Theme), Land based Sector and Farming (particularly as the industry is poised for major change) and Rural Communities.

Rural Environment

- **Rural landscapes;** increasing importance, quality of life, sense of place, natural capital
- **Planning impacts;** siloed approach? Fragmented habitats
- **Future use of the countryside;** adaptation, production, flood relief, recreation, green gaps, mitigating the impacts of climate change. Less land required to do too much?

Land-based Sector & Farming

- **Drivers of change;** markets, consumer demand, supply chain and logistics, legislative and regulation changes, Brexit
- **Environmental factors;** climate change, pest and disease, soils, air quality conservation farming
- **Technology;** increasing productivity, reducing input, new products and foods
- **Employment and skills;** farmers of the future and role in rural communities
- **Farm/land-based economy** in Hampshire; what is the real position now and in the future

Rural Communities

- **Changing Communities;** changing demography, (youth migration/increasingly older populations) greater connectivity (physical and digital), public services at risk, rural poverty gap
- **Rural Renaissance** – community led planning and service provision. Common standard of services but not necessarily the same services – creating unique resilient communities

- **Rural Economy;** drivers, changes and impacts over last 40 years and the potential for growth
- **Business, employment and skills:**
 - How can rural businesses be helped to thrive?
 - How might labour and skills shortages be overcome?

4. Expert evidence

In 2016 Hampshire County Council's Research & Intelligence team produced a series of socio-economic profiles for rural Hampshire which have provided a wealth of information to underpin this report. They can be found in Appendix 1: Wider Evidence.

The profile reports cover the following:

- Access and Transport
- Business Growth and Development
- Crime and Community Safety
- Demography and Area
- Digital Communications
- Education and Skills
- Fuel Poverty
- Health and Wellbeing
- Labour Market
- Landbased Sector
- Local Housing Needs

A wide range of organisations were invited to provide evidence focussed mainly on the rural environment and rural communities. Specific written evidence was received from:

- Hampshire Rural Forum
- Newcastle University (Professor Mark Shucksmith OBE)
- Rural Service Network
- Countryside Landowners Association (CLA)
- Test Valley Borough Council
- Hampshire's Association for Rural Affordable Housing (HARAH)
- South Downs and New Forest National Park Authorities
- The New Forest's Young Commoners

The evidence provided by the other themes was reviewed and the relevant evidence referenced in this report.

A workshop was held with the Hampshire Rural Forum on 25 January 2019.

5. Key points

5.1 Hampshire's Rural Reality

The variety and scale of the landscape, from coast to downs with woodland and heath create the backdrop to the rural settlements seen in Hampshire today. Approximately 85% of Hampshire is classified as rural¹ with over a third recognised for its high landscape value and designated as either Area of Outstanding Natural Beauty (AONB) or National Park. The primary purpose of AONB designations is to conserve and enhance the natural beauty of the landscape. The National Park designation goes further to include conserve and enhance wildlife and cultural heritage alongside natural beauty. National Parks also promote opportunities for the understanding and enjoyment of their special qualities by the public. Of relevance to this theme is also the duty on National Park authorities to seek to foster the economic and social well-being of local communities within the national parks.

These landscape designations are not the same as ecological designations although they are likely to contain areas of land designated for their national or international importance for wildlife. Of the 388,467ha of land in Hampshire and 145km of coastline, some 21% is recognised as priority habitat, contributing 0.6% of priority habitat to be found in England. Thirteen percent is statutorily designated as a Site of Special Scientific Interest (SSSI) equivalent to approximately 7.5% of the total SSSI designated land in England. For England the total SSSI remaining in 'favourable' or 'unfavourable but recovering' condition is 97.1%, with 55% in 'favourable' condition.

Within Hampshire the 2016 Hampshire Biodiversity Information Centre (HBIC) Monitoring report (see Appendix 1) shows 58,732ha of combined priority habitat located within designated sites. (SSSI and Site of Importance to Nature Conservation (SINC)) with the remainder lying outside designated sites totalling some 81,862ha. At the time of this report monitoring showed a loss of priority habitat both within and outside of designated habitats of 2.06% with 23.78 ha of SSSI either destroyed or part destroyed.

Hampshire is one of the most wooded counties in England covering some 19% of the county and 5% of England's semi-natural woodland, and yet it accounts for around 3% of England's landtake. The farmed area covers 54% of the county with the predominant farming activity in cereals and other general cropping followed by grazing livestock and dairy.

In 2016 agriculture gave a net contribution of £8bn to the UK economy, farming forestry and fishing contributed to 2% of the rural economy. Across the UK, 466,000 were employed in agriculture made up of 218,000 farm holdings and 17.5 million hectares (72% of total land in the UK). In Hampshire in 2016 7,223 were

¹ There is no definitive definition of 'rural' however the Office for National Statistics Rural Urban Classification (RUC 2011) provides a consistent hierarchical spatial framework which enables comparison of data.

employed in farming (1.6% of the UK total) across 2,153 holdings (just shy of 1% of the UK holding total) with a total of 211,031 hectares of farmed area making up 54% of the total Hampshire land area. 46.3 % are involved in the business as farmer, partner, director or spouse of the farmer, considerably lower than the UK average of 62%.

Cereals and other general cropping account for 62% of the Hampshire farmed area, nearly double the England average with grazing livestock accounting for 18% distinctly lower than the England average of 30%. In England in 2016 a small number of economically large farms (7%) produced over half (55%) the agricultural output using just 30% of the total farmed area.

The Common Agricultural Policy provides a subsidy which includes direct income payments to farmers based on the size of the eligible landholding. In 2015 UK farmers received almost £2.4bn in direct payments according to the NFU. Across all farm types 61% of annual Farm Business Income came from direct payments over the period 2014-2017. In addition, farmers and landowners have benefitted from agri-environment schemes that incentivise good environmental management.

European CAP funding plays an important role in enabling the stewardship of Hampshire's countryside. It supports the 700 plus farms within the county. A farm business survey by Rural Business Research shows that on average Hampshire farms receive £32,082 per annum in Basic Payment Scheme monies. Those same farms, on average, make an annual net profit of £38,402. Therefore, without a replacement to CAP funding the viability of the farms is likely to be put at risk.

The high quality and beauty of Hampshire's countryside makes it a desirable location for businesses. It helps them to attract people seeking the unique qualities of life offered by living and working in rural areas.

The contribution of rural areas to Hampshire's economy is worth an estimated £7.5 billion GVA per annum or 16% of the entire Hampshire Economic Area (including the two cities). This is broadly split 50:50 between the 'Rural town and fringe' and 'Rural village and dispersed rural' classifications.

Of the £7.5 billion, approximately £500 million (1.1% of Hampshire Economic Area) is attributable to the landbased sector (the land-based sector definition broadly references the Lantra Sector Skills Council footprint). This sector includes industries and professions around land management and production, animal health and welfare, and landscape.

There are just under 18,000 businesses in rural areas representing one in five businesses in the Hampshire Economic Area. The businesses in rural areas are much smaller than their urban counterparts and employment levels are much lower than in urban areas (87% of businesses in rural Hampshire employ 9 or fewer members of staff). There is also a strong rural presence in high tech and construction alongside the more traditional agricultural sector. Diversification into commercial activities such as retail or tourism is seen as important to provide

financial support to the more traditional agricultural or landbased side of the business.

The visitor economy is important in Hampshire as tourists are attracted by the quality and accessibility of the countryside including the coast, two national parks and twelve long distance routes and the South Downs Way national trail. The New Forest National Park alone report estimated visitor numbers of 15.2million per year, supporting 14% of the area's employment through tourism.

Hampshire has a large rural population with current estimates suggesting close to 300,000 people categorised as living in Hampshire's rural areas. This equates to 21.8% of Hampshire County's total population (1.1% higher than the national average of 20.7%). There are rural communities throughout Hampshire County Council District Areas of varying sizes, with largest numbers residing in Winchester, Test Valley, New Forest, Basingstoke and Deane and East Hampshire.

Rural village house prices are higher than either the rural town and fringe, urban city and town categories. Using small area median house prices to median household income data (irrespective of whether this income is generated in urban or rural areas) it is evident that as rurality increases affordability diminishes. On average house prices are ten times household income in rural villages compared to seven times in urban areas. The New Forest (Milford-on-Sea to Barton, Brockenhurst and Ashurst) and a large swathe of central Test Valley are among the least affordable areas in Hampshire. On top of this rural residents pay on average just under £100 (17%) more per head in Council Tax compared to their urban counterparts.

Rural communities in Hampshire are significantly less diverse than their urban counterparts and this lack of rural diversity is underpinned by generally older and wealthier groups. However, there is evidence to suggest that there are pockets of lower income groups who, in rural areas, are more vulnerable to deprivation due to the lack of infrastructure (such as public transport, health care, education services) available in more urban settings.

The proportion of people living in fuel poverty across Hampshire is significantly lower than the national average, however, levels appear highest for those living in the most rural communities. Forecasts suggest a rising elderly population, those aged 85 and over, particularly in rural areas, coupled with probable increases in fuel prices might give rise to greater disparities in the coming years. Households not connected to the gas network are much greater across Hampshire's rural communities. More than 50% of all households living in the most rural communities (Basingstoke and Deane, the New Forest and Test Valley) not on the gas network. Such households are likely to be using more expensive fuels to heat their homes, including electricity and oil. However, only a very small proportion of households across Hampshire do not have some level of central heating.

Lack of access to high speed broadband holds back economic growth, increases social isolation, and leads to economic and social decline. Rural areas represent a significant and disproportionate percentage of the locations where superfast broadband is not available increasing the digital divide between rural and urban areas.

Research by the [Association of Independent Professionals and the Self Employed](#) (IPSE), which represents many rural micro businesses show that of all self-employed workers based in the UK, twice as many work in rural areas as compared to the urban areas. Furthermore, it shows that there are still far too many rural self-employed businesses that don't have decent broadband connections. Such poor connectivity acts as a lag on existing productivity and deters individuals who might otherwise consider starting their own businesses.

Hampshire's own Superfast Broadband Programme has been highly successful and is on track to upgrade connections to more than 100,000 premises across the county that would otherwise be without the service. As we approach the end of the current scheme it is becoming increasingly apparent that full fibre broadband (ultrafast) is becoming the affordable technology of choice in these areas and more than 12,000 Full Fibre (FTTP) connections are to be included in our current plans. However, despite this significant investment almost 20,000 premises will be without high speed broadband at the end of 2019. The number of premises without a connection is disproportionately higher in rural areas and whilst the County as a whole is on track for 97.5% coverage by 2019, current projections show it that superfast coverage in rural Hampshire will be available to 85% of rural premises.

Test Valley is the district with the highest proportion of premises without access to superfast broadband (7-11%) even after the third wave of Hampshire Broadband contract ends. Test Valley Borough Council consider broadband to be the 4th utility as it is essential to the effective functioning of both modern living and business. This poor connectivity issue is exacerbated by the lack of 4G phone coverage. This compounds issues of sustainability of rural communities and businesses and stifles innovation and creativity. Across Europe the importance of mobile connectivity as important if not more than broadband.

Where there is good access to the internet, analysis shows that inhabitants of rural areas use the internet to access services more than urban inhabitants (the biggest difference is in the use of banking sites).

Case Study: The Impact of Superfast Broadband to Businesses in Rural Areas - [DietCheck Ltd](#) is an agriculture business based in the rural village of Little London, which sells bespoke software advising on animal feeding to maximise animal growth rates. After years of struggling with a very poor internet service to the village, the Hampshire Superfast Broadband campaign was able to help secure the investment needed to improve the broadband service, enabling DietCheck to successfully expand its operations and reach a global market.

5.2 Rural Change

There is a huge array of drivers for change affecting the rural environment and communities which for the purposes of this report have been condensed into five main areas; population change, environmental factors, technology and connectivity, innovation and investment and shifting values.



Population Change

There is forecast to be proportionately more growth amongst Hampshire's rural populations than its urban population between 2016 and 2022, with an increase of over 9% (or 27,700 people). However, numerically more people will be added to the urban population over the period.

A general trend of increasing aging population is set to continue and is more apparent in rural regions, identified by Organisation for Economic Cooperation and Development (OECD) as an important factor across 34 different world economies. Hampshire is no different. Those aged 65+ are set to increase within the rural population by 16.2% by 2022, with even higher growth rates for those aged 85+ which are set to increase by approximately 30%. This is a much greater rise, compared to urban centres across Hampshire estimated at 21.0%.

The rural population also has a much smaller young adult population (namely those aged roughly 20-39 years) compared to the urban population, and this is also more evident in rural hamlets and isolated dwellings. This is perhaps not surprising as young people tend to move to urban centres for university and then on to work, but the extent of the difference between urban and rural populations is quite stark.

According to the Office for National Statistics (ONS) the population of the English countryside will increase by 6% by the year 2025 as more people choose to leave cities and settle in rural areas. This urban to rural migration is thought to persist due to British peoples love affair with the countryside. The net inward migration to rural areas is highest amongst those aged 30 – 44 years old closely followed by those aged 65-69 years old. The net outward migration from 19 – 24 year olds from predominantly rural areas of which includes a significant percentage of students moving elsewhere for higher education.

The potential implications of an increasingly older population in rural areas is the higher rate of health care consumption, growing social isolation and reduced access to services. This may be a concern for the elderly (85+) who are more likely to have complex health care requirements.

One of the Grand Challenge missions outlined in the Industrial Strategy is '*..to ensure that people can enjoy at least 5 extra healthy, independent years of life by*

2030, while narrowing the gap between the experience of the richest and poorest. Success in this mission will help people remain independent for longer, continue to participate through work and within their communities, and stay connected to others to counter the epidemic of loneliness’.

Though often referred to as a burden on public health care the general trend of people living longer in good health, should be applauded and may provide an opportunity for greater contribution to the provision of rural services.



Environmental factors/Climate change

The IPCC report 2018 study shows a temperature rise of 1.5C on pre-industrial levels. Further forecasts predict that this could rise by as much as 3C by 2050. The impact on rural Hampshire are increasing pressures on land use and communities from factors such as flooding and coastal squeeze. Vulnerable communities will need to work collectively to build their resilience to minimise the disruption and impact caused by such events.

Changes in climate and land use are shaping industry and the types of products on offer in the UK and Hampshire. Viticulture, (grape growing) has seen a considerable growth since the first vineyard planted in Hampshire at Hambleton in 1951. There are circa 500 commercial vineyards in England and Wales with 38 in Hampshire alone. Vineyards have also seen a growth in tourism opening their doors to the public with the added provision of cafes and shops. Such is the confidence in viticulture that in 2017 a new industry body, Wine GB was formed to promote and provide greater awareness of vineyards in the UK.

Agriculture and Environment have long been inherently linked. Policy and rural/farming funding programmes designed to support market failures have sought to influence the rural landscape under preceding Common Agricultural Policy programming rounds shaping individual land management decisions at the point of delivery. The 25 Year Environment Plan (2018) and the first reading of the Agricultural Bill (2018) begin to set out the direction of travel for the future of the environment and farming. It states that the new system of support for farmers will have environmental enhancement at its heart.

This change in subsidy is intended to have a positive impact on the decline in species and priority habitats in the UK. The State of Nature Report (RSPB 2016) shares a light on the state of nature across the UK. 60% of vascular plants, 62% of butterflies and 49% of birds have declined over the long term with 6000 red listed species 728 (12%) are at risk of extinction. In Hampshire key farmland bird populations such as Skylark, Corn Bunting, Grey Partridge, Turtle Dove and Lapwing are showing continuing rates of decline.



Technology and Connectivity

The 1980's introduced technologies, some that have evolved such as the personal computer, mobile phone and games console and others that become extinct, the Walkman, camcorder and VCR. The future of technology, what will continue to evolve and what will be defunct, is difficult to predict.

Emerging technologies such as automation, artificial intelligence, the internet of things (computing devices embedded in everyday objects) and nano technologies will open up new opportunities for rural Hampshire. This could result in labour saving technologies and product innovations in agriculture, forestry and landbased industries as well as businesses based in rural areas. These changes could create new jobs that have not yet been imagined, for example, 3-D printing may create opportunities for localised small-scale manufacturing, and drones for transporting goods.

Total factor productivity is a key measure of the economic performance of agriculture and an important driver of farm incomes. It represents how efficiently the agriculture industry uses the resources that are available to turn inputs into outputs. Total factor productivity of the agriculture industry in the United Kingdom is estimated to have increased by +2.7% between 2016 and 2017. There are a range of factors that influence the growth in productivity including technological advances enabling inputs to be reduced whilst outputs increase.

Advances in more efficient and sustainable methods of energy generation and distribution include a rise in district heating models such as biomass boilers and ground source heat pumps. Some European countries currently provide a large majority of their energy from district heating systems. District heating is becoming more common in the UK with around 210,000 households currently connected to district heating networks. This could present an opportunity in rural areas in terms of self-sustaining energy production, reducing fuel poverty.



Innovation & Investment

Following Brexit there will be a significant change to the way that subsidies are paid to farmers and landowners across the UK. The Basic Payment Scheme (BPS) is going to be phased out over the seven years from 2021 and replaced with the Environmental Land Management Scheme (ELMS), which promises that landowners will be paid '**public money for public goods**' - principally their work to enhance the environment and invest in sustainable food production.

Other public goods which could be supported include investment in technology and skills to improve productivity, providing public access to farmland and the countryside, enhanced welfare standards for livestock and measures to support the resilience of rural communities.

Undoubtedly there will be increasing pressure on the public purse to fund services. The characteristics of rural areas and the differing requirements for services has the potential to exacerbate the impact of the reduction in public spending. It is important to recognise that a standard service solution will not always meet the varying needs of all rural communities.

Hampshire County Council dwelling forecasts estimate a growth of around 140,000 rural dwellings by 2022. Urban dwellings make up most of the current and future stock across Hampshire except for Winchester, which will see the largest growth in rural dwellings along with Basingstoke and Deane and Hart.

Across England, rural affordable housing provision continues to be hindered through the settlement hierarchy process scoring villages against a range of services and amenities. The delivery of affordable housing in 'poorly connected settlements' being severely restricted and the opportunities to such services presented through investment not fully considered. For example, the very real difference investment into connectivity and broadband can facilitate.

Other innovations in rural housing provision remain possible. Challenges in the current planning process are well documented and include barriers within Rural Exceptions Policy, Site Exceptions and Site Viabilities as well as the inclusion (or lack of) housing provision with Neighbourhood Plans. New approaches are coming through with relatively simple steps such as bringing Site Viability forward in Local Plan, therefore meaning they support and not hinder actual delivery.

Innovation case study

New Forest, Hampshire, '49', is a new Innovation Centre that aims to combine open innovation with business know-how and tech savvy in order to tackle age-old social problems. The enterprise will incentivise entrepreneurs by offering facilities, support and investment for their business ideas and, at the same time, enabling them to contribute to solving some of the big social challenges. 49 is an impressive facility in the heart of the New Forest, developed thanks to private investors, a £220k interest free loan from Enterprise M3 LEP and a further £150k investment from New Forest District and Hampshire County Councils. It will comprise of three 'academies' tailored to digital innovation, business expertise and social enterprise and it will also be the home of a new skills and talent incubator



Shifting values

- Current trend changing attitudes towards diet driven by health, environment and animal welfare factors. An increase in vegan products by 185% over the past 5 years along with advice on what constitutes a sustainable diet at a global level. Whether this trend continues and will have long-term far-reaching impacts on food production is not yet known.
- Last year 57% of holidaymakers stayed in the UK taking advantage of the good weather and coastal locations with the rural landscape as the second most popular destination for a summer holiday for many Britons. Awareness of the environmental and social impact of travel combined with financial concerns and uncertainty over the political stability across the world could result in a continued trend of staycations.
- 91% of millennials (people born between 1980 to 1995) think that flexible working is important and 51% would change their job for one that supported flexible or remote working. These are today's statistics. It is likely that this trend will increase with the next Generation Z (1990's – mid 2000's) who will be the working population in 2050. These digital natives will have a more porous relationship between their work and lifestyle commitments.
- The rise of internet shopping and sites that provide small businesses with a platform to reach customers across the world has opened opportunities for craft/artisan businesses that can be located anywhere with reliable and fast digital connectivity. The growth in demand for hand crafted goods particularly jewellery, greetings cards and homeware is evident from the increase in sales on sites such as Folksy. This leads on from the trend for artisan food, think craft beer rather than real ale and all provide an opportunity for business growth in rural areas if provided with the right support and digital capacity.
- A rise in online communities, increased flexible working, changing public service provision could affect the community cohesion. This could be realised by a positive increase in local community involvement in the provision of services in rural areas and greater neighbourliness. Equally there is an argument for the potential of greater social isolation particularly for the most vulnerable and least connected members of the community.

5.3 The Future: Rural renaissance in 2050 the new rural

The diagram below presents one view of rural life in 2050 against the drivers for change; Population, Environment, Technology and Connectivity, Innovation and Investment and Shifting Values.

Figure 1 – Rural Renaissance



6 Conclusion

It is a pivotal time for rural Hampshire with the 25 Year Environment Plan and changes to farm subsidies shaping the ambitions for the future of our countryside. Less land may be seen in food production and according to Savills by 2050 this released land could be utilised for woodland, environmental adaptation, energy production or housing and infrastructure.

The evidence suggests that rural community needs are often misunderstood, only considered as an adjunct to urban areas or simply overlooked. Each rural community is unique, and this is something that should be celebrated and supported. It is the reason they attract people who want to live and work in rural Hampshire and how these communities will continue to thrive.

Pressures on the ability to deliver services in rural areas that can respond to what is likely to be increasingly complex needs will require innovation and investment.

The need to end the digital divide between urban and rural settlements has featured time and again throughout the research and may be the starting place on the journey to a rural renaissance.

Appendix 1: Wider Evidence

Academic Reports and Papers:

- [ISP/Review: UK Research on Delivery of Faster Rural Broadband](#)
- [Newcastle University - Proff. Shucksmith: Re-imagining the Rural Idyll](#)
- [Newcastle University - Proff. Shucksmith: Rural Studies, the Challenges Ahead](#)
- [Newcastle University - Brown et al: The Migration-Commuting Nexus in Rural England:](#)
- [Science Direct: The Rural Digital Divide](#)

Countryside Landowners Association (CLA):

- [CLA: 2018 Sustainable Villages - Making Rural Communities Fit for the Future](#)
- [CLA: Land-Management-Contract](#)
- [CLA: 2000-villages-overlooked-affordable-homes](#)

Hampshire Biodiversity Information Centre (HBIC):

- [HBIC 2016: Change in Priority Species, Habitats & Designated Sites for Local Plan Monitoring](#)

UK Government (various):

- [UK Government - Statistical Digest of Rural England](#)
- [Local Government Guidance - Rural Housing](#)
- [Fair Funding Review - a review of relative needs and resources](#)
- [Government Statistics: Rural Population Health](#)

UK Government (DEFRA):

- [25yr Environment Plan - Targets at a glance](#)
- [The Future Farming Environment Compendium](#)
- [DEFRA: EU Farm Structure Survey: June County census Aug 2017](#)
- [The National Programme - 3rd Climate Adaptation Report](#)
- [Total factor productivity of the UK agriculture industry](#)

Hampshire County Council – Rural Socio-Economic Reports 2016:

- [Access & Transport](#)
- [Business growth and development](#)
- [Crime and community safety.pdf](#)

- [Demography and area.pdf](#)
- [Digital communications.pdf](#)
- [Education and skills.pdf](#)
- [Fuel poverty.pdf](#)
- [Health and well-being.pdf](#)
- [Labourmarket.pdf](#)
- [Landbased sector.pdf](#)

Local Government Association (LGA):

- [Planning on the Doorstep: The Big Issues – Rural Housing](#)

Office for National Statistics (ONS):

- [Office for National Statistics Rural Urban Classification \(RUC 2011\)](#)

Press Articles:

- [The BBC: Rural Areas - Least Socially Mobile](#)
- [The Guardian - Rural Social Decline & Urban Migration](#)
- [Telegraph: The countryside can become the engine for growth](#)
- [The Mail Online: Robots in the field: farms embracing autonomous technology](#)

Rural England: Networking/Research/Learning:

- [The State of Rural Services 2016](#)

Rural Services Network (RSN):

- [The Rural Coalition Statement 2017](#)
- [How are rural interests recognised within Local Enterprise Partnerships?](#)

National Parks:

- [South Downs NPA: State of the Park Report](#)
- [New Forest: State of the Park Report](#)
- [Farming UK: National Parks can fuel economic growth](#)

Town and Country Planning Association – Raynsford Review Planning 2020:

- [TCPA: Raynsford Review. Planning 2020 Final Report](#)