

Rural-Urban Fringe

How is London interdependent with its rural surroundings?

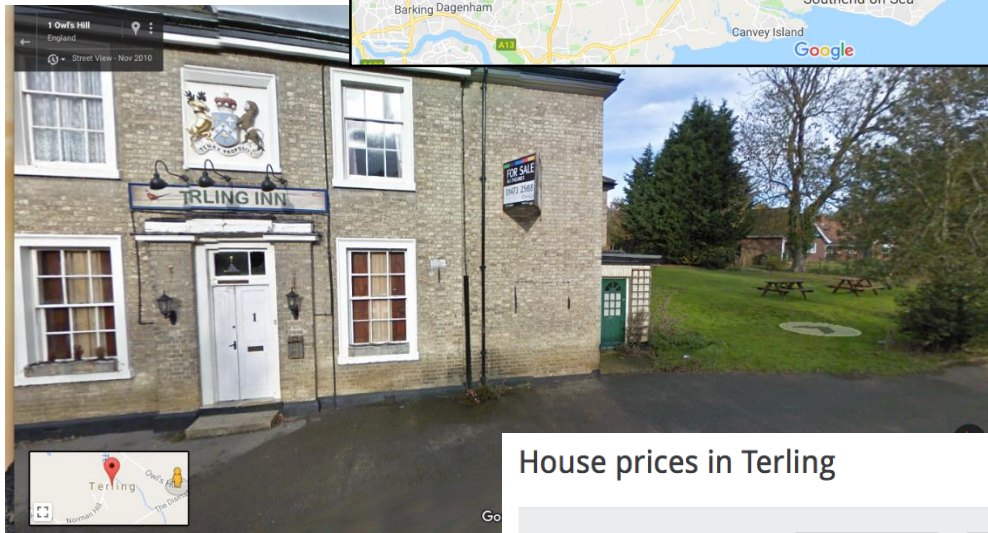


Chelmsford's population has increased from 58 000 in 1971 to 168 000 in 2011. It's population growth is due to people migrating from London. This works well for people as high London salaries mean that rail tickets are affordable and house prices are much cheaper.

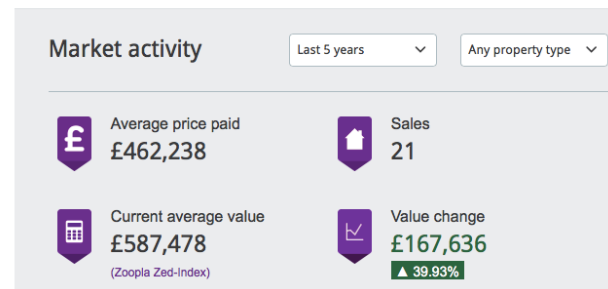
London relies on the rural-urban fringe as there are not enough people living in London to work, 650000 people **commute** to central London. Rural-urban fringe areas benefit from higher salaries paid in London but residents have to deal with crowded commuter trains and congested roads.

Housing estates are built on the edges of London, so the fringes shift outwards so Greater London changes from outer suburbs, to green belt to dormitory towns (during the day empty, commuters return to sleep and eat) to villages to rural landscape . London relied on the surrounding rural areas for food – many farmers sell their produce to supermarkets and wholesalers who transport it into the city.

Also, many rural people travel into London to do some of their shopping as there is a greater selection of shops



House prices in Terling



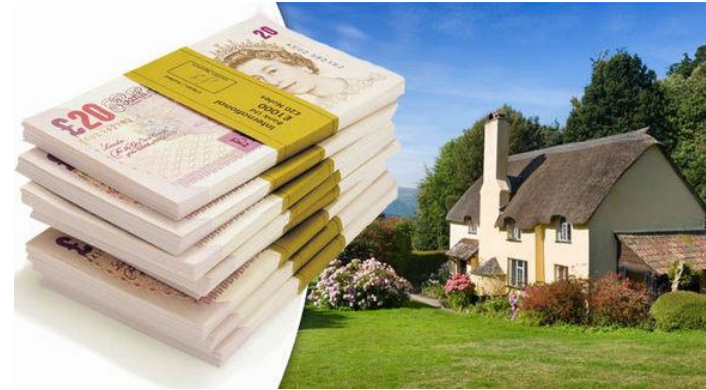
Rural areas

What are the challenges and opportunities of rural change?

The challenges of availability and affordability of housing, decline in primary employment, provision of healthcare and education and how they affect quality of life (IMD) for some rural groups. New income and economic opportunities are created by rural diversification and tourism projects may have environmental impacts.

Affordable housing

Property prices are rising in rural areas because they are attractive places for different groups of people. Older people who want to retire to the countryside are attracted by the peaceful, slower pace of life in a pleasant environment. People who work in urban areas also want to live in the countryside and commute to work. Properties are larger with outdoor space suitable for young families in a pleasant, safer rural environment. These two groups buying homes push up prices beyond the reach of local people so the challenge is to provide affordable housing for locals in rural areas



Services

Bus services in rural areas have declined as have schools, doctors surgeries and shops. 35% of rural villages had no food shop, 76% no doctors and 85% had no chemist. Schools are expensive to run but villages campaign that schools are at the centre of a community. Services for teenagers are also lacking with long distances needing to be travelled for their education, entertainment and recreation and as such many complain about their quality of life.

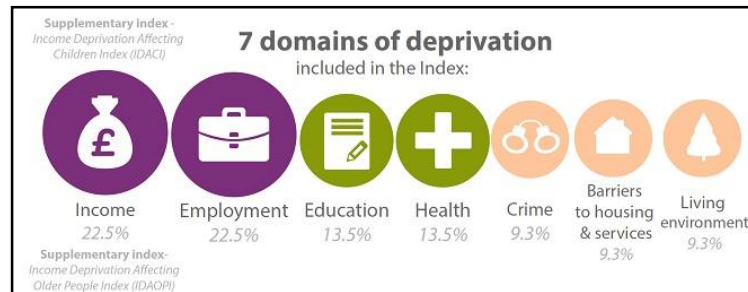
Transport

On average 65% of households in Britain have regular use of a car and is higher in rural areas. Increased car ownership reduces the need for bus services so fares increase and frequency is reduced resulting in fewer passengers in a vicious circle.

How do we measure the quality of life using the IMD?

The IMD (Index of Multiple Deprivation) covers seven main types of deprivation which are weighted based on the governments levels of importance:

1. Income deprivation (23%)
2. Employment deprivation (23%)
3. Health deprivation and disability (13%)
4. Education, skills and training (13%)
5. Barriers to housing and services (9%)
6. Crime (9%)
7. Living environment (9%)



Rural areas can experience higher levels of deprivation to the isolation from services and remote location. This can make access to education and employment opportunities for difficult. Also the type of employment in the rural areas can be seasonal (linked to agriculture or tourism) and therefore incomes might be unreliable.

What is rural diversification?

Many farmers are finding it hard to make a living from traditional food production alone so develop methods of income generation from their farm whilst still farming or by transforming their farms into a range of completely different businesses for example:

Products	Outlets	Tourism	Leisure	Development	Energy
Organic crops Different animals ice cream	PYO Farm shop Farmers market	B&B Caravan camp site café	Shooting Off road driving Paintballing	Barn conversions Industrial units	Wind turbines solar farms

	Advantages	Disadvantages
Accommodation	Relatively cheap, substantial income	Village loses character, housing affordability
Leisure	Income, secure income, local employment	Footpath erosion, traffic congestion, crowding, cars parked on verges

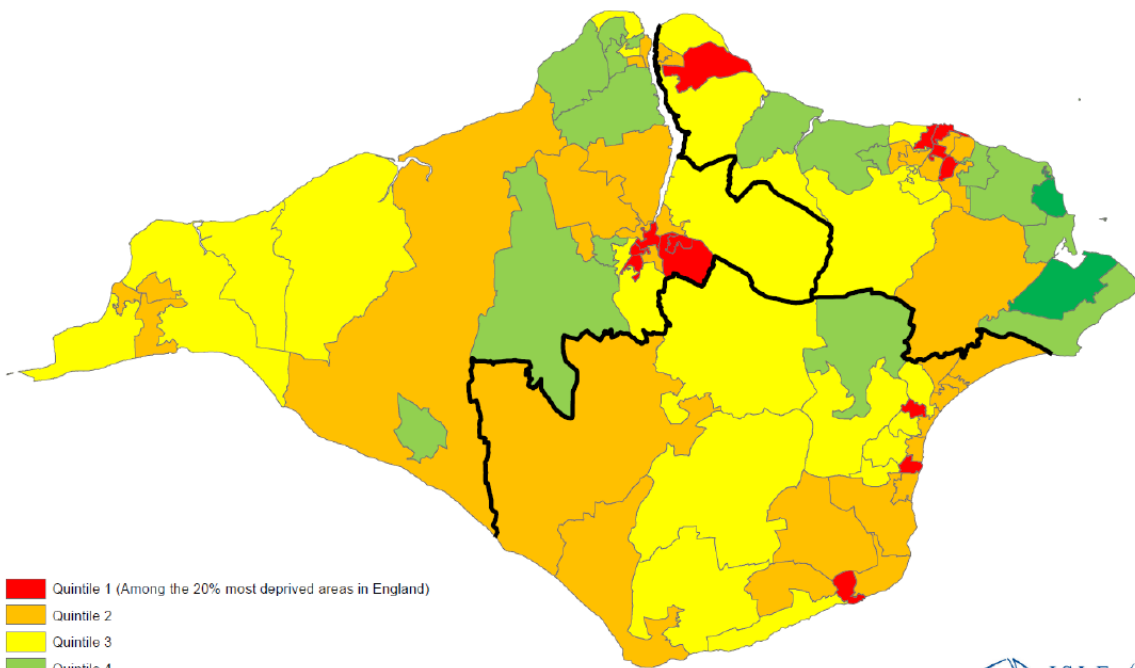
How has the Isle of Wight diversified?

The IOW faces two significant challenges: decline in agricultural jobs and seasonal employment linked to tourism.

To make it worse many jobs on the Island are low-skilled tertiary jobs which leads to average wages being £49 a week less than the English average and £89 compared to the South East average.

Hourly wages on the IOW are only £12.51 vs £14.85 for the rest of SE England

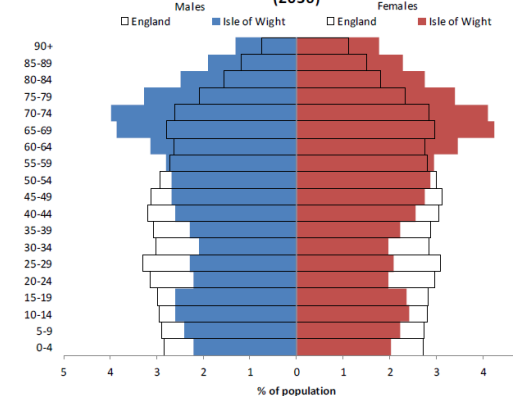
IMD 2015 - Overall deprivation by national quintile



- Quintile 1 (Among the 20% most deprived areas in England)
- Quintile 2
- Quintile 3
- Quintile 4
- Quintile 5 (Among the 20% least deprived areas in England)



Population pyramid of the Isle of Wight and England (2036)



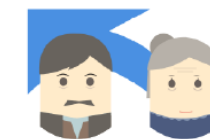
Source: Office for National Statistics (ONS) 2014-based population projections

Summary



139,798 people live on the Isle of Wight, 403 more than in 2015.

Over 1 in 4 (27.1%) is older than 65. This is the 15th highest level of any local authority in England & Wales.



Over the next ten years, the number of 65 to 79 year olds will increase by nearly 17%, while the over 85s will increase by 40%.

The percentage of Island residents aged under 15 is 14.7%, against a national level of 17.5%.



There are 70,776 households on the Isle of Wight, and 1 in 6 of all households are occupied by a single person over 65.

The Isle of Wight also experience an ageing population (see population pyramid top right). This creates a dependency from the over 65+ age group on the working population (18-64).

Equally the site of the Isle of Wight leads to physical isolation from the mainland and therefore can be barrier to attracting business to the Island. Large companies like Vestas and BAE do pay for the travel of mainland workers to their sites, as it can be hard to recruit skilled labour who live on the Island.

Garlic Farm, Merstone and Garlic Festival, New Church



- Events such as the Garlic festival and Café attract tourists and generate a significant amount of income when it is held
- The shop also educates people about sustainable farming.
- Garlic Farm products also generate an income
- Jobs tend to be seasonal (more in the summer)
- If more farms take this route of diversification, it could mean less farmers focus on farming food for the UK, threatening our food security.
- Loss of habitats through monoculture (just garlic being produced)

Robin Hill, Eklectica, new plans for Glamping (or they call it nesting)



- Visitors to the site contribute to the wider economy as many will be tourists who will also spend money on travel, food and accommodation.
- Can create traffic congestion especially during the summer and key events.
- Income is seasonal despite some winter events) so a lack of jobs exist during Nov-February.

Tapnell farm – Restaurant, Farm park, Accommodation



- They have invested in other activities such as glamping, tents, cabins, play areas and the Cow restaurant to attract families to this part of the Island.
- Food can be sources from local farms (Bridlesford Farm for example) and so local businesses that are supported creates the multiplier effect.
- Due to its location and limited public transports – many people travel to Tapnell Farm by car (not very sustainable)
- Increasing amounts of farmland have ben taken over for parking and new parts (e.g. 2x bouncy pillows)
- An all-in-one attraction can impacts other attractions