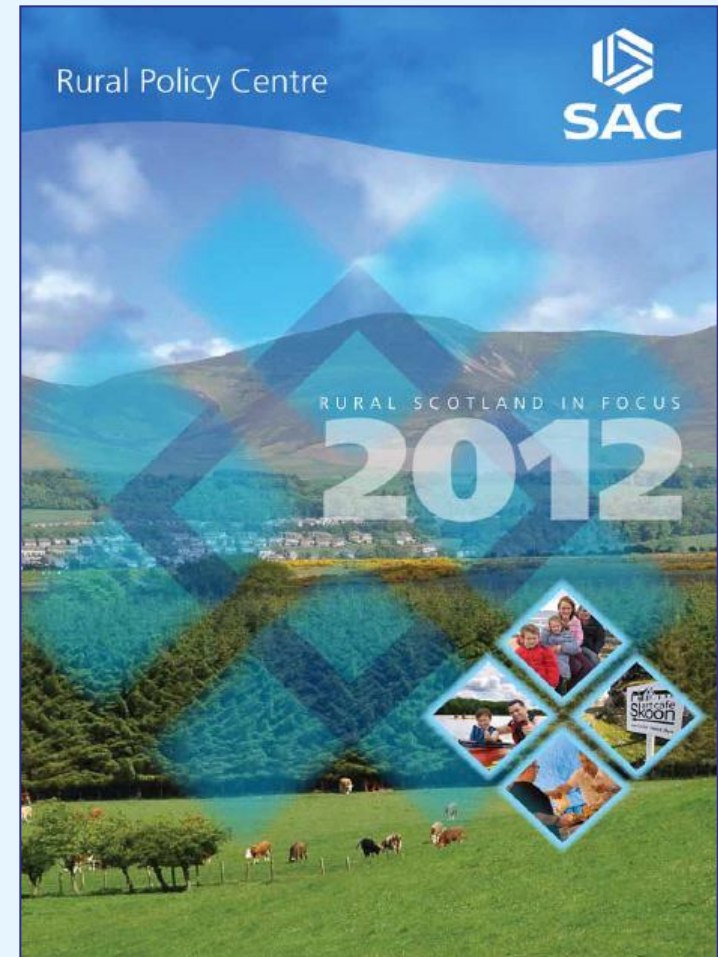
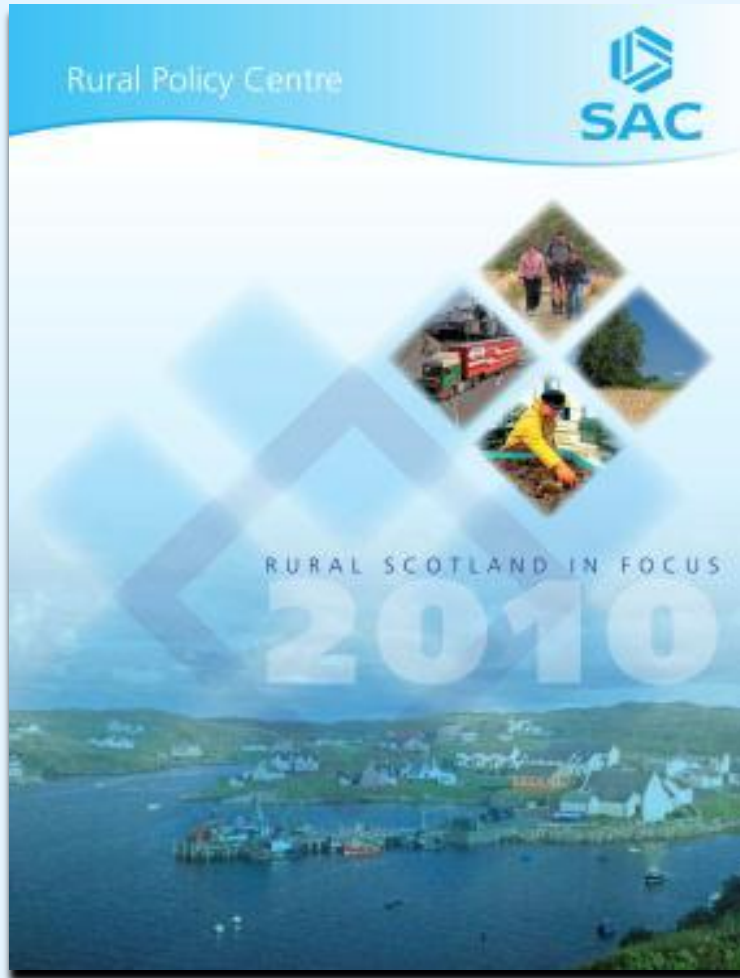


Rural Scotland in Focus 2012

Jane Atterton
Researcher,
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Rural Scotland in Focus



Rural Scotland in Focus



1. Address a gap:

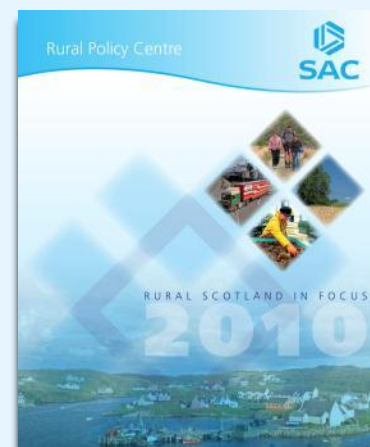
- Evidence with impartial commentary
- Connecting across topics and sectors

2. Inform dialogue on:

- Why and in what ways rural Scotland is changing
- Persistent themes – “In Focus”

3. Provide evidence in accessible format, with:

- Fast-track to key data and reports
- Extensive compendium of resources



Who has written it?



1. Researchers from the Land Economy and Environment Research Group, SAC:
 - Associates of the Rural Policy Centre
 - Specialists in their fields
2. Co-authors from Dot.Rural, Aberdeen Uni.
3. Contributors from across UK

Produced through partnership



UNIVERSITY OF STIRLING



UNIVERSITY OF ABERDEEN



WestWheels



**What themes does the
Report cover?**

Changes and trends:



Population and Housing Trends in Rural Scotland

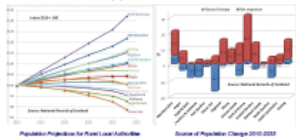
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Introduction

The 2010 Rural Scotland in Focus report highlighted the shifts in rural Scotland's population dynamics that have been occurring through changes in fertility rates, the expanding and migrating. Understanding future population dynamics is essential for all levels of Government to enable planning for, and development of policies that will meet the future needs of Scotland's rural population. Understanding future demographic is essential to understand future housing, healthcare, education and wider service provision, and planning throughout rural Scotland and may identify potential future hotspots in the service provision.

Population - Migration

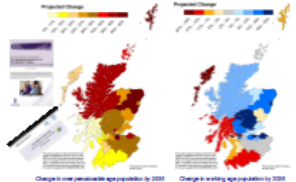
- Populations in the more accessible rural Local Authorities (which include those containing small cities) are expected to have rapid population growth in the next 25 years, fuelled largely by inward migration.
- More peripheral Local Authorities that currently have more aged populations are expected to witness overall population decline, with net in-migration unable to counter natural population decreases.



- Lower proportions of total migrants are from overseas in more peripheral Local Authorities, meaning they are more reliant on Scottish and the wider UK to maintain their population base.
- Migration means Rural Scotland has become and will continue to be increasingly diverse in terms of languages and cultures. This can impact on the provision of both public and private goods and services.
- In 2009 births to non-UK born mothers accounted for 14% of all births in Perth and Kinross, 15% in Highland and Shetland and 11% in Aberdeenshire.

Population - Ageing

- The number of over 65 year olds in Rural Scotland is expected to increase dramatically in areas like Aberdeenshire, Orkney Isles and in the Highlands.
- Where there is already a high proportion of elderly people in the population (e.g. Argyll and Shetland) the changes in over 65 year olds are far more subtle. However in these areas the number of working age people is expected to fall by over 15%.



For more information on Rural Scotland in Focus 2012, please see: www.sac.ac.uk/ruralpolicy



An Update on Economic Trends in Rural Scotland

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Introduction

The Rural Scotland in Focus 2010 report concluded that the economy of rural areas was slightly less affected than urban areas by the recession. This conclusion was reached by considering the difference between the economic structure of both areas. For example, differences in the importance of sectors such as agriculture, food and drink and catering, and identifying the economic sectors that had been most affected by the economic crisis.

For this 2012 update, the availability of more recent data enables a deeper analysis of the economic situation of rural areas during the recession period 2008-09 to be undertaken.

Regional Economic Growth

During the 2008-09 recession, predominantly urban areas were the most affected by recessionary pressures with a decrease in their output of 3.2 per cent between 2007 and 2009.

Predominantly rural areas experienced a decrease of 1.9 per cent in income similar to the national average whilst output in the remaining areas (shown as intermediate) actually increased by 1.1 per cent.

In rural areas a number of sectors were particularly hard hit including construction, business services, other services and household activities, and real estate. However, there was growth in the production and the public administration, education and health sectors which partially offset the economic contraction in rural areas.

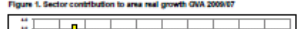


Figure 1. Sector contribution to area real growth QWA 2008/07

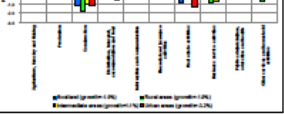


Figure 4. Relationship between GVA and unemployment rate by region

The Regional Labour Market

Between 2007 and 2010 the number of people in employment fell by a total of 4 per cent. In rural areas the decrease was 2.4 per cent and in non-rural areas 4.6 per cent. Figure 2 presents the sector contribution.

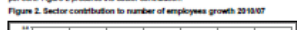


Figure 2. Sector contribution to number of employees growth 2010/07



Figure 4. Relationship between GVA and unemployment rate by region

For more information on Rural Scotland in Focus 2012, please see: www.sac.ac.uk/ruralpolicycentre



Rural Scotland in Focus 2012: Scotland's Environment

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Background

Scotland is a small country with a wide range of targets for addressing climate change, water quality and biodiversity concerns. For example:

- reducing greenhouse gas emissions by 80% by 2050, with an interim target of a 42% reduction by 2020
- meeting 30% of all energy demand for heating, transport and electricity through renewable energy sources by 2020
- expanding woodland cover to 25% of Scotland's land area by 2050
- bringing 57% of water bodies up to good condition by 2027
- mitigating diffuse pollution from agriculture in an initial fourteen priority river catchments by 2015 and in a further suite by 2021
- halting the loss of biodiversity and the degradation of ecosystem services by 2020

The decisions taken to address these and other concerns have the potential to complement or conflict with each other, depending on how the decisions are reached and the actions implemented.

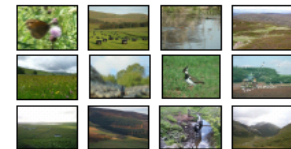
Using an ecosystem approach in the assessment of land-use options is the best way to help identify and potentially resolve such conflicts. It is also the best way to ensure that the range of challenges posed by issues such as climate change, food and energy security and changing Scottish and EU policies and priorities can be addressed appropriately.

Challenges

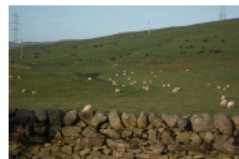
Climate Change: although good progress has been made since 2009 to reduce emissions, to sustain this progress effective programmes are required to encourage emission reduction in agriculture and forestry sectors and to protect carbon stocks within Scotland's peat soils.

Water Quality: good practice and breaches of diffuse pollution legislation occurring along watercourses in each of the priority catchments have been assessed by SEPA. Although examples of good practice have been noted, the fact that an average of one breach was recorded for every kilometre of watercourse walked highlights the scale of the problem to be addressed.

Biodiversity: over 40% of Scotland's agricultural land area is currently under high nature value (HNV) farming systems, but this has declined from 43% in 2007. Common Agricultural Policy reform has the potential to help support HNV farming systems and improve biodiversity in the lowlands, but it is unclear whether the current 'greening' proposals will have any environmental benefit in practice.



For more information on Rural Scotland in Focus 2012, please see: www.sac.ac.uk/ruralpolicycentre



Land Use Strategy

Scotland's first Land Use Strategy was published in March 2011 and sets out ten principles for sustainable land use to guide public sector policy and decision making. In December 2011 an Action Plan outlining how the 13 Processes stated in the Strategy will be taken forward was published. The Action Plan puts particular emphasis on the need to implement the ecosystem approach to all land use planning decisions made by Government and public bodies.

It is essential that all sectors of government actively gain acceptance of the ecosystem approach and understand and appreciate not only what it is and why it is relevant but also how best to implement it in decision-making processes and with regard to action and management of the ground. The coming months and years will see decisions having to be taken on a range of issues with the potential to have long-lasting positive or negative impacts on Scotland's environment, depending on how they are implemented.

It is clear that applying an integrated approach to the assessment of land-use options will not be easy to achieve in practice. The opportunities presented by the Land Use Strategy and associated Action Plan must not be missed.



Further Information

Further information is available from:
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For a comprehensive insight into the condition of Scotland's wider environment in 2011, visit: Scotland's Environment Web: www.environment.scotland.gov.uk

Drivers of change:

Towns and Rural Scotland: Vibrant or Vulnerable?



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Key Points

- Scotland's towns are diverse in terms of their size and the functions they perform.
- Small towns (3,000-10,000 population) are experiencing some outmigration of working age people. In general, they have a more diverse economic base than rural areas with more substantial retail, accommodation and food services, and professional activities sectors, reflecting their service centre functions. At the same time, some towns are heavily dependent on one sector or employer.



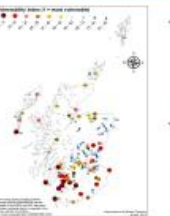
- A Vulnerability Index reveals that, in general, Scotland's remote small towns and other urban areas (with a population of 10,000 - 125,000) are more vulnerable than its rural areas. Accessible rural areas are the least vulnerable according to the index. A cluster of vulnerable places exists in the south-west, and particularly the south-west, of Scotland.
- There is a need to monitor the challenges and opportunities facing Scotland's towns resulting from continuing economic uncertainty, population ageing, changing housing demands, moves to a low carbon economy and public sector funding and job cuts. A socio-economic typology of towns and town-hinterland action plans will help improve understanding.
- Different places will respond in different ways to these processes. There are some examples of 'bottom-up' responses, such as 'West Kilbride Craft Town Scotland'.

What do we Know About Scotland's Small Towns?

- The Scottish Government classifies small towns as having 3,000 - 10,000 population. However, both smaller and larger places perform important service centre functions, especially in remote rural areas.
- Accessible areas are classified as those within a 30 minute drive time of settlements of 10,000 or more. Areas that are within 30 minutes drive time of centres with, say, 7,000 or 8,000 people, are not considered to be accessible. Many of the everyday travel patterns of rural residents to their local service centres are therefore not reflected in the Scottish Government's Urban Rural Classification.
- Scotland Government Planning Policy affirms the important role of towns in the economic and social fabric of Scotland.
- Through its regeneration activities, the Scottish Government provides some funding and policy support but this tends to focus on town centres and their businesses.
- While previous research has explored the linkages between towns and their hinterlands and the importance of towns and their districts to the growth of Scotland's city regions, their roles and relationships have not been acknowledged in recent rural policy in Scotland. As the Scottish Government commits to its 'Agenda for Cities', towns may continue to fall into a policy gap?

For more information on *Rural Scotland in Focus 2012*, please see: www.sac.ac.uk

A Vulnerability Index of Scotland



- There are four remote small town settlements - Campbelltown, Dunoon, Gairloch and Wick - which are particularly vulnerable. Dumfries and Galloway make up nine places.
- In contrast, settlements in Aberdeenshire demonstrate lower vulnerability.
- The remoter parts of Scotland also include Highland and the Western Isles.

Region	Highly vulnerable	Very vulnerable	Low vulnerability	Very low vulnerability
Highland	10	10	10	10
West of Scotland	10	10	10	10
West of Central Scotland	10	10	10	10
West of South Scotland	10	10	10	10
Central Scotland	10	10	10	10
East of Scotland	10	10	10	10
South of Scotland	10	10	10	10
East of Central Scotland	10	10	10	10
East of South Scotland	10	10	10	10
Highland	10	10	10	10
West of Scotland	10	10	10	10
West of Central Scotland	10	10	10	10
West of South Scotland	10	10	10	10
Central Scotland	10	10	10	10
East of Scotland	10	10	10	10
South of Scotland	10	10	10	10
East of Central Scotland	10	10	10	10
East of South Scotland	10	10	10	10

Conclusions

- The impacts of ongoing economic, social and environmental change are likely to be uneven in different places and in different towns will be seen in future.
- A socio-economic typology would help ongoing opportunities and challenges inform appropriate policy responses.
- A broad place-based, cross-sectoral approach on town centres and their businesses, of the strengths and weaknesses of Scotland's towns and their districts to the growth of Scotland's city regions, their roles and relationships have not been acknowledged in recent rural policy in Scotland. As the Scottish Government commits to its 'Agenda for Cities', towns may continue to fall into a policy gap?

What is the Role of the Private Sector in the Resilience of Rural Scotland?



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Key Points

- The private sector accounts for 80% of employment in remote rural Scotland, 80% in accessible rural areas and 76% in the rest of Scotland. The private sector has increased in size in remote rural areas in recent years.
- Rural areas have the highest density of businesses per head of population in Scotland. These businesses are predominantly small. Micro-businesses provide 39% of employment in remote rural Scotland.
- The primary sector still accounts for 17% of employment in the private sector in remote rural Scotland and 12% in accessible rural Scotland. Rural areas are characterised by higher levels of self-employment, part-time and home-working and multiple job holding than the rest of Scotland.
- Data suggests that accessible rural businesses have higher growth and profits than businesses in remote rural areas and the rest of Scotland.
- A strong private sector also contributes to the social and environmental resilience of rural Scotland and it has an important role to play in enhancing the quality of life of those living in rural locations. These broader roles need to be recognised in policy support.
- In rural areas, support for the private sector should be a part of an integrated, place-based policy for rural areas. A place-based approach requires cross-sectoral working, with different levels of government working together and collaboration between the public, private and third sectors.

Selected Facts

Figure 1. Density of enterprises per head of population (local authority level)

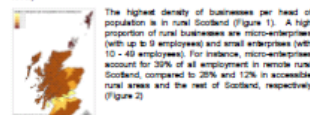
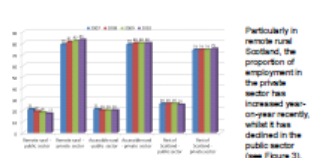


Figure 2. Employment by industry size and in the public sector by geographic area (2010)



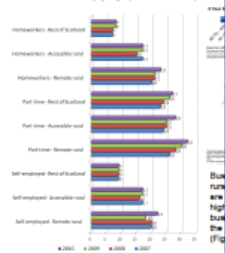
Figure 3. Changes in employment between 2007 and 2010 in the private and public sectors by geographic area



For more information on *Rural Scotland in Focus 2012*, please see: www.sac.ac.uk/ruralpolicy

Selected Facts (continued)

Figure 4. Changing types of employment from 2007 to 2010 by geographic area



Self-employment is a particular feature of rural Scotland, the number of people in part-time employment within a rural area is an ethical and environmentally sustainable way. Diversification of the farm into the manufacture of ice cream and an environmentally aware visitor attraction has generated 10 full time permanent and 35 seasonal jobs. The visitor centre now welcomes around 70,000 visitors per year. Cream of Galloway invites its customers to become environmentally aware through volunteering opportunities, events and activities that encourage people to engage positively with environmental issues and to be aware of their environmental impact. The firm has environmental education programmes for local schools. It also works with community groups, membership organisations providing educational information, and opportunities for people to participate in voluntary environmental projects.

Case Study

How do private sector businesses contribute to the resilience of rural Scotland?

Cream of Galloway was set up in 1994 with the vision of creating and retaining employment within a rural area in an ethical and environmentally sustainable way. Diversification of the farm into the manufacture of ice cream and an environmentally aware visitor attraction has generated 10 full time permanent and 35 seasonal jobs. The visitor centre now welcomes around 70,000 visitors per year. Cream of Galloway invites its customers to become environmentally aware through volunteering opportunities, events and activities that encourage people to engage positively with environmental issues and to be aware of their environmental impact. The firm has environmental education programmes for local schools. It also works with community groups, membership organisations providing educational information, and opportunities for people to participate in voluntary environmental projects.

The Third Sector and Civil Society in Rural Scotland: Present and Future?



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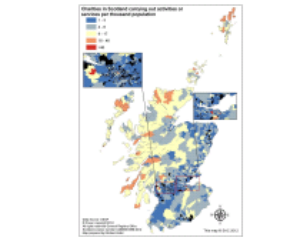
Context

The third sector has received an increasing degree of attention from policy makers in light of public service reform, and its potential to contribute to the strength and resilience of rural communities. Whilst civil society more widely might also contribute, the ongoing success of these public service reforms and localism agendas also depends on the sustainable engagement of volunteers.

Little work has been undertaken to explore how for the third sector and civil society in rural areas may be distinct in nature and role in rural areas compared to other areas of Scotland. This is important in order to understand how far a geographically sensitive approach to third sector and civil society governance is required.

The Third Sector in Rural Scotland

There are a higher number of charities per head with their offices located in rural areas of Scotland, compared to urban areas.



In addition, the purposes of charities vary across urban/rural categories, whilst it also appears that a greater proportion of charities located are likely to report serving their local populations than in urban sites.

There are a great many organisations which compose the third sector, which might or might not be registered charities. Speak up for Rural Scotland identifies three key forms of activity particularly relevant to rural Scotland.

50% of Development trusts are located in accessible or remote rural areas, and a further 6% in remote small towns. These are often strongly 'place-based' initiatives, owned and managed by the local community.

Social enterprises are businesses with primary social objectives, with surpluses being invested for that purpose in either the business or the community. They form a central component of Scottish Government third sector policy. Although there are a number of studies exploring the operation of social enterprises in rural Scotland, little comparative work has been undertaken.

Community land trusts are a particularly rural manifestation of third sector activity and have been shown to be linked to the development of community resilience. They own and manage the land which they have purchased from a local landlord, often delivering services and creating income streams.

For more information on *Rural Scotland in Focus 2012*, please see: www.sac.ac.uk/ruralpolicy

Civil Society in Rural Scotland

Formal voluntary action is the giving of time and energy through a third party, out of free will and not primarily motivated by financial gain, wage or salary. Most volunteering is undertaken through the third sector, and rates of formal volunteering increase as degree of rurality increases.



Figure 5. Informal voluntary action in Scotland (2010)

Informal voluntary action is helping a friend or a neighbour in a self managed way. Little is known about the urban/rural variations in this, however 'below-the-radar' voluntary action and groups are likely to be a significant part of the rural civil society picture which is not captured.

Participatory governance has a particularly strong emphasis on engaging citizens in public decision making, whilst active citizenship is broader than this but still involves such activity. A rural parliament has been proposed for Scotland, which has the potential to be a particularly distinct model of participatory governance for rural Scotland. Accompanying this are both opportunities and challenges for involvement.

Participatory governance has a particularly strong emphasis on engaging citizens in public decision making, whilst active citizenship is broader than this but still involves such activity. A rural parliament has been proposed for Scotland, which has the potential to be a particularly distinct model of participatory governance for rural Scotland. Accompanying this are both opportunities and challenges for involvement.

Challenges

Demonstrating impact and articulating value to funders can be challenging for third sector organisations, despite the often cited benefits of their activity, although there are many examples of effective approaches, and support to undertake evaluation.

Operating in rural areas can require additional resources, whilst there may be challenges in getting access to the more specialist volunteer skills in rural areas.

Conclusions

- There are a higher number of charities per head based in rural Scotland, and a higher rate of formal volunteering, suggesting a vibrant third sector and civil society.
- However, more needs to be known about the roles of this activity, is it substitutional or additional? This may impact on the long term sustainability of activity.
- There are data limitations which prevent us from identifying systematically the role of larger charities delivering services in more than one part of rural Scotland.
- Nevertheless, given the distinct character of third sector and civil society activity identified here, geographically sensitive governance would appear justified.

Infrastructure & Technology



Next Generation Broadband in Rural Scotland: Mobilising, Meeting and Anticipating Demand



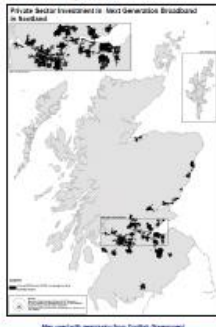
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State of Rural Broadband in Scotland and Why This Matters

Next generation broadband is integral to social and economic development and to the delivery of Scotland's National Outcomes. Despite strategies and investments since 1999, much of rural Scotland remains in the "Blue Tiers" with "red-spots" and "white zones" hampering inclusion and development. Urban Scotland's connectivity meanwhile, is getting faster, faster. In fact, significant infrastructural investment, including by communities themselves, is required even to maintain the rural-urban digital divide. Demand for next generation broadband is persistent and increasing amongst rural businesses and communities. This is because next generation broadband enables the realisation of commonly-accepted "rights" for Scotland's citizens, irrespective of location – and the role of next generation broadband in supporting the delivery of these rights is inescapable.

Broadband as Infrastructure

It is now a commonly-held view, internationally, that next generation broadband infrastructure (fixed and mobile) is as essential as roads, electricity, oil and water levels. Physical challenges in deploying broadband in rural areas include low street cabinets, weaker backhaul, length of lines in copper phone wire networks, and number of miles required for next generation mobile broadband. Further market obstacles include small numbers of dispersed population. The "heat map" below shows the areas of private sector investment to date, and the risk that many areas remain left in the digital cold.



Why Does This Matter and Should Next Generation Broadband Access be Considered as a "right"?

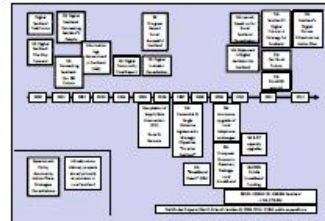
The value of internet access is well-established, for accessing information, shopping, social networking, education, leisure, services, as well as for enhancing social, economic and cultural lives through opportunities for greater connectivity. Its economic value is calculated to contribute between 2.5% to 6% to GDP.

The United Nations has recognised the internet as a means to achieving rights such as freedom of speech, and access to health and education. In Finland, internet access has been declared a right, since "the banking services or water or electricity, you need an internet connection. Universal service is every citizen's subjective right".

For more information on Rural Scotland in Focus 2012, please see: www.sac.ac.uk/ruralpolicycentre

What has Been Done to Address Rural Scotland's Digital Capacity?

Government: the challenge of broadband access in rural Scotland is not new. Since the formation of the Scottish Parliament in 1999, 'Digital Scotland' has been on the agenda.



Digital Policy and Investment Timeline: 2000-2012

Rural communities have been finding a viable solution for unreliable, slow and/or expensive broadband access, due to distance from exchange, weak backhaul, and lack of market intervention. Communities have identified these issues as inhibiting economic development and competitiveness, and reducing their sustainability. Enhanced speed and service are believed to have a positive social and educational benefit.

Where Next?

It remains imperative to address "geographic exclusion", otherwise commentators believe a society of unequal opportunity will persist. What more needs to be done to complement ongoing national investment?

- Enhanced collaboration between academia and industry, such as *agribusiness academies*. This is generating cross-fertilised ideas, technologies for particular rural challenges, and lessons for future deployment. Another innovative example is the *Tequila Project*, where Edinburgh University partnered with communities on Scotland's West coast.
- Greater collaboration between communities and both the private and public sectors. This has taken place in a few instances, and creates opportunities for testing alternative technologies and business models and for increasing participation.
- Increased testing of technological fixes by the private sector, such as potential use of "White Space" (parts of spectrum no longer needed due to switch to digital TV) on the Isle of Gigha.
- Systematic learning from multiple pilot projects. Deliberate pooling of experience and of how challenges have been addressed can then take place efficiently across sectors and locations.
- "Bigger thinking" that brings together parallel infrastructural investments. For example, since developers of wind turbines can be encouraged to site mobile phone masts in the same community area, to enhance mobile broadband access?

Conclusions

Combining strategic, Government-led plans and investment, with innovation and investment from rural communities, academia, private sector and public sector, is essential. The impetus is strong, given evident benefits and demand. The impetus is stronger, since next generation broadband availability, access and use are all enablers in reaching Scotland's National Outcomes. These Outcomes can be perceived as "rights" for Scotland's citizens, irrespective of location.

What are the Implications for Rural Scotland of a low Carbon Future?



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Introduction

There is widespread agreement that the definition of a low carbon society is one that minimises the output of greenhouse gases (GHGs) (carbon dioxide (CO₂) and others) into the environment. It is expected that a 'low carbon future' will only be achieved through a combination of decreased energy use, increased energy efficiency, and an increase in renewable, non-carbon sources of energy (electricity and heat) production. Overall, the process of transition to a lower carbon society will have to involve fundamental changes to the way people currently live and work.

With the aim of becoming low carbon Scotland, the Scottish Government has set a number of targets, including to reduce Scotland's GHG emissions by 80% (from 1990 levels) by 2050. This chapter of Rural Scotland in Focus considers the rural dimension of a low carbon future.



Challenges and Opportunities

The nature of rural Scotland - in terms of infrastructure, communications, lifestyles, and social norms - means that there are distinct rural challenges and opportunities for achieving national low carbon targets. Three thematic areas are considered here, namely, energy, transport and land use.

Energy



Per capita domestic CO₂ emissions are generally higher in rural local authorities than urban, and domestic properties in rural areas have worse energy efficiency ratings.

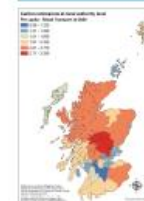
Rural local authorities had a lower average percentage of cavity wall insulation installations during 2008/9 (under the CERT scheme). Analysis has suggested that differences exist between urban and rural residents in Scotland in the decision making process relating to energy behaviours that may influence the extent to which households make lower carbon decisions in the future (Hall & Allan, 2011).

Although the demand for the energy from renewable energy developments will come from both urban and rural areas, there will be significant impacts, both positive and negative, specifically on rural areas, from these developments.

Both large-scale and community renewable energy developments are expected to be important for rural Scotland but there are challenges relating to the current capacity of the electricity grid. Having a larger proportion of properties that are off the gas grid network may present rural areas with greater potential for earlier uptake of micro-renewables and district heating systems.

For more information on Rural Scotland in Focus 2012, please see: www.sac.ac.uk/ruralpolicycentre

Transport



Per capita CO₂ emissions are generally higher for the transport sector in rural local authorities and there are higher rates of car ownership and use.

With regards to tonnes of transport fuel per head used in 2000, seven of the 10 local authorities with the highest figures are rural.

Those living in rural areas are less likely to have a bus stop within six minutes walk of their homes, and more likely to have no bus service at all (particularly so in remote rural areas).

Initiatives that have the potential to lower emissions from transport in rural Scotland include: Rural car clubs, Active Travel Initiatives, Demand Responsive Transport and Community Transport.

Land Use

The land use sector gives rise to GHG emissions from livestock, agricultural soils, from liquid and solid animal wastes, and from land use change, e.g. conversion of grassland to cropping.

However, it is also a sector with the capacity to sequester CO₂ through good practice in the management of soils, and through afforestation.

Initiatives such as Farming For a Better Climate (which highlights five key action areas including optimising energy and fuel use, on-farm renewables, and better use of nutrients), and the Woodland Carbon Code seek to enhance the mitigation role of land use.

As such initiatives are currently voluntary, decisions of land managers will be crucial.

Conclusions

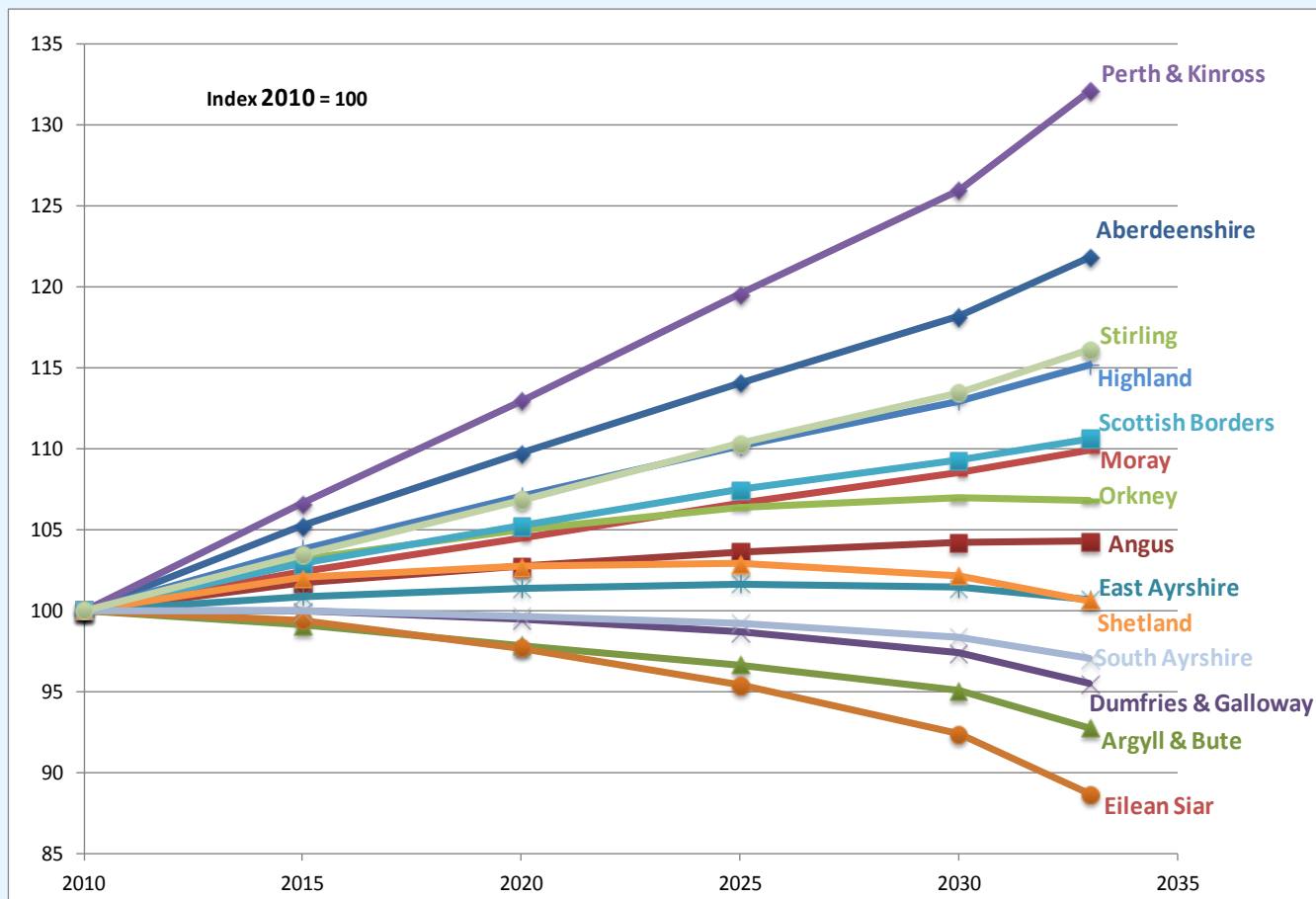
- Place based community initiatives and local, district-level projects present potential for addressing the low carbon household energy and transport agendas in rural areas but there are infrastructural challenges that will need to be addressed.
- Demand-side issues need to be tackled. One of the key challenges relates to behavioural change of individuals, communities and businesses.
- Rural-specific targets for emissions, energy efficiency savings and implementation of practices, are recommended.
- Overall, there are rural-specific challenges of infrastructure and social context that will have to be acknowledged and addressed in order to achieve a low carbon future in Scotland.

Reference

Hall, C. & Allen, F., 2011. Low carbon Scotland: What influences residents' energy use behaviours? October 2011 (RPC RB 2011/11) SAC Rural Policy Centre Research briefing.

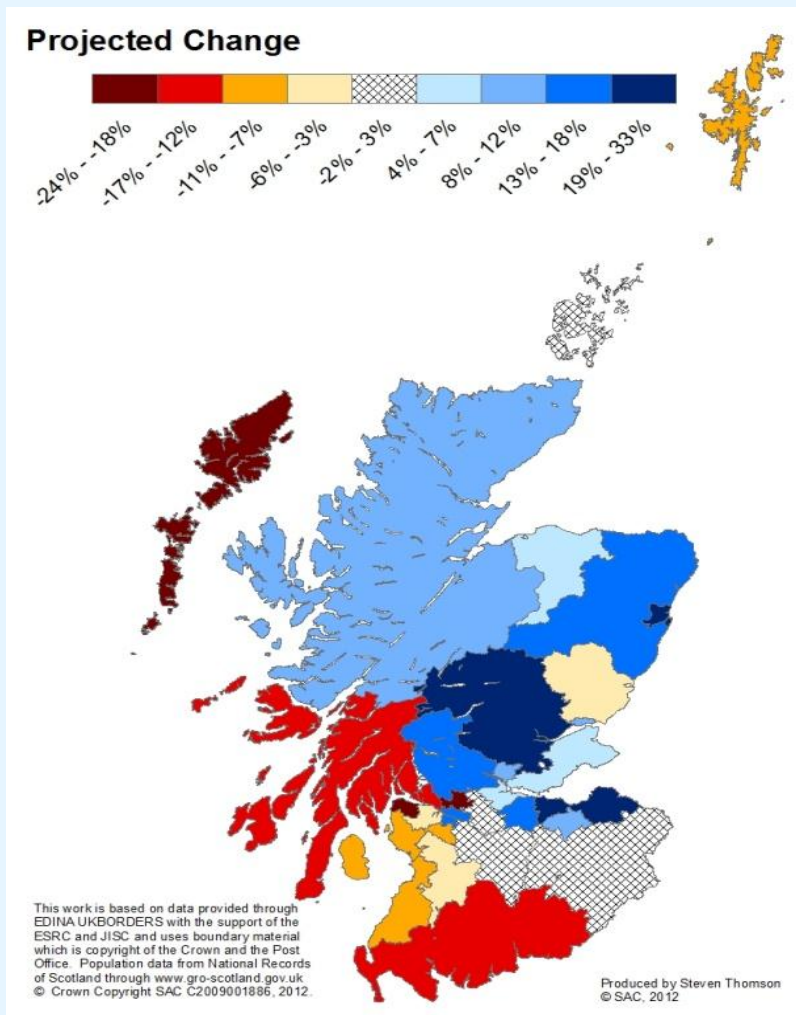
For more information on Rural Scotland in Focus 2012, please see: www.sac.ac.uk/ruralpolicycentre

Population and Housing



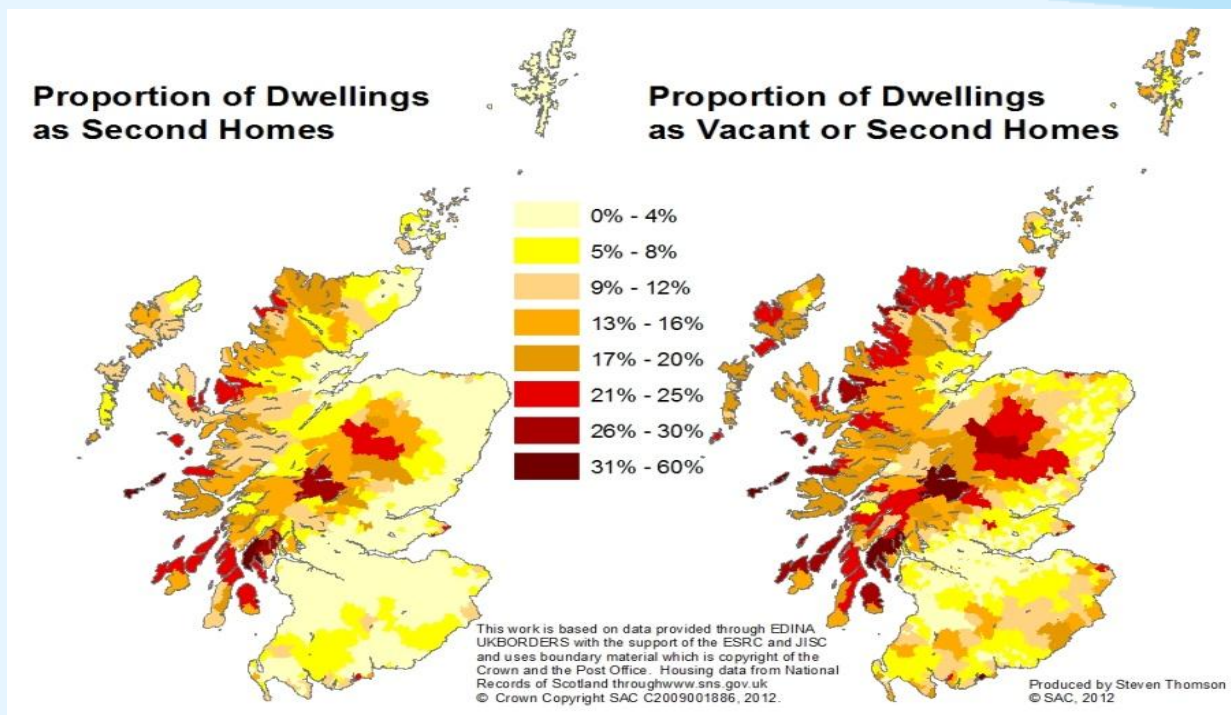
Index of Predicted Population Change by Rural Local Authority (2010-35) (Fig. 1, p. 10)

Population and Housing



Predicted changes in working age population (2010-35) (Fig. 3, p. 11)

Population and Housing

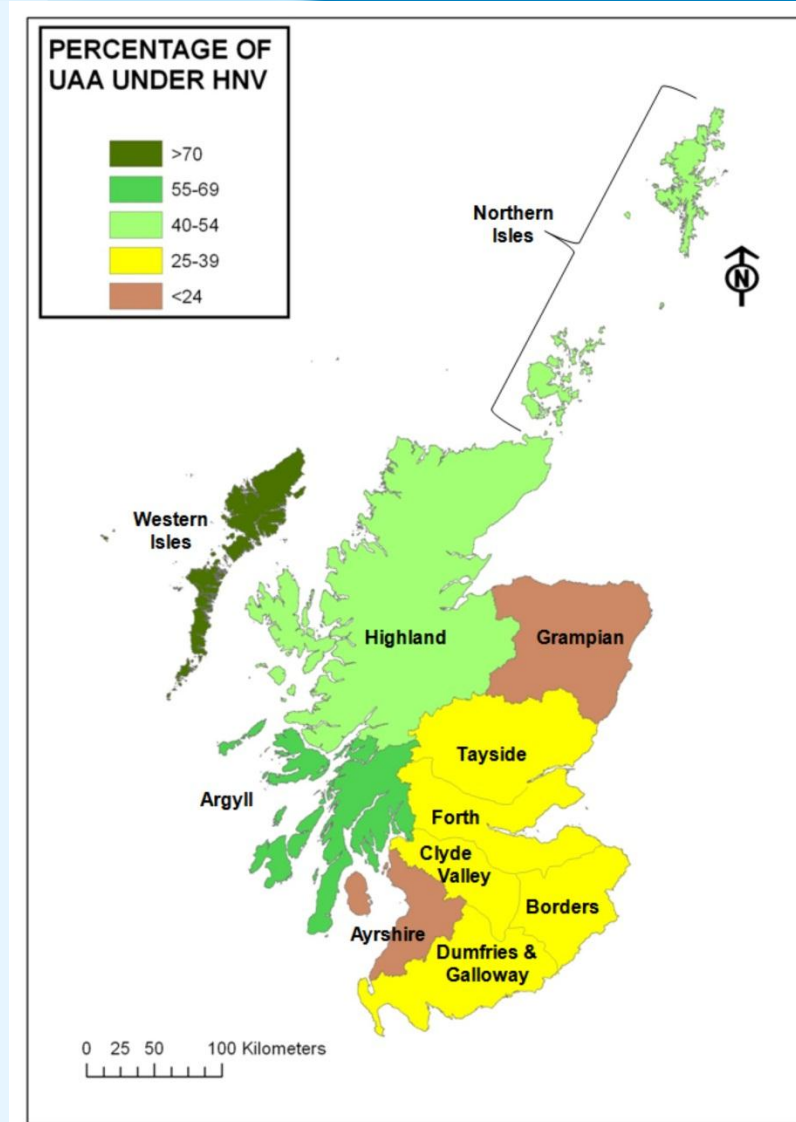


(Fig. 7, p. 13)

(Table 1, p. 13)

Area	Proportion of Housing Stock that is:		
	Second Homes	Vacant Homes	Second and Vacant Homes
Large urban	0.9%	2.6%	3.5%
Other Urban	0.7%	2.5%	3.2%
Accessible Towns	0.8%	2.4%	3.2%
Remote Towns	2.0%	2.8%	4.8%
Accessible Rural	1.7%	3.2%	4.9%
Remote Rural	7.4%	4.6%	12.0%
Scotland	1.4%	2.8%	4.2%

Scotland's Environment



(Fig. 20, p. 25)

Towns and rural Scotland: vibrant or vulnerable?



The Vulnerability Index

 **RoseRegeneration** Economic Development Practitioners

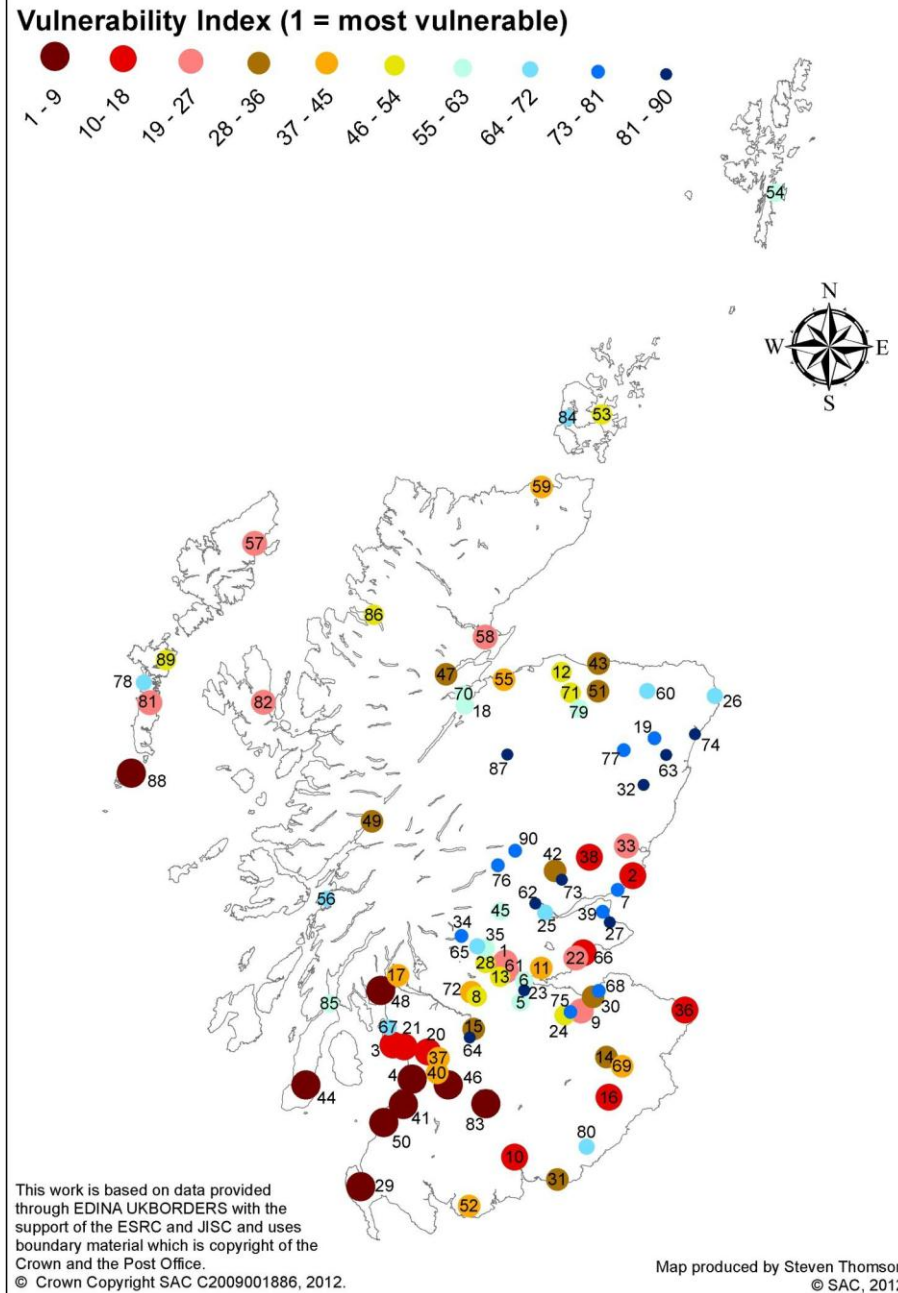
- Data analysis done by Rural Services Network and Rose Regeneration
- 90 settlements across Scotland
- Based on four indicators (2011-12 data)
 - The proportion of the local population of working age
 - the proportion of the local population claiming JSA
 - the proportion of the local population working in the public sector
 - a measure of income deprivation derived from the SIMD



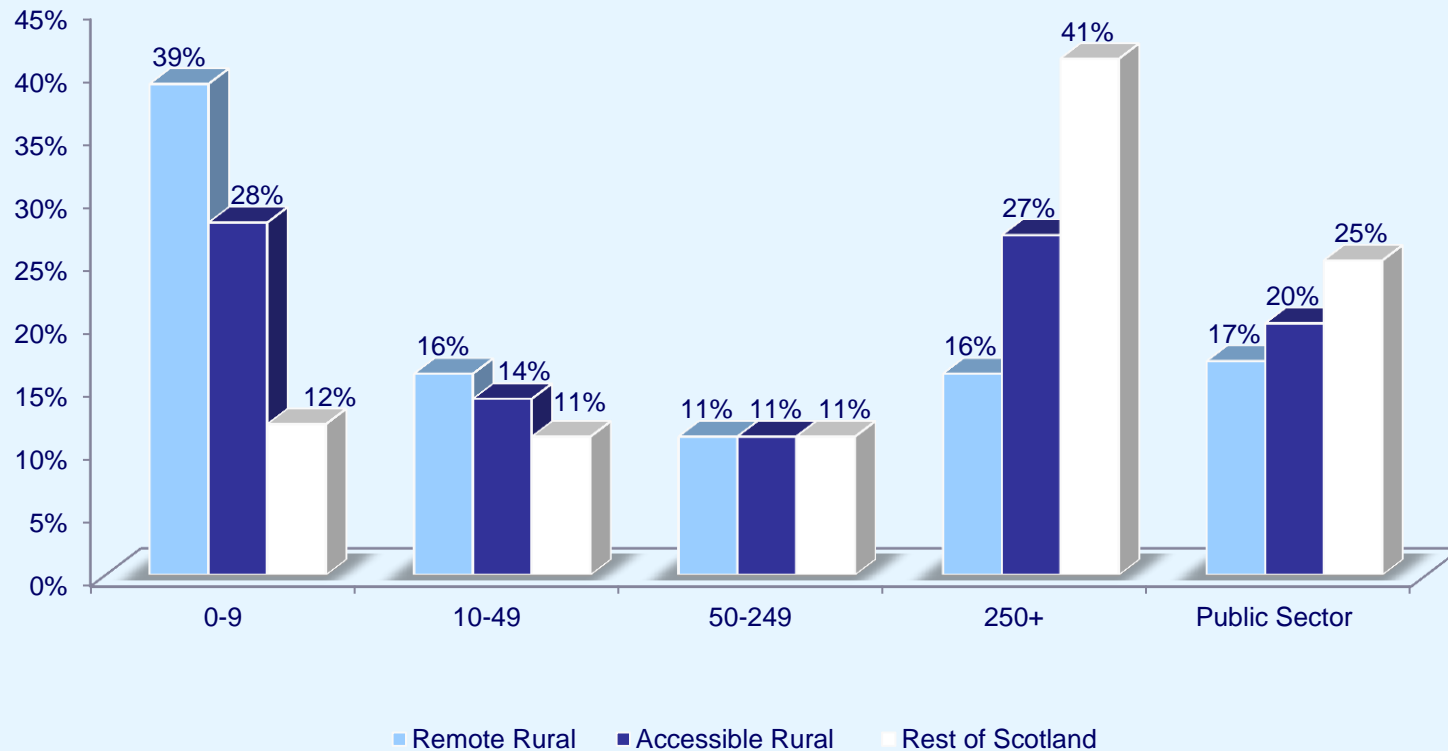
Settlements*	Sixfold Urban Rural Classification	Local Authority	Population	Rank (1 is most vulnerable)
Campbeltown (44)	Remote small town	Argyll & Bute	4,840	1
Dunoon (48)	Remote small town	Argyll & Bute	9,450	1
Girvan (50)	Remote small town	South Ayrshire	6,890	3
Stranraer (29)	Other urban	Dumfries & Galloway	10,380	4
Sanquhar (83)	Remote rural	Dumfries & Galloway	2,030	5
Cumnock (46)	Remote small town	East Ayrshire	8,990	6
Ayr (4)	Other urban	South Ayrshire	60,880	7
Maybole (41)	Accessible small town	South Ayrshire	4,690	8
Castlebay (88)	Remote rural	Western Isles	NA	9
Kilwinning (21)	Other urban	North Ayrshire	16,380	10
East Wemyss (66)	Accessible rural	Fife	1,720	11
Arbroath (2)	Other urban	Angus	22,110	12
Ardrossan (3)	Other urban	North Ayrshire	31,570	13
Dumfries (10)	Other urban	Dumfries & Galloway	31,610	14
Egmont (36)	Accessible small town	Scottish Borders	3,410	15
Kirriemuir (38)	Accessible small town	Angus	5,750	16
Hawick (16)	Other urban	Scottish Borders	13,990	17
Kilmarnock (20)	Other urban	East Ayrshire	44,390	18
Kirkcaldy (22)	Other urban	Fife	48,630	19
Alloa (1)	Other urban	Clackmannanshire	29,020	20
Tain (58)	Remote small town	Highland	3,420	20
Stornoway (57)	Remote small town	Western Isles	5,530	22
Airth (61)	Accessible rural	Falkirk	1,660	23
Brechin (33)	Accessible small town	Angus	7,070	24
Dalkeith (9)	Other urban	Midlothian	38,940	25
Lochboisdale (81)	Remote rural	Western Isles	NA	26
Portree (82)	Remote rural	Highland	2,100	27
Hamilton (15)	Other urban	South Lanarkshire	68,770	28
Blairgowrie (42)	Remote small town	Perth & Kinross	8,310	28
Keith (51)	Remote small town	Moray	4,540	30
Fort William (49)	Remote small town	Highland	9,680	31
Annan (31)	Accessible small town	Dumfries & Galloway	8,450	32
Tranent (30)	Other urban	East Lothian	10,440	33
Dingwall (47)	Remote small town	Highland	4,970	34
Buckie (43)	Remote small town	Moray	7,960	35
Galashiels (14)	Other urban	Scottish Borders	14,430	36
Thurso (59)	Remote small town	Highland	7,470	37
Helensburgh (17)	Other urban	Argyll & Bute	15,590	38
Mauchline (40)	Accessible small town	East Ayrshire	4,010	39
Kirkcudbright (52)	Remote small town	Dumfries & Galloway	3,240	39
Newtown St Boswells (6)	Accessible rural	Scottish Borders	1,290	41
Dunfermline (11)	Other urban	Fife	78,550	42
Twechar (72)	Accessible rural	East Dunbartonshire	1,280	43
Galston (37)	Accessible small town	East Ayrshire	7,710	44
Nairn (55)	Remote small town	Highland	8,990	45

Settlements*	Sixfold Urban Rural Classification	Local Authority	Population	Rank (1 is most vulnerable)
Falkirk (13)	Other urban	Falkirk	98,940	46
Stirling (28)	Other urban	Stirling	45,750	47
Cumbernauld (8)	Other urban	North Lanarkshire	50,480	48
Elgin (12)	Other urban	Moray	21,040	49
Kirkwall (53)	Remote small town	Orkney	6,530	49
Rothies (71)	Accessible rural	Moray	1,150	51
Ullapool (86)	Remote rural	Highland	1,380	52
Lochmaddy (89)	Remote rural	Western Isles	NA	52
Penicuik (24)	Other urban	Midlothian	16,010	54
Bathgate (5)	Other urban	West Lothian	23,410	55
North Kessock (70)	Accessible rural	Highland	900	55
Inverness (18)	Other urban	Highland	56,660	57
Dufftown (79)	Remote rural	Moray	1,500	58
Tarbert (85)	Remote rural	Argyll & Bute	NA	59
Dunblane (35)	Accessible small town	Stirling	8,940	60
Boness (6)	Other urban	Falkirk	14,490	61
Crieff (45)	Remote small town	Perth & Kinross	7,470	61
Lerwick (54)	Remote small town	Shetland	6,400	63
Perth (25)	Other urban	Perth & Kinross	44,820	64
Langholm (80)	Remote rural	Dumfries & Galloway	2,150	65
Balivanich (78)	Remote rural	Western Isles	NA	66
Peterhead (26)	Other urban	Aberdeenshire	17,450	67
Turriff (60)	Remote small town	Aberdeenshire	4,920	68
Oban (56)	Remote small town	Oban	8,120	69
Stromness (84)	Remote rural	Orkney	1,600	70
Doune (65)	Accessible rural	Stirling	1,600	71
Fairlie (67)	Accessible rural	North Ayrshire	1,530	71
Carnoustie (7)	Other urban	Angus	10,780	73
Callander (34)	Accessible small town	Stirling	3,100	74
Alford (77)	Remote rural	Aberdeenshire	2,190	74
Pitlochry (90)	Remote rural	Perth & Kinross	2,690	76
Roslin (75)	Accessible rural	Midlothian	1,820	77
Longniddry (68)	Accessible rural	East Lothian	2,450	78
Leuchars (39)	Accessible small town	Fife	3,730	79
Aberfeldy (76)	Remote rural	Perth & Kinross	1,930	80
Inverurie (19)	Other urban	Aberdeenshire	11,030	81
St Andrews (27)	Other urban	Fife	16,680	82
Almondbank (62)	Accessible rural	Perth & Kinross	1,270	83
Banchory (32)	Accessible small town	Aberdeenshire	6,850	84
Coupar Angus (73)	Accessible rural	Perth & Kinross	2,190	85
Aviemore (87)	Remote rural	Highland	2,660	86
Linlithgow (23)	Other urban	West Lothian	13,360	87
Blackburn (63)	Accessible rural	Aberdeenshire	2,540	88
Chapelton (64)	Accessible rural	South Lanarkshire	760	89
Newburgh (74)	Accessible rural	Aberdeenshire	1,320	90

Towns and vibrant or



What is the role of the private sector in the resilience of rural Scotland?



Employment by Industry Size and in the Public Sector by Geographic Area (Fig. 3, p. 46)



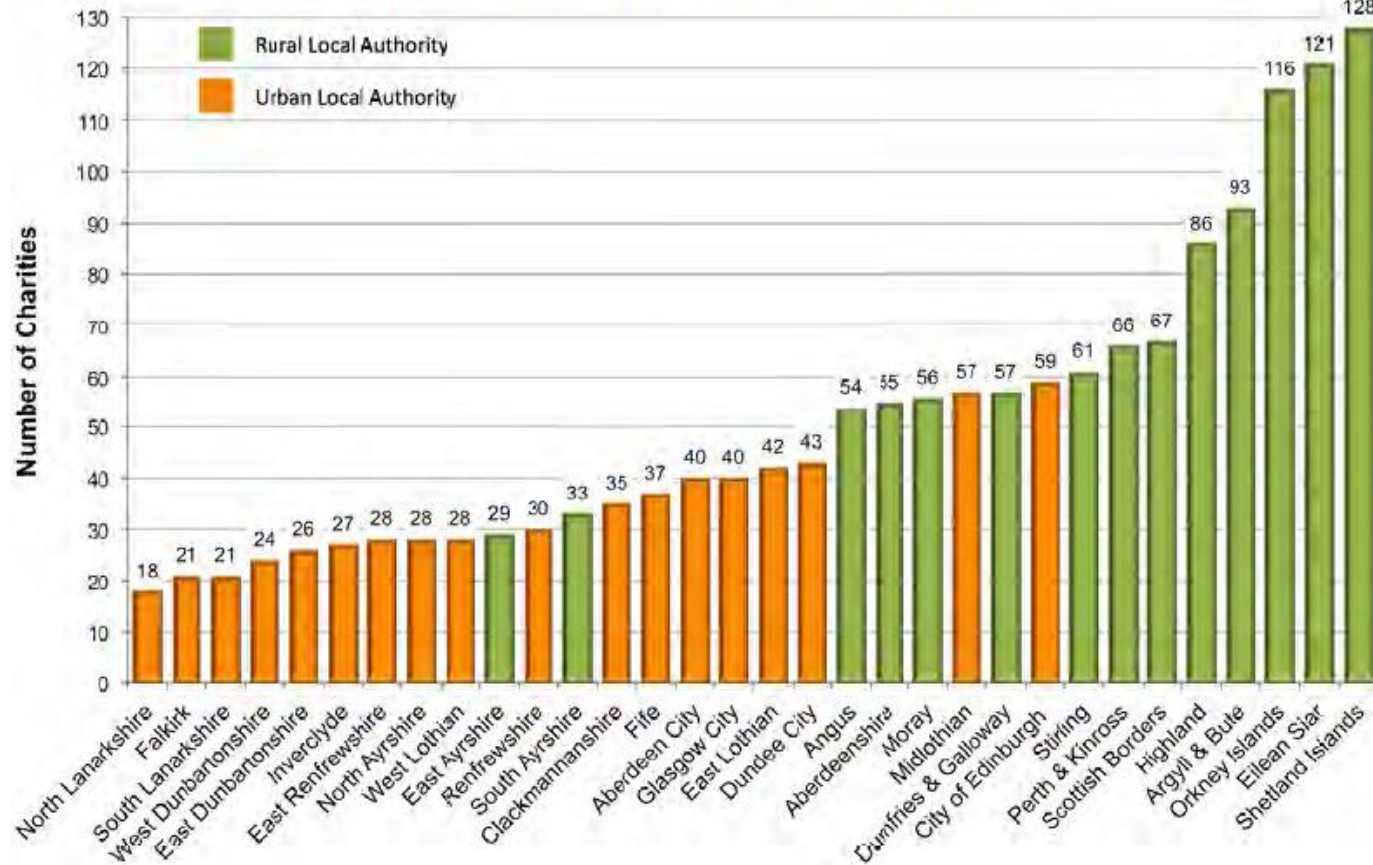
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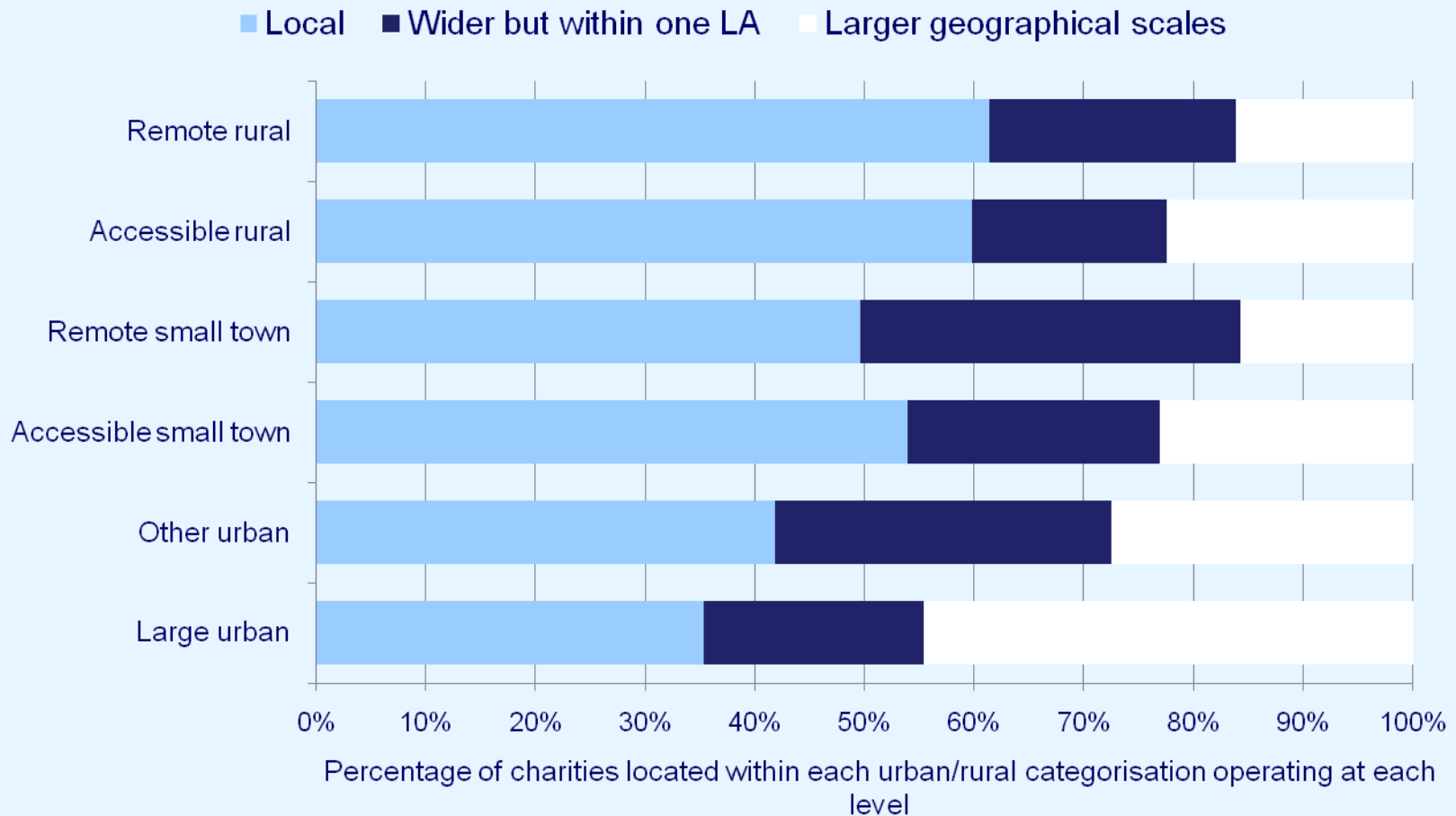
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The third sector and civil society in rural Scotland: present and future?

Figure 1: Charities per 10 000 population in Scotland³⁶



The third sector and civil society in rural Scotland: present and future?



Scale of operation of rural and urban charities carrying out services (Fig. 4, p. 61)

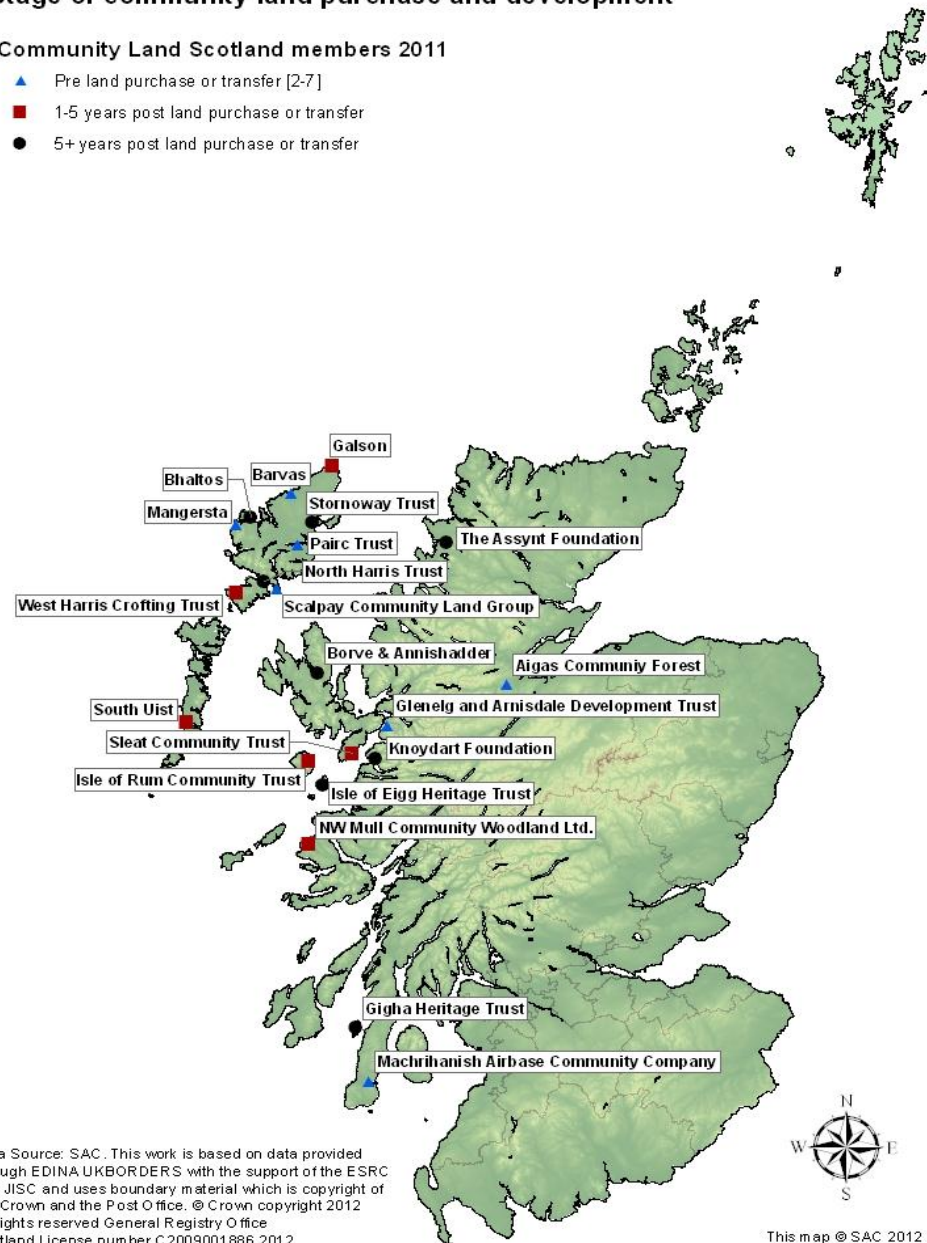
The third sector rural Scotland: p

Community Land Scotland
members: January 2012 (Fig. 5, p.
63)

Community land purchases Stage of community land purchase and development

Community Land Scotland members 2011

- ▲ Pre land purchase or transfer [2-7]
- 1-5 years post land purchase or transfer
- 5+ years post land purchase or transfer



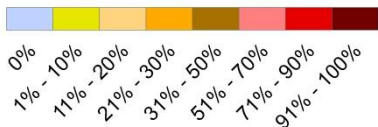
Data Source: SAC. This work is based on data provided through EDINA UKBORDERS with the support of the ESRC and JISC and uses boundary material which is copyright of the Crown and the Post Office. © Crown copyright 2012. All rights reserved General Registry Office Scotland License number C2009001886 2012. Map prepared by Michael Keller

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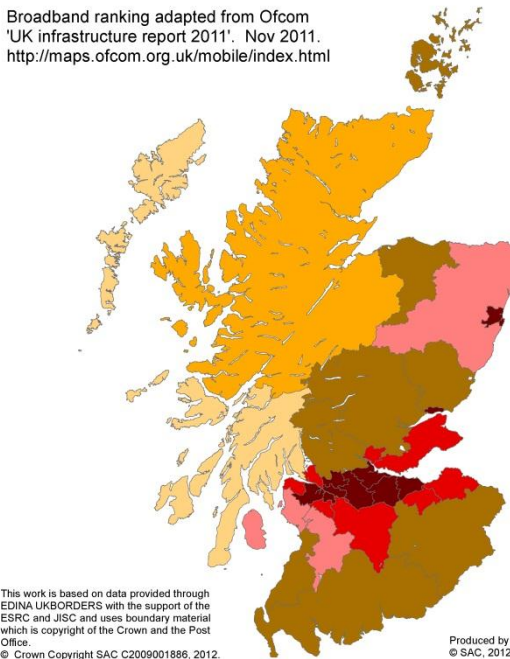
- Much of rural Scotland remains in the ‘final third’ with ‘not-spots’ and ‘twilight zones’; urban Scotland’s connectivity is getting faster, faster
- Significant investment is required, including by communities themselves, even to maintain the digital divide
- NGB enables the realisation of commonly-accepted ‘rights’ for Scotland’s citizens

Next generation broadband in rural Scotland: mobilising, meeting and anticipating demand

Level of Outdoor Mobile 2G Coverage



Broadband ranking adapted from Ofcom 'UK infrastructure report 2011'. Nov 2011. <http://maps.ofcom.org.uk/mobile/index.html>

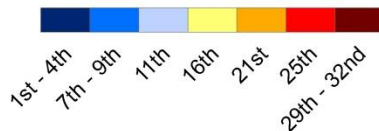


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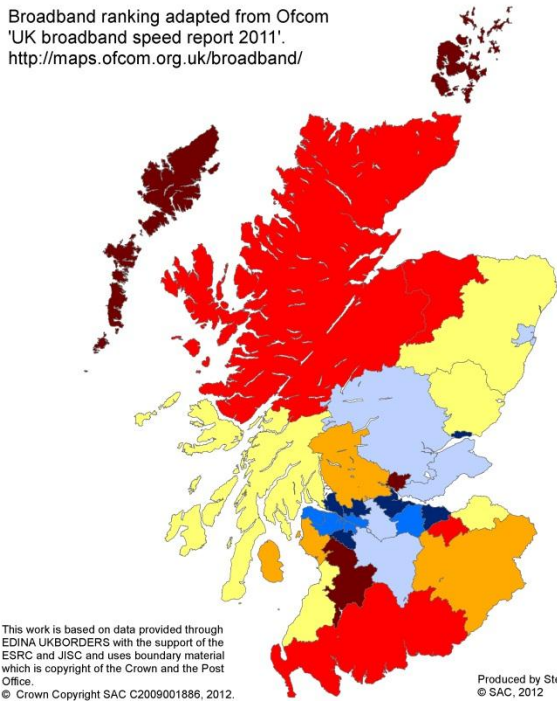
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Local Authority - Fixed Broadband Ranking (where 1st has best connectivity)



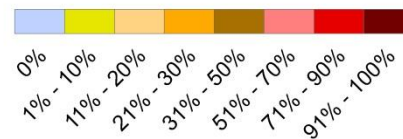
Broadband ranking adapted from Ofcom 'UK broadband speed report 2011'. <http://maps.ofcom.org.uk/broadband/>



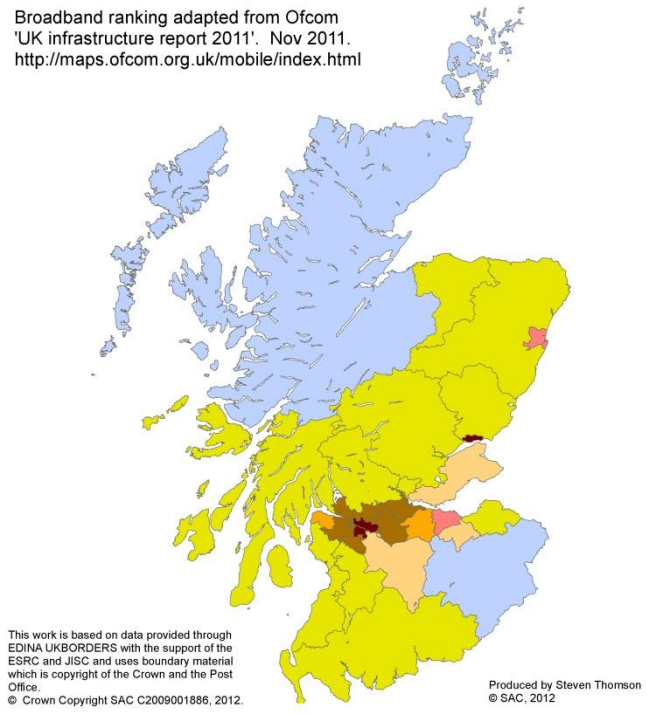
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Level of Outdoor Mobile 3G Coverage



Broadband ranking adapted from Ofcom 'UK infrastructure report 2011'. Nov 2011. <http://maps.ofcom.org.uk/mobile/index.html>

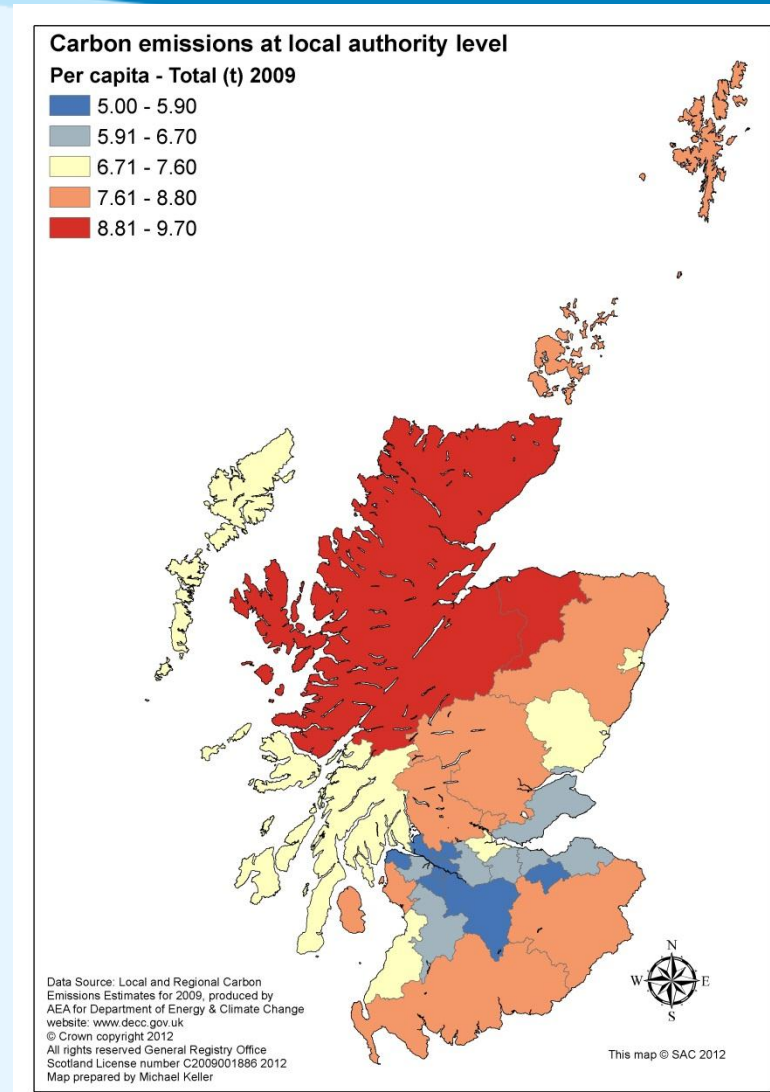


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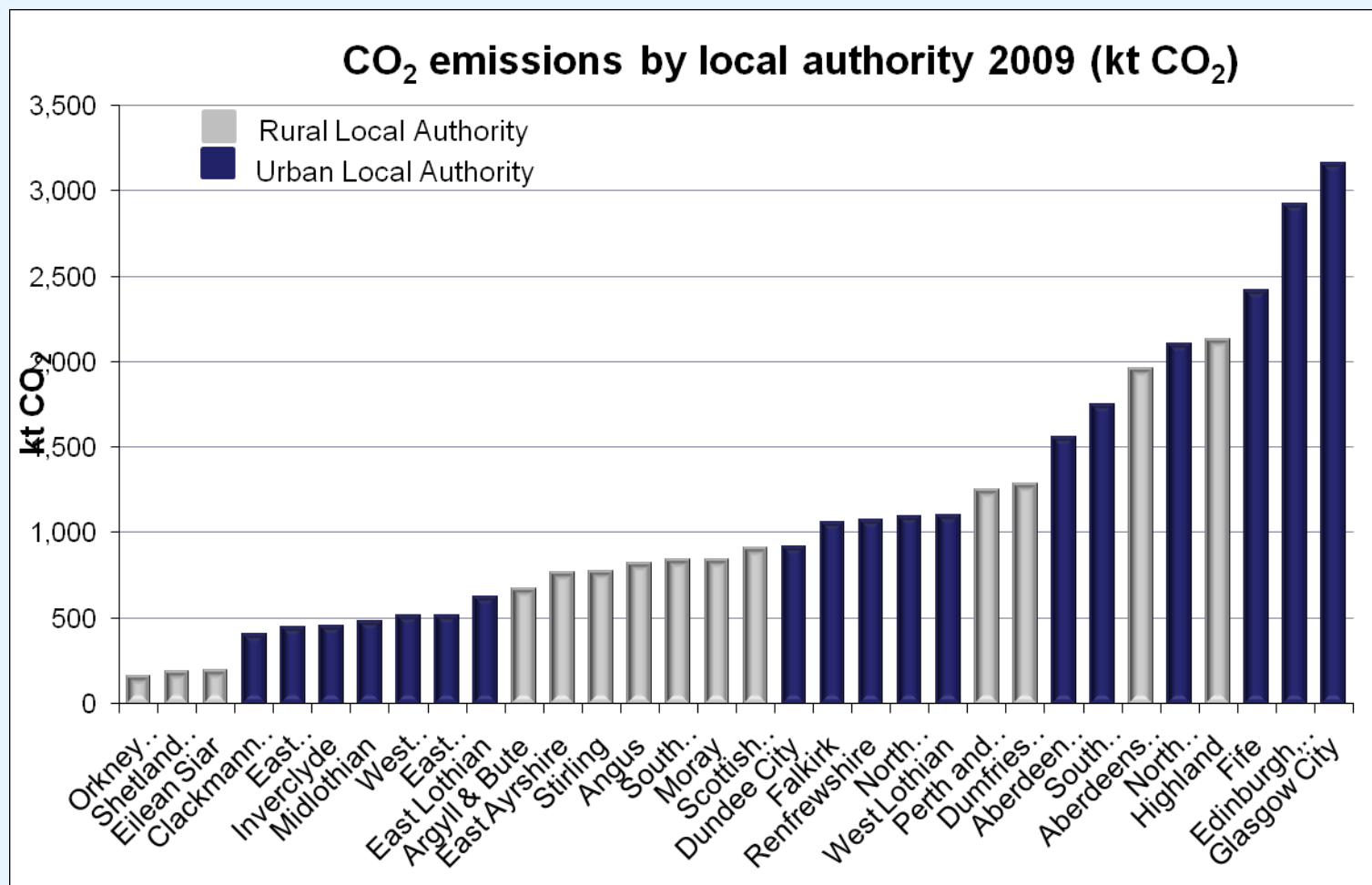
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What are the implications for rural Scotland of a low carbon future?

Per capita CO₂ emissions
by local authority, 2009
(Fig. 3, p. 91)

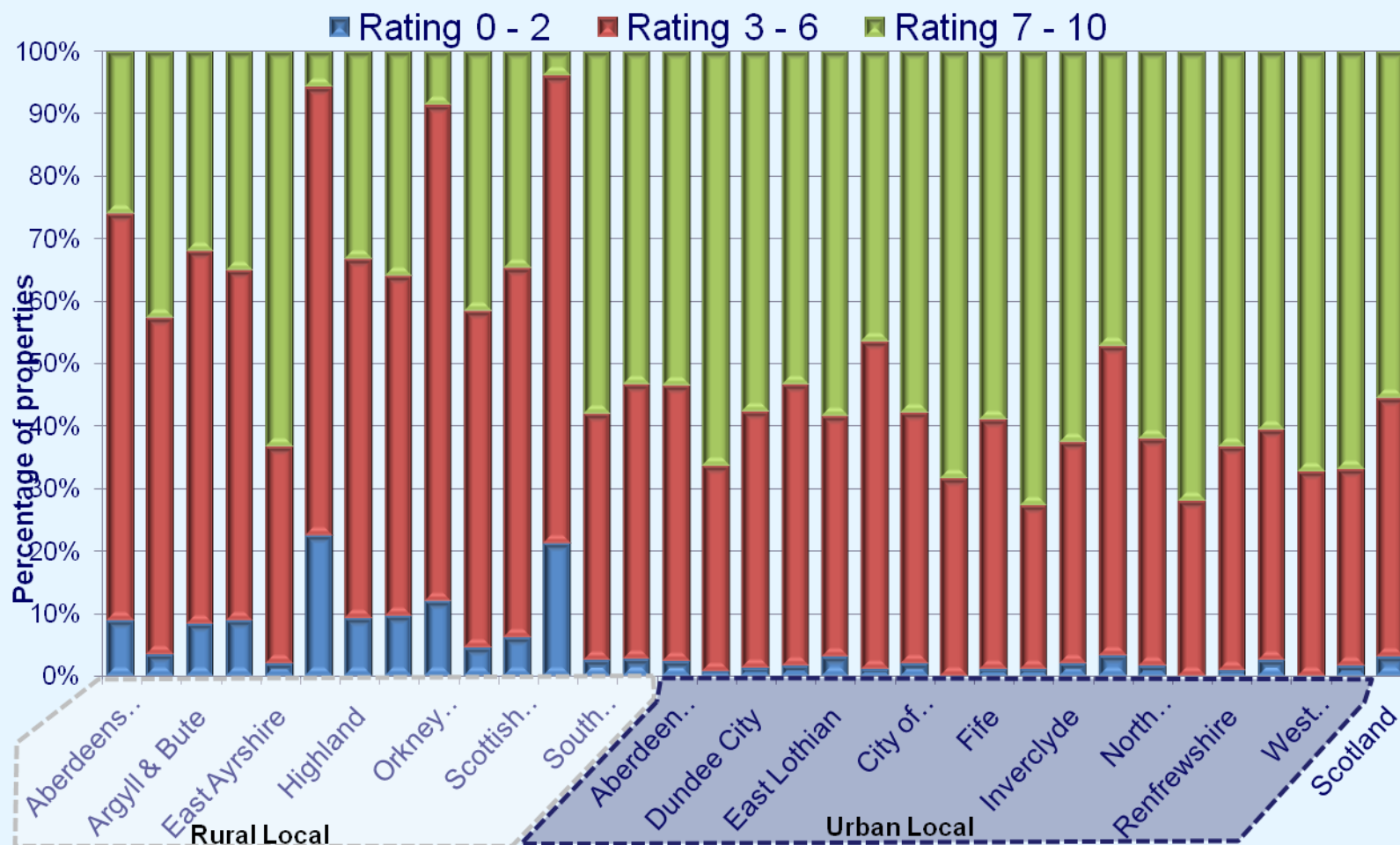


What are the implications for rural Scotland of a low carbon future?



Total CO₂ emissions by local authority, 2009 (kt CO₂) (Fig. 3, p. 91)

What are the implications for rural Scotland of a low carbon future?



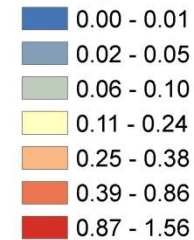
Average National Home Energy Rating by local authority (Fig. 6, p. 92)

What are the implications for rural Scotland of a low carbon



Per capita CO2 emissions for the land use sector by local authority (Fig. 9, p. 98)

Agricultural combustion at local authority level
Per capita emissions (Tonne CO2) 2009



Data Source: Local and Regional Carbon Emissions Estimates for 2009, produced by AEA for Department of Energy & Climate Change website: www.decc.gov.uk
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Map prepared by Michael Keller



This map © SAC 2012

Policy: where next?



1. Evidence from Report supports claim that **specific characteristics** make rural Scotland different from urban:
 - Not privileged, not separate: different
2. National policies must be **tailored to rural** and to **diversity of rural**
3. Precedents:
 - National Performance Framework through LAs
 - Client groups
4. “Fit for purpose”: necessity not luxury

Rural Policy Centre



For more information on the work of the Rural Policy Centre please email:

jane.atterton@sac.ac.uk

or see:

www.sac.ac.uk/ruralpolicycentre

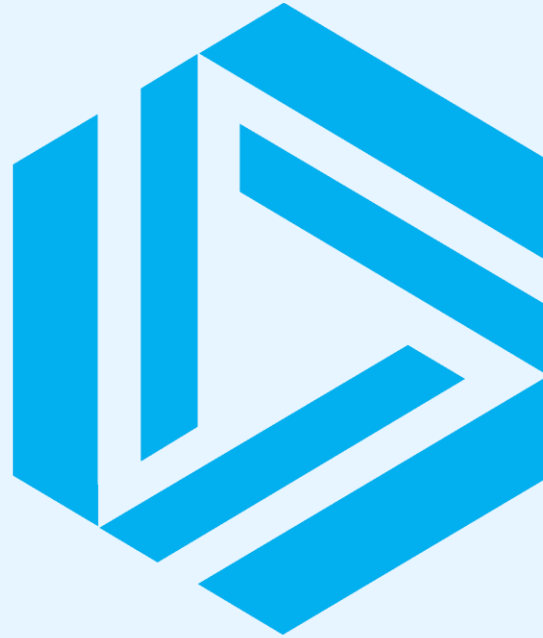
For more information on Rural Scotland in Focus Reports/Rural Society Research Team please email:

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http://www.sac.ac.uk/info/120259/rural_society





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