

# Planning and the Rural Economy

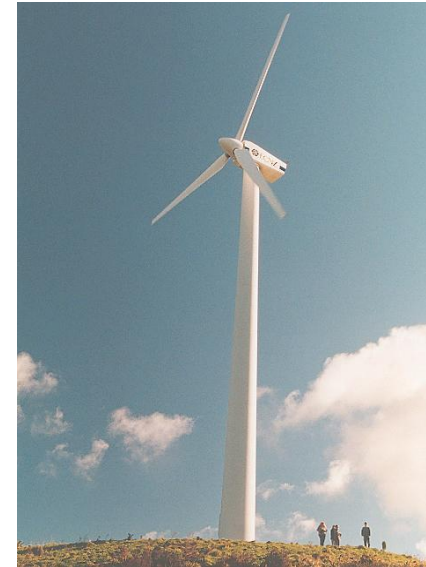
John Welbank MRICS  
Rural Futures (North  
West)  
78A Main St  
Warton  
Carnforth  
Lancs  
LA5 9PG  
Tel. 01524 736845  
[www.ruralfutures.co.uk](http://www.ruralfutures.co.uk)



# Size of the Rural Economy (2014)

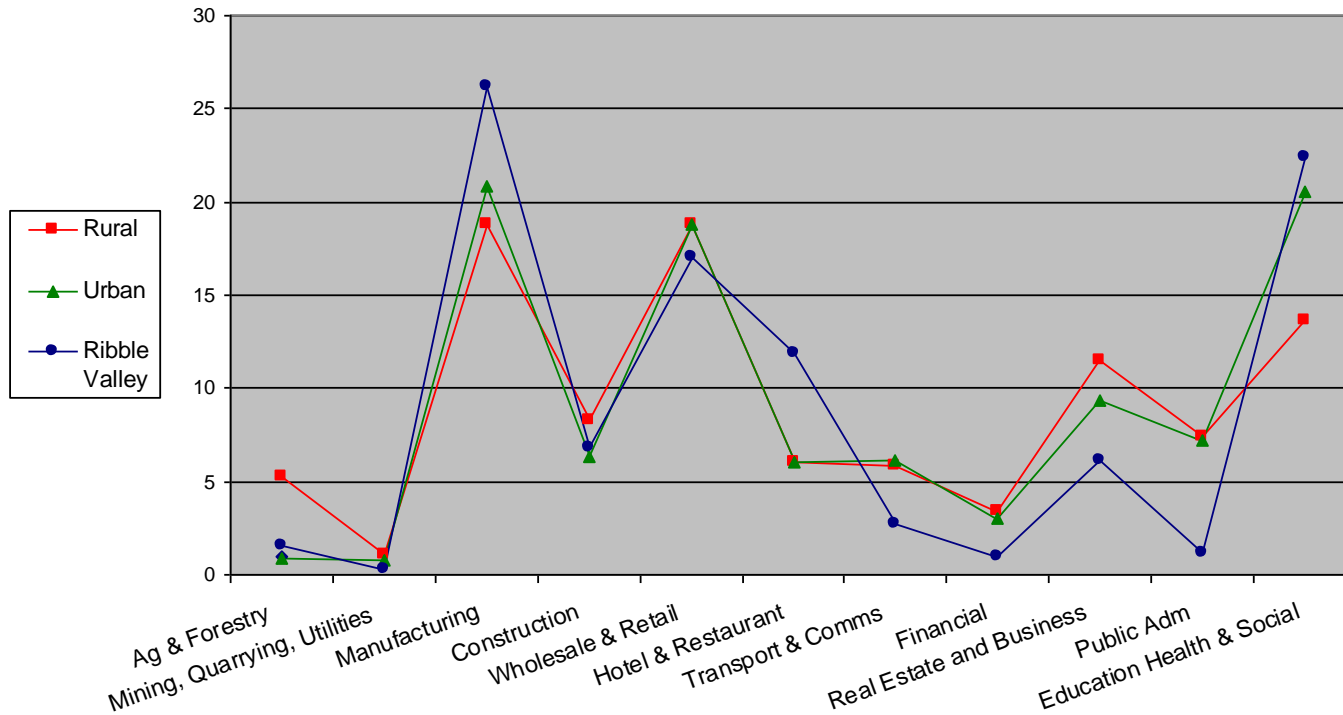
- 18% of English population live in rural areas.
- Predominantly Rural areas contributed 17% of England's GVA worth an estimated £229 billion.
- Out of 2 million registered businesses in England 25% are in rural areas
- 12.5% of employment in England are in rural areas

# What Is The “Rural” Economy ?



# Lancashire's Sector Profile

Figure 1: % Allocation of Employment in Lancashire



# BUT !

## Is the Planning Context the Same?

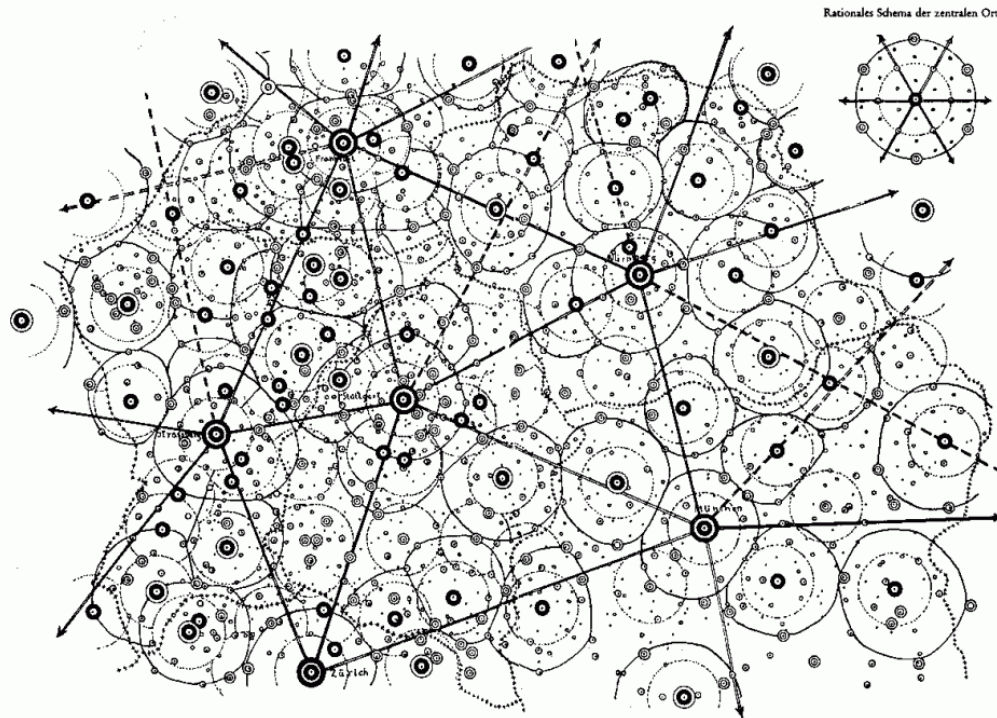
NPPF : Golden Thread of Sustainable Development often primarily based on Sustainable Transport?

- Theoretical
- Public Transport
- Human Nature and Economic Reality

*Caveat : NPPF Para. 34. Plans and decisions should ensure developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised. However this needs to take account of policies set out elsewhere in this Framework, **particularly in rural areas.***

# i) Theory: eg Central Place Theory

An attempt to explain the spatial arrangement, size, and number of settlements. (German geographer Walter Christaller)



## ii) Public Transport

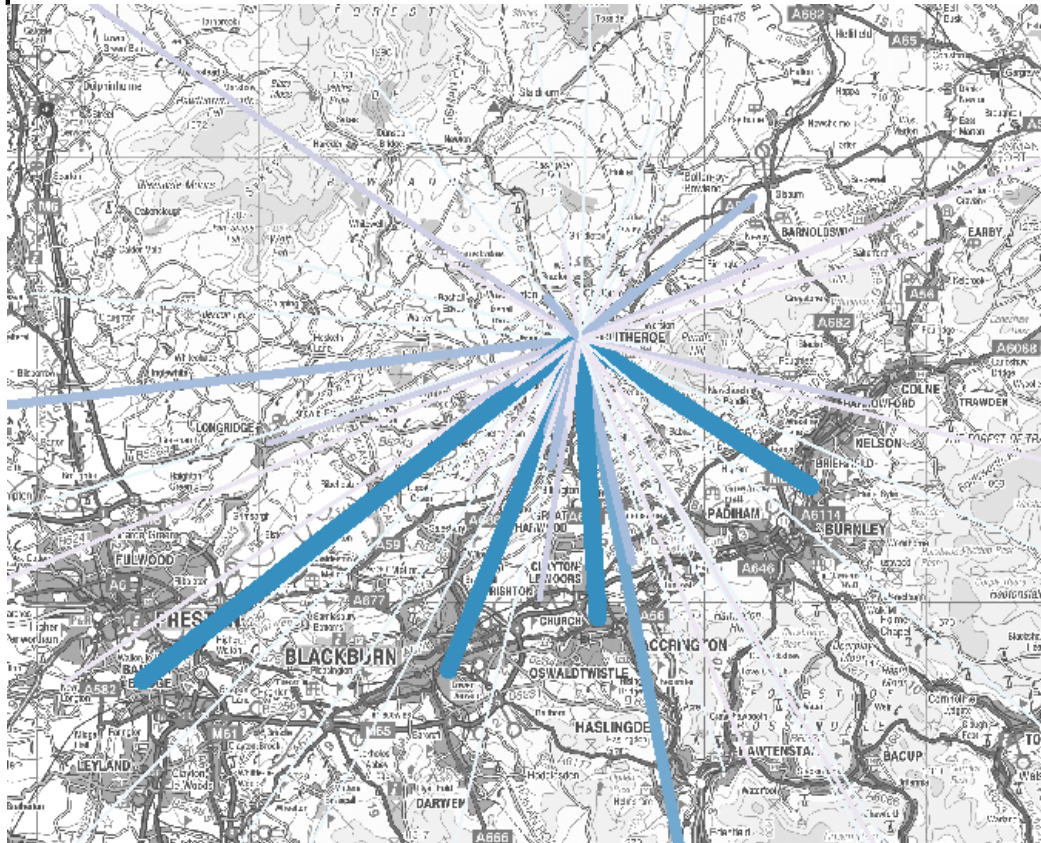
Presumption that sustainable transport is based on public transport NOT cars.

Reality – Rural Buses.

- £44 million cuts to bus network since 2010
- 2000 services axed in 2014
- Av. 19% cut in 2015 to bus routes. Higher in rural areas.

### iii) Human Nature and Economic Reality

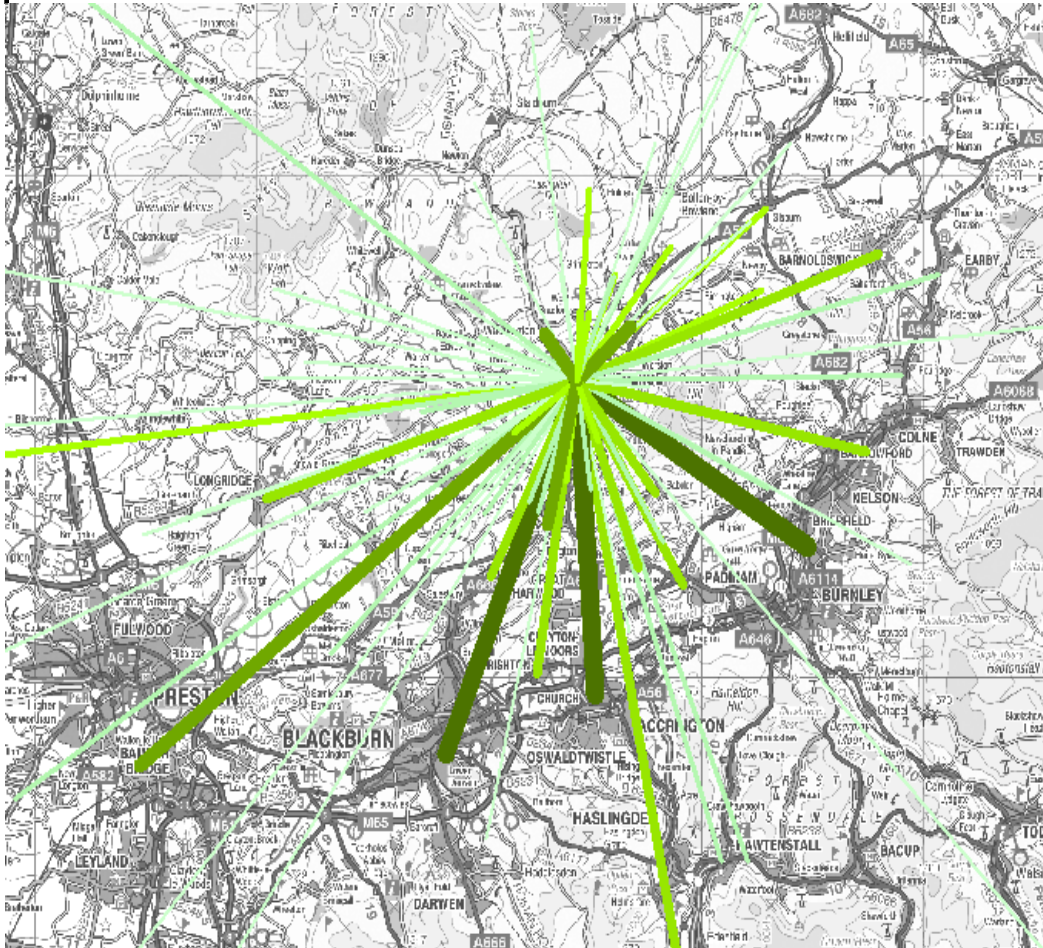
Figure 1: Outflow from Clitheroe



1905 Outward  
Daily Journeys

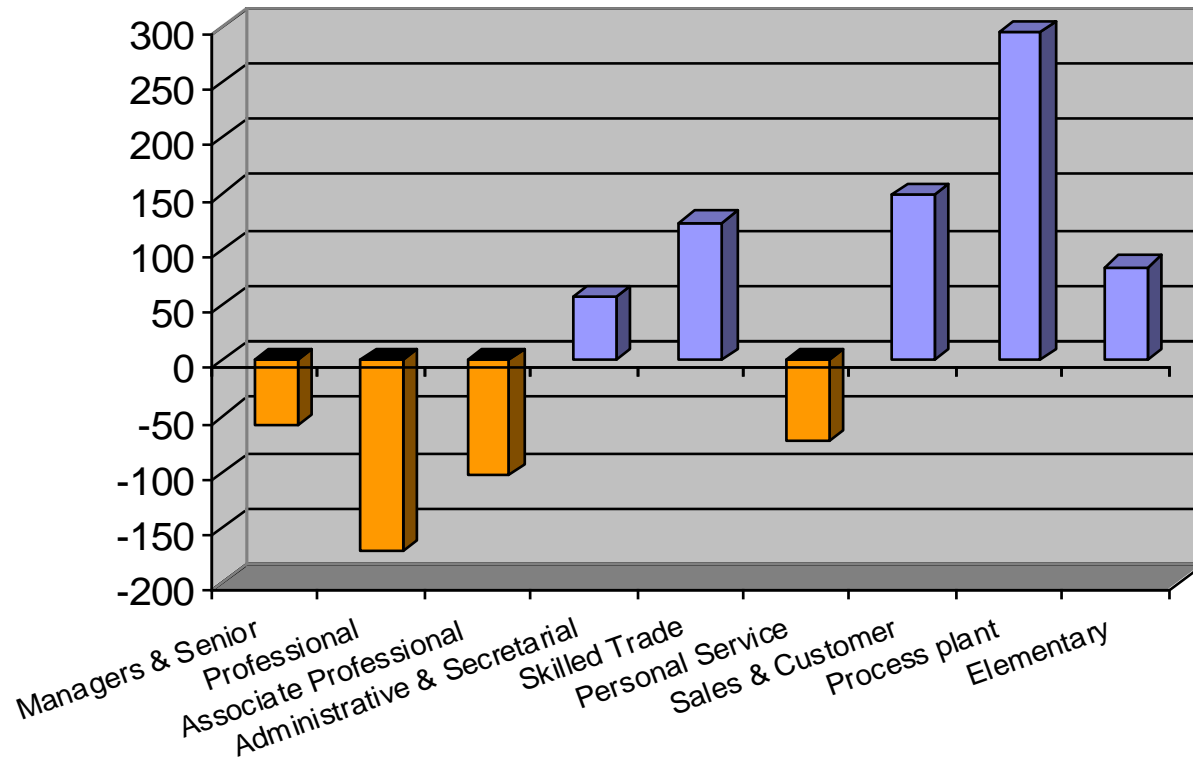


Figure 1: Inflow to Clitheroe



1964 Inward  
Daily Journeys

Figure 1: Clitheroe - Net 'Value' Exchange In / Out



Where does this leave rural businesses?

- Theory - fine
- Public Transport - Correct approach but not practical and often not wanted
- Human Nature and Economic Reality

## Summary

Sustainable Transport in Local Plans -  
Great in theory. Poor in reality.

# Positive Planning for Rural Development

## **What does the Planning System need to do?**

Recognise Realities of the Rural Economy, Rural Workforce and Public Transport

## **How?**

### **Provide The Right Planning Environment**

- Appropriate Workspace. Not just conversions.
- Appropriate Infrastructure eg housing, broadband etc.