RURAL PLANNING IN THE 2020S

Technical Report 5

Case Studies and Think Pieces

June 2022

A project funded by the RTPI

RTPI
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Acronyms

AONB	Area of Outstanding Natural Beauty
APGB	Aerial Photography Great Britain
BACP	Bristol Avon Catchment Partnership
BCHA	Bournemouth Churches Housing Association
BRIA	Business and Regulatory Impact Assessment
BNG	Biodiversity Net Gain
CAP	Common Agricultural Policy
CCC	Committee on Climate Change
CCDC	Colonsay Community Development Company
CHT	Communities Housing Trust
CLT	Community Land Trust
CO_2	Carbon Dioxide
COVID-19	Coronavirus Disease 2019
DDDC	Derbyshire Dales District Council
DEFRA	Department for Environment, Food and Rural Affairs
DRT	Demand Responsive Transport
DCLUC	Department for Levelling Up, Housing and Communities
DPD	Development Plan Document
ELMS	Environmental Land Management Schemes
EPA	Environmental Protection Agency
EPC	Energy Performance Certificate
ERDF	European Regional Development Fund
ESCo	Energy Supply Company
EU	European Union
FFCC	Food Farming and Countryside Commission
GIS	Geographical Information System
HMCE	Hazelmead Community Energy
ICT	Information, Communications and Technology
OAN	Objectively Assessed Need
OFT	Our Future Towns
ONS	Office of National Statistics
OPD	One Planet Development
OS	Ordnance Survey
RCA	Royal College of Art's
RTPI	Royal Town Planning Institute
MVHR	Mechanical Ventilation with Heat Recovery
MW	Megawatt
NALC	National Association of Local Councils
NBS	Nature-based Solutions
NHS	National Health Service
NFNPA	New Forest National Park Authority
NPPF	National Planning Policy Framework
PfSH	Planning for South Hampshire
PV	[Solar] photovoltaic
SDPNA	South Downs National Planning Authority
SDGs	Sustainable Development Goals
UK	United Kingdom
UPRN	Unique Property Reference Number

Document purpose

This Technical Report documents 16 case studies prepared to showcase potential innovative ideas that could support rural planning across the UK and Ireland. In particularly, these case studies promote sustainable development that address the elements of the rural across the four key Forces for Change evaluated in this project: climate change, COVID-19, the countryside as a site for adaptation and Brexit. Two think pieces from two well-respected planning practitioners, James Shorten and Jo Lavis, are also included which reflect on the One Planet Development approach in Wales and how affordable housing in England can better respond to the challenge of climate and ecological emergencies[1].

It is one of five Technical Reports that accompany the main Rural Planning in the 2020s Report, available on the RTPI website:

- Technical Report 1 – Thematic Reviews
- Technical Report 2 – Housing Market Analysis
- Technical Report 3 – Roundtable Analysis
- Technical Report 4 – National Policy Assessments
- Technical Report 5 – Case Studies

1 Please note these are the views of the think piece authors and not necessarily of the Rural Planning in the 2020s project team.

Case Studies

The case studies are intended to illustrate the innovation and adaptation discussed more broadly in the main report. Sixteen cases have been constructed from secondary sources. Some draw on research previously undertaken by members of the study team. Each of the case studies state how they relate to the project's Forces for Change and the elements of the rural introduced in the main report and contribute to our overall research question with a brief discussion on their implications for rural planning practice.

Case Study 1: Greenprint for South Hampshire (South Hampshire subregion, South East England)

Introduction to the Case Study

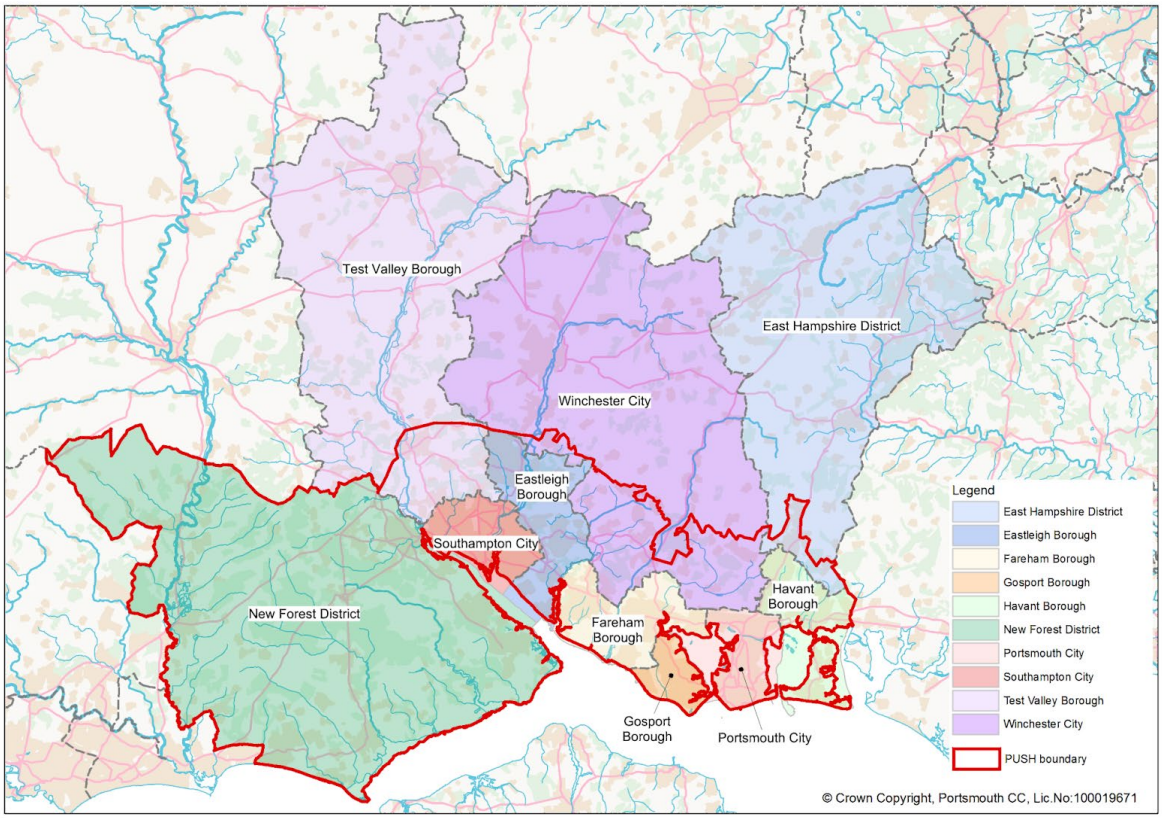

Figure 1 The Hampshire and New Forest National Park area with the PfSH (former PUSH) boundary included (Portsmouth City Council)

The Greenprint strategy was developed over the period 2020-2022 and has been adopted as a structuring policy to steer local authorities and others towards a more consistent and tractable set of actions that all aim for greater policy / action challenges at a more 'regional' level. It was led by the New Forest National Park Authority (NFNPA), University of Southampton, University of Portsmouth and the Southern Policy Centre. The strategy is part of the wider policy framework that Partnership for South Hampshire (PfSH) is nurturing on improving the environmental, cultural and economic performance of South Hampshire.[2]

The Greenprint strategy's main goals are to secure global net-zero by mid-century and keep 1.5 degrees warming within reach, adapt the area to protect communities and natural habitats, alongside an operational focus on mobilising finance and working together to deliver. This strategy is claimed to form an important means to show green leadership and

2 The PfSH was formally called PUSH (Partnership for Urban South Hampshire): https://www.push.gov.uk/

is linked to five interwoven priorities which are set within a matrix showing priorities and objectives.

Priority	Outcome									
Primary outcome ★ / Relevant outcome ●	Net Zero auditing	Decarbonised energy and transport	Access to nature	Sustainable Healthcare	Land restoration and protection	Water restoration and protection	Zero carbon build and retrofit	Design, build and nature	Greening the curriculum	Light to dark green jobs
Net zero with Nature	★	★	●	●	●	●	●	●	●	●
Natural Health Service		●	★	★	●	●		●	●	●
Blue/green environments	●	●	●	●	★	★		●	●	●
Quality in design & build	●	●	●		●	●	★	★	●	●
Green skills and jobs	●	●		●	●	●	●	●	★	★

Figure 2 The ten outcomes proposed PfSH should seek to realise to help achieve a green recovery (PfSH, 2022)

Within the strategy, local action underpins the response to global concerns while national ambitions - on net-zero, natural health solutions, land and water restoration, sustainable design, and training a green workforce - reflect the priorities of the sub-region.

1. Net-zero with nature;
2. Natural health service;
3. World class blue/green environments;
4. Great places through quality in design and build; and
5. Centre of excellence for green skills and jobs.

This is an example of progressive policymaking at the sub-regional scale which covers significant areas of countryside, including protected landscapes and greenbelt. The Greenprint case also crosscuts traditional limits of rural/urban, given that policy challenges are shared and the spatial locus of where measures play out are both rural and non-rural. It is claimed that the Greenprint strategy will guide the work of local authorities, businesses, and other organisations in leading a region-wide green recovery. By highlighting collaborations and partnerships, it seeks to empower groups and individuals to enact change.

Scope of activity (alignment to the Forces for Change and elements of the rural)

The case study straddles spatial and issue boundaries. It connects to the Rural Planning in the 2020s research themes, particularly the impacts of climate change and ecological emergencies framed as part of a 'green recovery'. As such, the case connects across the four elements of built rural, land-based, cultural, social and economic rural and B, C, D Forces for Change (mainly B, climate change and D, adaptation).

Added value and wider implications for rural planning

The Greenprint approach speaks to a need to develop closer cross boundary and cross topic agreements to help steer rural areas towards a more coherent approach to responding to climate and adaptation challenges. The approach aims to mobilise joint resources to deliver significant action and highlights a growing need to think strategically across topics, issues and spaces that are largely or predominantly rural. Greenprint may act as a positive practice example of actors developing agreement about practical ways to act together and separately to address green recovery. Indeed, the lead partners claim that it could well be a model initiative to help translate abstract and macro challenges to particular places and localised actions. This also indicates how some professionals involved in 'rural planning' are well placed to take a lead on integrating action at scale.

The Greenprint and wider partnership (PfSH) are non-statutory, illustrating that formal sub-regional planning can be supplemented with informal partnerships, where appropriate.

Case Study 2: Supporting sustainable community development through land reform (Isle of Colonsay, Scotland)

Introduction to the Case Study

Land reform has been a key feature of the Scottish Parliament's legislative programme over the last 20 years. A Scottish Land Fund was established in 2001, intended to assist communities with the purchase of private land. The Land Reform (Scotland) Act 2003 then created a right for rural communities with fewer than 10,000 inhabitants to have first refusal to purchase private land coming onto the market. Crofting communities (traditional, small-scale food producing communities in Scotland) were handed the right to buy land at any time, even if the landowner did not wish to sell. More recently, Part 5 of the Land Reform (Scotland) Act 2016 established a community 'right to buy land to further sustainable development'. For instance, the right handed to crofting communities, compels landowners to sell land to a community (or nominated third party) if that sale is judged by the Scottish Land Commission to support sustainable development. The delivery of sustainable forms of development, which support the ambitions and meets the needs of rural communities, has become the overarching goal of land reform in Scotland.

Figure 3 - The Isle of Colonsay, Scotland's Inner Hebrides (Google Maps)

The Isle of Colonsay, in Scotland's Inner Hebrides, is home to 124 people and has an area of roughly 4,000 hectares. The island's main settlement is Scalasaig, which hosts the majority of Colonsay's facilities – a shop and post office, a parish church, a micro-brewery, a doctor's surgery, a village hall, and a hotel and bar. A briefing note from the Communities Housing Trust (CHT) in 2021 noted that Colonsay's population has been ageing in recent years and there is a 'worrying lack of young people'. This is partly due to the shortage of affordable housing on the island. About 40 per cent of houses are now second or holiday homes (let seasonally by Colonsay Estate rather than to local residents) and on the rare occasion when homes come onto the market, they are often priced above the means of local people. The challenge – a dearth of jobs and homes in a place rich in amenity and attractive to tourists – is common to many scenic rural areas.

Scope of activity (alignment to the Forces for Change and elements of the rural)

It was in this context that the Colonsay Community Development Company (CCDC)[3] was established in 2000. The company was constituted to pursue five goals: to relieve poverty; advance education; assist with the provision of housing; promote trade and industry; and help put the community on a more sustainable footing. Since its inception, the CCDC has sought opportunities to achieve these goals and has tried to work with the Colonsay Estate to access the land needed to build homes and develop new employment opportunities.

The Estate has been owned for more than a hundred years by the Barons Strathcona and Mount Royal. The Estate website says that it is now 'working with the community on the development of a complex of affordable housing to enable key workers to move to the island and to provide suitable sheltered housing for elderly residents'[4].

However, relations between the Estate and the local community have not always been positive. A deal to purchase land at Scalasaig for community-led housing collapsed in 2013 when CCDC could not meet the price expectation of Lord Strathcona. Likewise, a community buy-out of the island's only hotel failed for the same reason. The owner's asking price, of £535,000, was above the community's valuation. The letting of homes to holiday-makers – a more lucrative proposition than letting to residents, many of whom have ended up living in caravans – has been another source of friction, although Lord Strathcona counters this by pointing out that no houses have been taken out of residential letting to self-catering units for some 20 years. There are signs, however, that the landowner has become more willing to engage with the community on land sales over the last few years.

Added value and wider implications for rural planning

Two schemes are of particular interest, illustrating apparently changing attitudes towards land purchase and the more permissive role of Scottish planning in rural schemes. Only the first of these involved the Colonsay Estate.

In the first scheme, the community sought a land deal that was very similar to the one that collapsed in 2013 when there was a failure to agree a sale price. In 2020, CCDC purchased two plots of land at Scalasaig from the Colonsay Estate. This time, the sale was negotiated by CHT. These comprised one plot of 1.73ha, to be used (initially) for six new homes and three self-build plots, and another of 1ha, for two industrial units. The housing site will eventually have a second phase of up to 24 homes. A variety of housing (including self-build) and tenure types (for rent or purchase) will be provided, matching the mix of needs that Scottish communities encounter, and will all be protected by the 'rural housing burden' (i.e. occupancy restricted[5]). The purchase was facilitated by a Scottish Land Fund grant of £375,000 as well as awards from Island and Highlands Enterprise (HEI) and the support of an industrial partner, MOWI, which operates a salmon farm off the coast.

CCDC is still seeking further support for project delivery (some of which has been raised via crowdfunding) and the scheme has been slowed by the 2020/21 COVID-19 pandemic. Further contributions to meeting the land purchase cost have been made by Argyll and Bute

3 https://colonsay.org.uk/our-community/community-development-company
4 https://www.colonsayholidays.co.uk/the-island/the-estate/563
5 See: https://ruralhousingscotland.org/rural-housing-burdens

Council's Business Continuity Committee, and CCDC expects the bulk of build costs to be met from the Rural and Island Housing Funds[6]. The agreement with MOWI is that three of the homes will be leased from the community for their workers, reverting to community ownership, when and if they are no longer needed. The Oban Times reported that the scheme will help 11 families on the island currently in temporary accommodation (the caravans noted above) as well as support MOWI's activities and attract new workers to the island.

The second scheme is a project by West Highland Housing Association to deliver five affordable homes at Lower Kilchattan. Because the Argyll and Bute Development Plan offers 'broad encouragement to small scale (not exceeding 5 dwelling units) housing development on appropriate sites', and because the proposal comprised affordable homes (which was said to strengthen the merits of the proposal) on an opportunity site, the scheme was green-lighted without the need for a public hearing (following discussions on application report 17/00041/PP, dated 15 March 2017[7]). One objector pointed to the 'open, rural setting' as being an impediment to the scheme. The planning authority's view was that 'development can be successfully absorbed into the landscape'. Like the Scalasaig sites, progress was delayed by the pandemic and the inability of construction workers to get on site.

In terms of land purchases, clear breakthroughs have been achieved in the last five years. A once reticent landowner has worked with CCDC on land sales. These sales were preceded by the Land Reform (Scotland) Act 2016, which signalled the Scottish Government's clear resolve to tackle the sorts of community sustainability challenges confronted by Colonsay and other island communities. Part 5 of the 2016 Act came into force on the 26th of April 2020, following the publication of a Business and Regulatory Impact Assessment (BRIA) on the 7th February 2020. CHT, negotiating the sale of the Scalasaig sites on behalf of the community, reminded the Estate that Part 5 would soon come into force and that CCDC would have a strong case for compulsory purchase. It was in that context that the community achieved this significant success.

In terms of planning, this rural authority works within a more permissive context, where design structures and discourses of openness do not necessarily stand in the way of essential development, and which supports the broader sustainability of rural places. This is not always the case in some rural areas, but Case Study 6: Enabling Affordable Housing (Derbyshire Dales, East Midlands, England) illustrates that it is possible in other contexts.

This Case Study was originally published in Gallent et al. (2022).

6 https://www.gov.scot/policies/more-homes/rural-housing-fund/
7 https://www.argyll-bute.gov.uk/moderngov/mgAi.aspx?ID=99737

Case Study 3: Supporting Low-impact development though exceptional planning rules (Lammas One Planet Living Development, Wales)

Introduction to the Case Study

Advanced and developing economies are now consuming more land and resources than planet earth has to offer, and the lack of a 'Planet B' has become a rallying call for many environmental campaigns, prompting the idea of 'One Planet' development. The label references a mode of living that acknowledges the need to live within the earth's resource capacity by reining back prevailing patterns and levels of consumption and by adopting green technologies and promoting low-impact development.

The One Planet movement has gained particular traction in Wales, building on a long tradition of embracing alternative technologies and lifestyles. Since devolution, the Welsh Government has looked to support models of development that are more embedded in Welsh contexts and that connect with opportunities for living differently in Wales. Many of its One Planet Developments, supported through the granting of 'exceptions' to standard planning practice, seek human-nature relationships that protect biodiversity and promote landscape restoration. In the few schemes that have progressed, there has been a focus on new forms of self-built housing development in the open countryside.

Scope of activity (alignment to the Forces for Change and elements of the rural)

After years of local wrangling, the Welsh Government published a 'One Planet Development' practice guidance note in 2012, which drew inspiration from policy development and local projects in Pembrokeshire, including at Tir-y-Gafel (Laamas eco-village). General Policy on rural planning is contained in TAN6 – on planning for sustainable rural communities. Planning Policy Wales also complements this guidance, which stipulates that 'development in the countryside should be located within and adjoining settlements and that new building in the open countryside away from existing settlements should be strictly controlled' (Welsh Government, 2012, Para. 3.60). But the One Planet Development guidance, which is a companion to TAN6, deviates from that general approach and is focused on 'One Planet Development in rural locations outside existing settlements' (Land Use Consultants/Welsh Government, 2012, para 1.2).

Together with TAN6, it defines 'One Planet Development' as being both a physical imprint and lifestyle that ensures a much lighter ecological footprint and does not diminish environmental quality. These developments have a 'light touch on the environment', are 'land based' and 'must provide for the minimum needs of residents in terms of food, income, energy and waste assimilation in no more than five years' (Land Use Consultants/Welsh Government, 2012, 2). OPD has a low and prescribed ecological footprint which can be

measured through the One Planet Development ecological footprint calculator[8], follow very low-carbon building design principles, are defined and controlled by a binding management plan, and must be the sole residence of proposed occupants.

The Lammas eco-hamlet in Tir-y-Gafel has achieved considerable fame as a trailblazing low-impact development whose struggle to gain planning consent contributed to the development of the policy framework noted above. The overall vision of the scheme was to support a 'return to the land' for nine households who would be able to derive three-quarters of their income from small-scale agricultural activities on their own smallholdings on the site and enable the households to live off-grid in self-built low-impact dwellings constructed from local, sustainable materials and using traditional construction methods. Although small, and relatively isolated, the scheme is in keeping with the prevailing settlement pattern of farming-based hamlets and small villages in this part of west Wales.

Added value and wider implications for rural planning

The scheme was taken forward by Lammas Low-Impact Initiatives Ltd, an organisation that grew from the environmental concerns of its members and which was formally instituted as a cooperative in 2007, enabling its growing body of members to invest and become shareholders in a range of socially and environmentally-focused initiatives. The Lammas proposal for Tir-y-Gafel sought to capitalise on local planning policy support, set out in Policy 52 of Pembrokeshire's Joint Unitary Development Plan (adopted in 2006), for low-impact development. The policy established the principle of permitting low-impact development that was able to pass eight key tests relating to its environmental, social and economic contribution alongside public benefit; the minimal use of resources; the re-use of existing buildings where feasible; integration into the landscape and no adverse visual effects; engage with agriculture, forestry and / or horticulture in a countryside location; provide a sufficient livelihood for residents on-site; involve a number of adults sufficient to run the enterprise; and be operated by a trust, co-operative or similar structure where more than one family is on-site.

The Lammas group was able to pass these tests, although Policy 52 was intended to support more traditional agricultural practice rather than the permaculture proposed at Tir-y-Gafel. A planning application for the site (2007) alongside a management plan (2008) detailed how the project would make a positive and sustainable contribution to the local area (Lammas, 2021a, b). The application ran to 800 pages but was refused on technical grounds that were disputed by the group, prompting two further applications before the project gained approval in August 2009, following a Welsh Government public hearing. Despite the Council's support for low-impact development in the county, the form of proposed development at Tir-y-Gafel – self-built homes using an array of locally-sourced materials and not conforming to any contemporary vernacular – was disliked by many critics. The Leader of Pembrokeshire County Council, John Davis, condemned the decision to approve the scheme as 'setting a dangerous precedent' (Wimbush, 2009).

Lammas's purchase of the 31 ha Tir-y-Gafel site, for which it had agreed a sale option from Gafel Farm on condition of planning approval, was financed through the upfront sale of the nine 999-year smallholding leases on the site. Because the land was not permissioned for a conventional build, the purchase cost did not exceed agricultural value and the smallholders were left to finance their own builds. However, further fundraising was needed to cover the cost of building a community hub as the heart of the scheme, a hydro-power generator, and

8 https://gov.wales/sites/default/files/publications/2020-01/practice-guidance-using-the-one-planet-development-ecological-footprint-calculator_0.pdf

infrastructure that included access roads and a children's playground. The group also needed to purchase a minibus. These costs were mostly met through the support of shareholders and money raised from 'friends' of the cooperative.

The significance of this project lies in its demonstration of an alternative way of living in rural areas, linking the building of admittedly unconventional homes with sustainable, land-based livelihoods. Tir-y-Gafel helped transform planning policy in Wales. It was an important step on the road to TAN 6's support for low-impact development and provided a model for other off-grid eco-villages. Whilst neither the homes built nor the lifestyles lived may be to everyone's taste, the lesson here is that planning can adapt to a broader set of aspirations and lend support to less intensive patterns of settlement.

This Case Study was originally published in Gallent et al. (2022).

Case Study 4: Facilitating cross-national border and local boundaries in the North West Greenway Network (Ireland / Northern Ireland)

Introduction to the Case Study

The case is formed by the successful development and implementation of a strategy to develop a network of greenways and segregated cycle lanes throughout the North West of Ireland. Encouraging a modal shift away from private cars was the main overriding aim for the strategy, and the funding for the initial phases has come from the European Union (EU) programme INTERREG VA[9]. The continuing expansion of the greenway network aims to link rural towns and villages with the regional city (Derry). The aspiration is that the expanded greenway network will act to aid social, economic and environmental well-being of users and for rural businesses that will benefit from their use. Figure 4 shows an example greenway.

Figure 4 Example NW Greenways route, Route 1 Derry via Pennyburn and Bridgend border crossing to Buncrana (Donegal County Council[10])

9 The €283m INTERREG VA Programme is one of 60 similar funding programmes across the European Union that have been designed to help overcome the issues that arise from the existence of a border. These issues range from access to transport, health and social care services, environmental issues and enterprise development. See: https://interreg.eu/programme/interreg-uk-ireland/

10 https://www.donegalcoco.ie/community/nwgreenway/ourroutes/route1/

The strategy development was a good partnership example across the LAs straddling the NI/Ireland border, stemming from a pre-existing North West Strategic Growth Partnership Forum, which was established in 2016 through the North-South Ministerial Council that brings together senior Government officials from all Government departments in the Republic of Ireland and Northern Ireland. This involves Donegal County Council and Derry City and Strabane District Council meeting to deliver on the strategic priorities aimed at bringing real and positive change for the North West City Region. The work to align policy was ensured by the Forum and corresponds with objectives of Donegal County Council's development plan, which espouses cross-border policy aims. The approach taken was modelled on existing travel patterns (Figure 5) so that encouragement towards walking and cycling along the routes could be maximised.

The project began in September 2017 with Derry City and Strabane District Council appointed as the lead partners. The implementation stage was enabled by a grant funded by the European Regional Development Fund (ERDF) with the Government of Ireland and the Northern Ireland Executive providing match funding. The grant is awarded under the Sustainable Transport 'Promotion of Cross-border intermodal and sustainable mobility in the cross-border region' theme.

Scope of activity (alignment to the Forces for Change and elements of the rural)

The project highlights efforts to respond to both climate change and CO_2 emissions and the countryside as a site of adaptation – it cuts across all four rural elements considered in the research (i.e. built, economic, land-based and socio-cultural dimensions). The North West Greenway Network is delivering 46.5kms of greenway and cycling/walking routes, encouraging people to cycle or walk to school, work or college as part of their everyday life. The project also acts to link rural towns and connect people to services. This was geared towards reducing CO_2 emissions and to invest in the wider economic and social infrastructure in the North West Region of Ireland / Northern Ireland. Figure 5 shows the cross-border traffic flows in the greenway area, which shows significant movement around parts of the northern eastern and alongside parts of the southern border between Ireland and Northern Ireland.

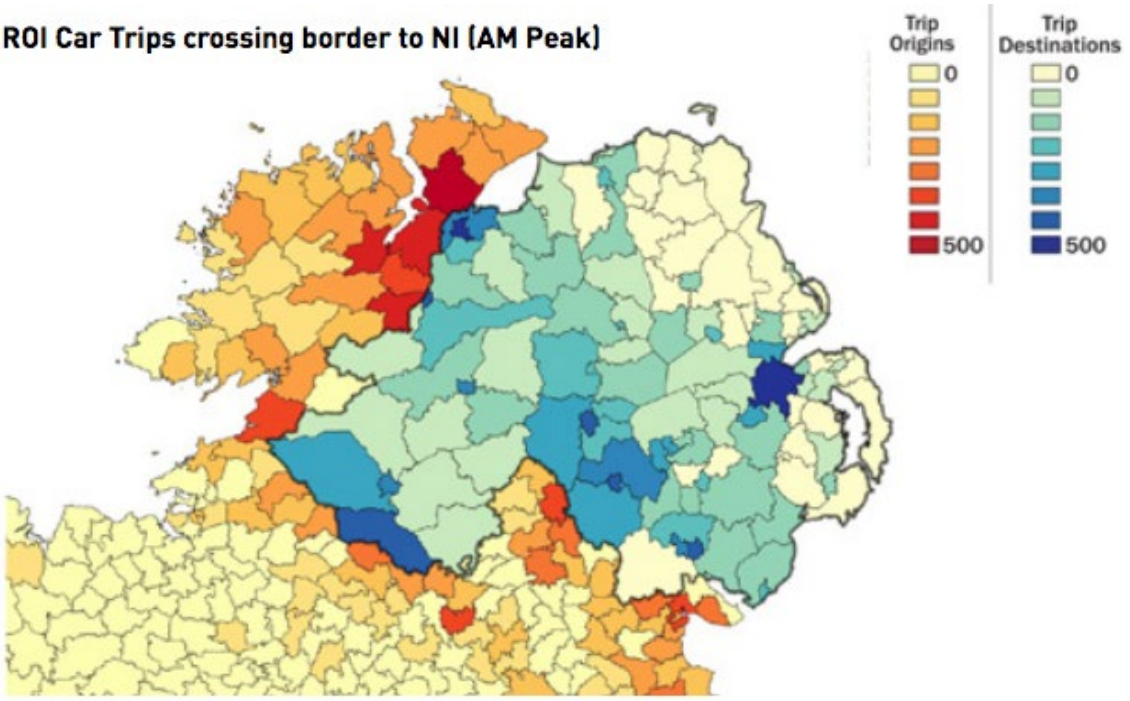

Figure 5 - The extent of cross-border car travel (Department of Housing, Planning, Community and Local Government, 2017, p.35/ Transport Infrastructure Ireland)

Added value and wider implications for rural planning

The value of this project lies in its attempt to tackle several issues together (e.g. active travel and transport, services, rural economy, and health) and in the successful cross-boundary working involved. What we can learn from the Greenway initiative is that it is possible to develop projects that respond to a number of rural issues that promotes a positive solution. Secondly, greenways highlight a good example of a more localist approach to rural transport that indicates collaborative governance, which also crosses administrative boundaries to enable green infrastructure provision.

Such large-scale infrastructure projects come with challenges; one lay in orchestrating two national planning processes, which meant that the timing of implementation had to be reflected in the programme. At implementation stages, the design and award of contracts across boundaries were different, so procurement stages were a little more challenging with multiple contracts being required because of two jurisdictions. Secondly, as greenways and cycling infrastructure are classified as road projects, time allocated for such projects needs to be considerable, with all the same process and statutory requirements of a large road infrastructure project.

Overall, the North West Greenway Network demonstrates the value of cross-boundary and more strategic planning for and in rural areas. It has already delivered on much of the planned length of greenways (see https://www.donegalcoco.ie/community/nwgreenway/ for updates).

With thanks to Rónán Gallagher, Communications Officer, Donegal County Council for the North Way Greenway Network who contributed to this Case Study: nwgreenway@donegalcoco.ie. See: www.nwgreenway.com for more information.

Case Study 5: Decarbonisation through more sustainable transport (Cornwall, South West England)

Introduction to the Case Study

Cornwall Council are taking a range of actions to address climate change in the county. These include preparing a Climate Emergency Development Plan Document[11] (DPD, Cornwall Council 2021a), an innovative action in itself. This case study focusses on transport, and the work being done in Cornwall to reduce carbon emissions from transport in the local authority with the largest rural population in England, as defined by the Department for Environment, Food and Rural Affairs (Defra/GSS, 2011).

Using funding from sources including the Local Enterprise Partnership, UK government, the Council itself and local transport operators, the One Public Transport System project seeks to integrate rail and bus transport across Cornwall. The project, now badged as Transport for Cornwall, involves several important actions.

Some of these have required significant capital investment, including on new trains and an improved frequency of service on the mainline from London to Penzance and on new buses. Other investment includes £23.5 million from the UK government to pilot reduced bus fares (Cornwall Council, n.d).

Arguably as significant as these, however, are the integration of services. Timetables have been integrated to allow transfers between journeys, as have bus tickets, so there is now a single bus ticket which can be used across Cornwall (Cornwall Council, n.d)[12].

Local Cycling and Walking Infrastructure Plans are being produced for towns in Cornwall. These documents are not part of the statutory development plan, but identify key necessary cycling and walking improvements, helping to deliver on aspects of the development plan, including neighbourhood plans (see Cornwall Council, 2020).

As noted above, what will be part of the development plan will be the Cornwall Climate Emergency DPD. The draft DPD was submitted to the Secretary of State for Levelling Up, Housing & Communities in November 2021, and at the time of writing was shortly to undergo independent examination. The draft includes policies on topics discussed throughout this report, including biodiversity net gain (BNG) and Rural Diversification. It also includes a policy explicitly supporting *Regenerative, Low Impact Development* such as those supported under the *One Planet Development* approach in Wales (See Case Study 3: Supporting Low-impact development though exceptional planning rules (Lammas One Planet Living Development, Wales).

The transport policies in the draft DPD seek to deliver upon and support the approaches discussed above, including facilitating integration between different modes of travel and avoiding over-provision of car parking, whilst recognising that in this most rural of local

11 Currently under examination. See: https://www.cornwall.gov.uk/planning-and-building-control/planning-policy/adopted-plans/climate-emergency-development-plan-document/
12https://www.transportforcornwall.co.uk/#tickets

authorities, ‘car travel will remain a significant mode of travel for the foreseeable future’ (Cornwall Council, 2021b, p.9).

Scope of activity (alignment to the Forces for Change and elements of the rural)

In common with many other parts of the world, Cornwall declared a climate emergency in 2019, adopting a Climate Change Plan shortly thereafter. On-road transport accounts for 23 per cent of Cornwall’s carbon emissions, a similar proportion to that of the UK as a whole. This case clearly links to the climate change Force for Change, but equally illustrates the opportunities for rural areas to be a site for adaptation.

The case links most closely to the built rural, with clear implications for other elements of the rural.

Added value and wider implications for rural planning

Throughout this project, and in our discussions with planners and others working in rural areas across the UK and Ireland, we have heard that transport and sustainability is an area where it is essential to treat rural areas differently than urban. In places such as Cornwall, where the population is sparse, and spread across many small-medium sized villages and towns (Truro is a city, but with a population of only 21,000 is smaller than many towns), it is almost inescapable that at present, and for some time to come, the private car will be an important contributor to personal mobility. This case study illustrates, however, that whilst that may be the case, this does not mean that rural communities cannot make a significant contribution to reducing carbon emissions and moving towards more sustainable modes of transport.

The concept of regenerative, low-impact development seeks to look beyond location to consider all forms of carbon emissions and sustainability. Interventions such as integrated ticketing and timetabling can be the key to making it feasible to use public transport in rural areas for commuting and other essential travel. Planning can help to facilitate this by ensuring that new development supports integrated travel.

Case Study 6: Enabling Affordable Housing (Derbyshire Dales, East Midlands, England)

Introduction to the Case Study

This case highlights two aspects of good practice – a) a rural local authority seeking to exceed its Objectively Assessed Need (OAN) for housing and b) an emphasis on achieving a substantial proportion of this as affordable housing, delivered in the places it is most needed.

Since 2017, when their Local Plan was adopted, Derbyshire Dales District Council (DDDC) have been operating a policy of trying to deliver at least their OAN for housing, since addressing the shortage of affordable housing in the district has been a corporate priority for many years. The current OAN is 230 houses per year, the 2017 Local Plan has a target of 284 per year, and the ongoing Local Plan review seeks to increase this to 302 per year, based on projected economic growth and increased housing need[13]. Of these homes, the Local Plan has a target of 30 per cent affordable housing, down from a previous target of 45 per cent which was reduced due to concerns about development viability.

The housing and planning teams at DDDC work closely together to maximise affordable housing delivery. There are several components to this:

- As noted above, ensuring that overall housing delivery exceeds the minimum required by the UK Government;
- DDDC is a Registered Provider of affordable housing, aiming to directly deliver around 13 homes per annum;
- An innovative construction approach, using timber frames, allows higher density on sites, where appropriate;
- Depending on the circumstances of individual sites, and in line with national policy requirements, a balance is sought on Section 106 agreements between on-site provision and financial contributions, aligned to the Council's capital programme;
- Extensive enabling work is undertaken, with a Rural Housing Enabler (RHE) working with communities and developers to ensure schemes are delivered.

This means that DDDC is able to deliver development on sites which the private sector has decided are unviable, with a range of partners.

Scope of activity (alignment to the Forces for Change and elements of the rural)

DDDC is a local authority in the East Midlands region of England. The northern half of the authority is part of the Peak District National Park. DDDC therefore has responsibility for housing provision and management across the whole of its area, but responsibility for

13 See https://www.derbyshiredales.gov.uk/images/DDDC_Housing_Study_Final_Report_clean.pdf

planning only in the parts of the district outside the National Park. The housing market across the whole district was described as extremely buoyant, and DDDC was identified by the Office of National Statistics (ONS, 2021c) as one of three local authorities with 'price rises of 10 per cent or more in every month of 2021 so far' (January to July). This has been the case for a number of years, but COVID-19 is perceived to have exacerbated pressures, with house price rises in some villages increasing by £100,000 in the last 12 months. Workforce income is lower in DDDC than it is elsewhere in the county (see the England Policy Assessment in Technical Report 4 for more discussion on this topic), and house price multipliers are around nine times income on average, up to 15 in some villages.

This Case Study is focussed upon the built rural, but the importance of housing to society also brings linkages to the economic and social/cultural rural.

Added value and wider implications for rural planning

The DDDC Case Study shows the benefits which accrue from alignment between: a) members and officers of local authorities, with the ongoing political priority and support being given to (affordable) housing delivery; and b) different teams within local authorities, with planning and housing working closely together for a number of years.

Specifically, this has meant that the Local Planning Authority has sought to deliver more housing than its OAN minimum levels. This is relatively uncommon in rural England, with local opposition often cited as a barrier to more housing delivery. DDDC's approach has been to work closely with local communities, through its RHE, to build support for housing - an approach which appears to be successful, certainly outside the Peak District National Park.

Being able to require affordable housing on smaller sites (less than 10 dwellings), currently now allowed by the National Planning Policy Framework (NPPF), would help DDDC in meeting the needs of their communities. The First Homes model[14], which are discounted by a minimum of 30% against the market value where the first sale of a First Home property is capped at £250,000 (or £420,000 in Greater London) for first-time buyers only, again encouraged by the NPPF, does not work in DDDC; the discounts included in the policy still make homes unaffordable for those most in need (see the Housing Thematic Review in Technical Report 1 for more on this topic).

Thanks to Mike Hase, Planning Policy Manager; and Rob Cogings, Director of Housing, at Derbyshire Dales District Council, who agreed to be interviewed for this Case Study.

14 https://www.gov.uk/guidance/first-homes

Case Study 7: Employing the 'doughnut model' to derive fair and sustainable outcomes (Brecon Beacons National Park, Wales)

Introduction to the Case Study

The Brecon Beacons National Park aims to contribute to addressing the dual crises of climate breakdown and biodiversity loss by managing and employing the existing and potential ecosystems services within its boundaries in a fair and innovative manner. To this end, the Park's Management Plan (2022-2027) 'Future Beacons' (Brecon Beacons National Park Authority, 2022) integrates the cross-cutting themes of health and social inclusion, decarbonisation, and nature recovery in the management of the Category V Protected Landscape (Lucocq, 2022). Spurred by the Well-being of Future Generations 2015 and the Environment Act 2021, the Park Authority has adopted Kate Raworth's (Raworth, 2017) 'doughnut economics' model to understand and operationalise management practices and initiatives that ensure that the Park is supporting social needs such as education, housing, transport, political voice, social cohesion and equity.

In accordance with the doughnut model, this must happen without surpassing the boundaries of sustainable use and/or management of environmental values and functions such as land conversion, nitrogen and phosphorus cycling, climate change and air quality (Lucocq, 2022). The figure below demonstrates an example of the Park Doughnut in action, where sub-sectoral interventions, such as energy, intersect with social foundations, such as visitor transport, and lead to wider planetary outcomes such as climate change and the extent the Park's interventions can lead to more positive impact by mapping these different dimensions.

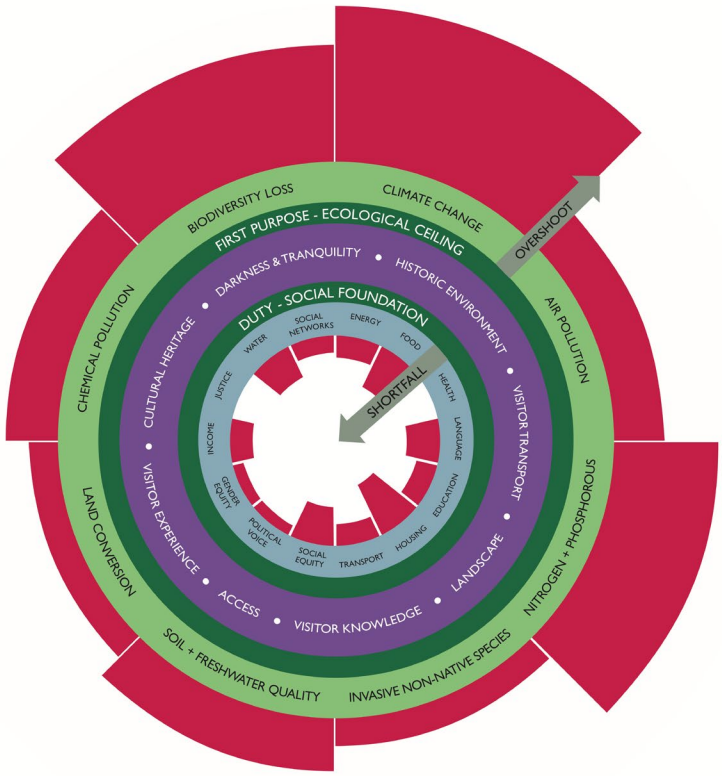

Figure 6 – The Park Doughnut, illustrating 'overshoot' in key areas within social and ecological boundaries (in red) (Brecon Beacons National Park Authority)

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The Future Beacons Management Plan, which was recently under a consultation that ended in March 2022, outlines various nature and climate-related actions. These include a park-wide carbon neutrality target, land-uses that enhance carbon sequestration, education of local communities in carbon literacy, inclusion of communities in management and conservation projects and ensuring that tourism within the park is sustainable and benefits local communities (Brecon Beacons National Park Authority, 2022). The Brecon Beacons National Park hopes to adopt the plan in December 2022.

Scope of activity (alignment to the Forces for Change and elements of the rural)

While the Brecon Beacons National Park is situated in an area of highly valuable ecosystem services with potential for climate mitigation, the territory within the Park, situated in South Wales, remains economically challenged with high unemployment and lack of opportunities for the young. The 'Park Doughnut' recognises the need to reconcile social and environmental sustainability and draws attention to the potential for simultaneously addressing environmental aims such as the UK carbon neutrality target and the needs of local communities and economies. It therefore provides a model for socially just transitions towards a rural economy, where the functions of nature, for example its ability to provide cultural ecosystem services that underpin tourism, are better recognised, protected and harnessed for the benefit of local communities and their social and economic needs.

Added value and wider implications for rural planning

This is one of the first emerging operationalisations of the doughnut economics model in the rural context. Raworth's model provides a strong rationale and a usable blueprint for combining social and environmental needs and values to manage economies to remain within the Earth's system boundaries while addressing the threat of ever-increasing inequality. The approach also seems fitting for the operationalisation of the Welsh Well-being of Future Generations and Environment Act. But with the management plan still in the consultation phase, its ability to actually deliver on the doughnut principle of creating a 'safe and just space' between Earth system boundaries (represented by the outer edge of the doughnut) and meeting community needs (inner edge of the doughnut) remains to be seen.

If planned initiatives, such as the enhanced Geopark (see Brecon Beacons National Park Authority, 2022) are to provide practical solutions for valorising environmental and cultural heritage to the benefit of local economies, are realised then the Brecon Beacons can set an example for addressing many of the pressures underpinning the decline in rural ecosystem services, discussed further in the Ecosystem Services Thematic Review in Technical Report 1. If proven workable, the Park Doughnut could, for example, be used as a tool for policy intervention and as a blueprint that recipients of government grants or payments (such as the environmental land management schemes) need to observe.

Case Study 8: Developing a Smart Village (Dingle / *Daingean Uí Chúis*, Ireland)

Introduction to the Case Study

Dingle / *Daingean Uí Chúis* is the main coastal settlement on the Dingle Peninsula / *Corca Dhuibhne*, one the Europe's most westerly peninsulas. Dingle village has a population of 3,500, with a total of 12,500 people living on the wider peninsula, which is a designated *Gaeltacht* (Irish speaking) area with a distinctive cultural heritage and identity. Despite a vibrant tourism sector, the area's remoteness has been a challenge in terms of high levels of out-migration (particularly amongst younger age cohorts) – the population of *Corca Dhuibhne* is at 58 per cent of its 1911 level[15]. Tourism is vulnerable to seasonality, while the fishing sector has also declined due to wider European competition. As the main settlement on the peninsula, Dingle is faced with the typical challenges experienced in many of Ireland's rural towns and villages – a declining service base, vacant properties, and job losses.

A recent response to these challenges, has been to adopt a Smart Village approach to harness Information, Communications and Technology (ICT), digitisation, and smart technologies as a means of developing more sustainable rural trajectories. The application of the smart village concept can cross various domains of action (see Gkartzios et al., 2022), including developing smart rural economies (e.g., developing local platform economies), smart environmental management (e.g., volunteered geographic information for environmental monitoring), smart rural governance (e.g., ICT-based methods of accessing public services), smart mobility (e.g., public transport based on real time technologies), and smart living (e.g., remote working hubs).

Applying a smart village approach commenced in 2016, with the establishment of *Corca Dhuibhne* 2030/Dingle Peninsula 2030. This was a partnership between Dingle Creativity and Innovation Hub (a co-working hub), ESB Networks (state electricity company), North East & West Kerry Development (NEWKD), and MaREI, (a Science Foundation Ireland Centre for Energy, Climate and Marine). *Dingle Peninsula 2030* is thus a multi-stakeholder transition project that aims to decarbonise the Dingle Peninsula (Boyle et al., 2021), focusing on energy, agriculture, marine, transport and tourism[16]. Illustrative initiatives / achievements are outlined in Box 1 below.

The €5 million *Dingle ESB Networks Project*, initiated in 2018, involves the deployment of a range of new technologies to assist in the development of a smart, resilient, low-carbon electricity network including: solar PV systems, battery management systems, air source heat pumps, electric vehicles and smart Electric Vehicle (EV) chargers, peer to peer energy services and smart home devices[17]. The programme includes: the appointment of five ESB Networks Dingle Project Ambassadors; the full energy retrofit of three properties as demonstration projects; installation of solar photovoltaic (PV) panels on 25 and the installation of 20 battery management systems in local homes; the testing of smart networks

15 https://www.smartrural21.eu/wp-content/uploads/Dingle_Smart-Village-Strategy-1.pdf
16 https://dinglepeninsula2030.com
17 https://dinglepeninsula2030.com/wp-content/uploads/2022/03/Dingle-Peninsula-2030-Brochure.pdf

devices; and an EV trial, involving 17 EVs. Underpinning these activities is a concern with how best to activate the *Energy Citizen* (see Boyle et al., 2021).

Box 1: Elements of *Corca Dhuibhne* 2030/Dingle Peninsula 2030

- Establishment of a Dingle Sustainable Energy Community and Energy Master Plan, supported by the Sustainable Energy Authority of Ireland (for more on Energy Communities see – Boyle et al., 2021);
- Training and local mentors to support people in retrofitting their homes for energy efficiency;
- A sustainable transport initiative (under development) with Bus Eireann and a rural transport provider;
- A Farm Ambassador programme – a pilot project to increase agricultural sustainability and productivity by supporting farmers through the digital transformation;
- Appointment of an Energy Mentor supported by the Sustainable Energy Authority of Ireland;
- Deploying smart sensors to monitor marine water quality;
- The peninsula was also selected for an ESB Networks Project (see below).

Dovetailing with *Corca Dhuibhne* 2030, Dingle was also one of 21 European villages selected as a pilot project for the European Commission's *Preparatory Action on Smart Rural Areas in the 21st Century* programme[18] (Smart Rural 21), which has an overall aim of promoting villages to develop and implement smart village approaches and strategies across Europe – this programme commenced in December 2019. The development of the Smart Rural Dingle / *Daingean Uí Chúis* Strategy was informed by a community-led and bottom-up approach, involving over 300 local participants. This was to ensure that any smart village strategy was based on actual community needs and aspirations rather than simply the application of available technologies. Leading this process was North East and West Kerry Partnership, an experienced local development partnership (e.g., in the delivery of LEADER programmes[19]).

The overall objective of the Smart Rural Dingle / *Daingean Uí Chúis* Strategy is to enhance liveability in Dingle for people throughout their lifetime through strategic investments in housing, family services, clean energy and a resilient economy. Fundamental to the strategy is the linking of digitisation and well-being, with a focus on: digital housing solutions (e.g. environmental controls); digital health care solutions (e.g. vital signs monitoring and tele-visits for older residents); digital social care solutions (e.g. fall alarms, morning call schemes); and digital consumer solutions (e.g. enhanced use of social media platforms).

Scope of activity (alignment to the Forces for Change and elements of the rural)

The Smart Village approach in Dingle addresses different dimensions of rural change. Transitioning to a low carbon future is a critical goal, thus addressing Forces for Change related to climate change. Specifically, local interventions address how rural places (and the built rural dimension) within a dispersed geographic context, can be retrofitted with smart technologies to transition to low-carbon energy systems. This further links to sustainable

18For information and resources, see https://www.smartrural21.eu
19 https://enrd.ec.europa.eu/leader-clld_en

mobility and the economic rural through promoting remote working hubs and enhancing local tourism (the economic rural). Moreover, digital solutions are being applied to address critical social issues within a remote rural community, particularly around ageing places, health and social care (the social and cultural rural).

Added value and wider implications for rural planning

The Smart Rural Dingle / *Daingean Uí Chúis* Strategy has been developed outside of the statutory planning system, but nevertheless provides an illustrative case of community-led and multi-stakeholder place-making that explores the potential of ICT/smart technologies to overcome the challenges associated with dispersed and remote rural living. Planning policies often frame rural places as more carbon intensive than urban communities due to their inherent car dependency resulting from low population densities that are difficult to serve through conventional public transport. However, harnessing smart technology illustrates the potential for a holistic approach to energy transitions amongst rural communities. This includes retrofitting older housing stock for energy efficiency, deploying real time technology and geospatial tools for flexible management of community transport, remote working hubs to reduce commuting, and piloting e-vehicle infrastructure. Moreover, smart technologies also offer potential for rural villages to counter the decline in local essential services and retail – this is a critical issue faced by rural towns and villages throughout Ireland and emphasised in the Irish Roundtable led by the Rural Planning in the 2020s team in March 2022.

Developing local platform economies, creating local 'short' supply chains, and attracting inward investment and new residents through enhanced digital infrastructure are central to transforming the local economy. The smart village approach was underpinned by multi-partner and community collaboration, necessary in understanding local needs and capacity and critical in mobilising extra-local resources – expertise, technical support and funding. Planning policy has conventionally understood the viability or sustainability of a rural place in relation to 'rural services'. However, this case illustrates the need for a shift in focus to 'rural infrastructures' as a key dimension of place-making (Gallent, 2019), particularly how social infrastructure (e.g. community groups, active citizens) intersects with ICT infrastructure to enhance rural living and well-being.

Case Study 9: Moving to a more sustainable tourist economy (Snowdonia National Park/Parc Cenedlaethol Eryri, Wales)

Introduction to the Case Study

The Snowdon Partnership/Partneriaeth Yr Wyddfa[20] is developing a Sustainable Tourism Approach, at its core a new approach to managing parking and promoting more sustainable travel within the National Park. Their plan is to move to a model inspired by the *Alpine Pearls* approach in Austria. This approach centres on reducing car parking, and hence traffic movement in the 'Inner Area' of the Snowdonia National Park, and increasing car parking in locations outside the core, with electric shuttle buses to transport visitors to the inner area. These shuttle buses will be accompanied by additional bike and e-bike hire, and connections to Demand Responsive Transport (DRT) over a wider area. Integrated ticketing will form part of the approach.

The aim of the approach is to 'make the special landscape more accessible to non-car-based visitors and enable people arriving by car to access the area and its attractions by alternative means'[21].

Pre-booking has now been introduced at the Pen Y Pas car park, the most popular car park for people hiking up Snowdon/Yr Wyddfa. The existing Snowdon Sherpa bus service is to be rebranded and improved.

Scope of activity, link to Force(s) for change and Element(s) of the rural

The Snowdonia National Park represents an extreme example of the pressures facing many rural areas, particularly those of high landscape quality. It is an area which can be categorised as 'deep' rural, being some distance from larger population centres with a correspondingly sparse and poorly connected population. Its status as a National Park, however, means that it has been a very popular tourist destination. This has been the case for a long time, with visitor numbers to Snowdon itself rising sharply in recent years. The COVID-19 pandemic, as has been widely reported, led to a significant intensification in numbers as lockdown rules were eased in 2020 and 2021. Virtually all of these visitors travel by car – 98 per cent according to the National Park's data. Figure 7 below illustrates one of the impacts of this.

20 Jointly funded by Gwynedd Council/Cyngor, the Welsh Government/Llywodraeth Cymru, Snowdonia National Park/Parc Cenedlaethol Eryri, the National Trust/Ymddiriedolaeth Genedlaethol and the Snowdonia Society/Cymdeithas Eryri

21 https://www.snowdonpartnership.co.uk/parking-and-transport

The case is perhaps most closely linked to the built rural, but connects to the economic rural, the land-based and the social and cultural – it is critical to remember that National Parks are home to communities of people, and the volume of traffic shown in Figure 7 is placing limitations on their day-to-day lived experience.

There are of course many other issues facing Snowdonia – Cymraeg 2050, the Welsh language strategy, is particularly relevant here, with Gwynedd, the local authority Snowdonia sits within, featuring the highest proportion of Welsh speakers (Welsh Government/ONS, 2021). Related to this is the pressure on (affordable) housing stock, with 40 per cent or more of homes in some communities now being second or holiday homes. The Welsh government is currently consulting on proposals to require planning permission to change the use of housing from primary to second or holiday homes (see Welsh Government, 2021e). This has been welcomed by the National Park, but monitoring and enforcement capacity is questionable.

Figure 7 Parking in Snowdonia (Source: Snowdon Partnership[22])

Added value and wider implications for rural planning

The ambitious sustainable tourism approach aims to reduce inappropriate parking, with its impacts on the landscape, and develop "new norms of accessing this protected landscape". The plan is innovative and points to a new model for accommodating and supporting visitor travel to protected landscapes, of clear relevance to other similar areas. Our roundtables highlighted that the problems illustrated in Figure 7 were replicated in other designated areas, including the Lake District and Peak District National Parks and the Giant's Causeway World Heritage Site.

It is further an exemplar of community and stakeholder engagement, including masterplanning workshops with the 'Four Gateway Communities' around the Inner Area of the Park, and an ongoing engagement strategy for visitors, tourism businesses and others.

Thanks to Jon Cawley, Director of Planning & Cultural Heritage, Snowdonia National Park Authority, who agreed to be interviewed for this Case Study.

[22] https://www.snowdonpartnership.co.uk/parking-and-transport

Case Study 10: Engaging communities in assessing ecosystem services and broader place value (Scotland) – the Talking About Our Place toolkit

Introduction to the Case Study

The Talking About Our Place toolkit addresses the need to understand both place value and particularly the value of ecosystem services provided locally for the purposes of achieving planning outcomes that are viewed as legitimate by communities and other stakeholders. The Toolkit was published by NatureScot (formerly Scottish Natural Heritage) in 2012 as an attempt to empower rural communities in particular to represent their needs and preferences in landscape planning.

Overseen by the Landscape Group of NatureScot, the toolkit comprises an information booklet with a step-by-step guide to community action. It provides templates for discussion at different stages of grassroots projects and interventions, for example constructing a response to a planning proposal, establishing a nature park, or constructing a community contribution to a local plan. There is information about the planning process and links to relevant documents and possible sources of funding. The guidance also unpacks planning jargon for community members and for example, explains the ecosystem services approach to identifying actual and potential benefits from local nature.

As such, the Talking About Our Place toolkit is a hugely valuable and much needed contribution to community engagement in understanding, operationalising and protecting local ecosystems services and broader place value. The toolkit has been followed by a wider move towards place-based approaches in Scotland in recent years, such as the Climate Ready Places initiative (2016)[23] and the Place Standard Tool with a climate lens[24] (2022), both of which were developed by Adaptation Scotland.

Scope of activity, link to Force(s) for change and Element(s) of the rural as appropriate

Through supporting the articulation and integration of local and community values into planning, the Talking About Our Place toolkit links to elements 2-4 of the rural (the rural economy, land-based rural and social and cultural rural). With its emphasis on the ecosystem services-based approach, it is a particularly powerful tool for helping communities to cope with adaptation to climate change through the identification of local needs and values under threat.

Community organisation is also important for ensuring that the potential opportunities vested in adaptation, for example in the form of establishing nature-based solutions (NBS) to

23 https://adaptationscotland.org.uk/climatereadyplaces/about/?v=5
24 https://www.adaptationscotland.org.uk/news-events/stories/place-standard-tool-climate-lens-cocreating-local-climate-so

mitigate flood risk in nearby urban areas, are poised to benefit local communities and implemented in a legitimate manner with respect to local preferences and ways on engaging with the landscape. This is especially significant in Scotland given the significant potential that nature-based solutions can present for both mitigating and adapting to climate change nationally[25]; but also over the concerns that have been raised about the exclusion or marginalisation of rural community voices and knowledges in planning and governance processes for NBS (e.g. MacDonald, 2021). Against this backdrop over contestations over who NBS are for and how they impact upon rural communities, the Talking About Our Place toolkit and a wider drive towards place-based approaches offers a means of engaging communities in the process of defining and agreeing on ecosystem services across a rural landscape.

Added value and wider implications for rural planning

The kind of community engagement that the Talking About Our Place toolkit supports can address two issues highlighted in the Thematic Review on Ecosystem Services in Technical Report 1. Firstly, community awareness and engagement can help the recognition and protection of local ecosystem services which are predominantly in decline, often due to opportunity costs from the productive functions of landscapes that underpin local livelihoods. Secondly, communities are crucial in highlighting the plural value of ecosystem services, also known as landscape multifunctionality, and community members are best placed to articulate and defend those landscape values such as tranquillity and heritage value that may not be recognised in the efforts to derive monetary value from landscapes through commodification.

NatureScot's (2021) work into how ecosystem services are conveyed within Gaelic place names, for example, illustrates how the idea that people may derive benefits from landscapes is not new, and may be deeply embedded in local and traditional knowledges in a way that far pre-dates the language of ecosystem services and nature-based solutions. Engagement and dialogue-based approaches may be of significant value in being able to acknowledge, respect and learn from communities' own deeply held understandings of their natural environments.

In other words, community involvement and particularly community-led action can address the shortcomings of the ecosystem service-based approach in planning. While a key benefit of the approach is that it helps articulate their role in our economies, assigning an ecosystem service a monetary value – something that is often assumed as central to such approaches – further obscures their complexity and cultural plurality. Moreover, monetary valuation introduces economic considerations such as substitutability and opportunity costs which disregard the contingency of ecosystem services and, many argue, obscures the plurality of environmental and social values assigned to nature (O'Neill, 2019). Economic values are unlikely to do justice to the breadth and complexity of the science and cultural framings of nature's elements and functions.

Though aggregate measures, such as economic value, can aid decision-making regarding alternative management and land use options, there is a general agreement in literature that valuation needs to take place in negotiation with the relevant stakeholders (e.g., Corbera et al., 2009). Notions of recognition and procedural justice – what is deemed as useful knowledge and whose voices are heard - are key to good governance when it comes to

25 https://www.nature.scot/climate-change/nature-based-solutions

ecosystems services (Langemayer and Connolly, 2021). The Talking About Our Place toolkit goes some way towards empowering communities to express these plural and culturally contingent values and to mitigate the potential threat posed to them by commodification. Finally, bolstering the plural value of landscapes also makes economic sense and can help realise planning's aspiration to constitute a proactive force for change and to support local rural economies. Bateman et al's., (2013) valuation and modelling-based analysis demonstrates that to maximise the benefits of land-based ecosystem services to society policy needs to focus on provisioning and supporting, regulating and cultural ecosystems services from rural land.

Sources

The Talking About Our Place toolkit can be found online here:
https://www.nature.scot/enjoying-outdoors/communities-and-landscape/talking-about-our-place-toolkit
Climate Ready Places can be found online here:
https://www.adaptationscotland.org.uk/how-adapt/tools-and-resources/climate-ready-places
The Place Standard Tool with a Climate Lens can be found online here:
https://www.adaptationscotland.org.uk/get-involved/our-projects/place-standard-tool-climate-lens-co-creating-local-climate-s

Case Study 11: Parish Online as a tool for mapping countryside adaptation

Introduction to the Case Study

Parish Online is a subscription-based digital mapping tool for local councils (e.g., parish, town and community councils) to access to Geographical Information System (GIS) data from Ordnance Survey (OS) maps and gives access to hundreds of standard datasets from Natural England, English Heritage, the Environment Agency's flood risk, Historic England, the Land Registry and many more. It also has the capacity to integrate any number of other third-party data layers into the platform. It is currently available in England, Scotland and Wales.

Parish Online allows users to have control over data to suit locally-driven data management needs. For instance, using tools such as the 'Measure' tool to measure distances between points on a map or the area of a site within a community. Shaded areas can be customised with different colours and opaqueness to allow for categories to be more visible, e.g., to easily visualise areas of local green spaces or potential tree planting areas.

The platform has different viewpoints in a menu to the left-hand side of the tool, where multiple datasets can be selected by toggling them on and off. For instance, it might be possible to have an area mapped and highlight the boundaries of an Area of Outstanding Natural Beauty (AONB), a conservation area and Environment Agency flood risk data in the same view. It is also possible for a user to add different private 'Parish Layers', e.g., potential development sites in a neighbourhood plan or households identified as being vulnerable or at risk (e.g., through a community COVID-19 support programme).

Examples of some of the different viewing options are indicated in the figures below (reproduced with permission from Parish Online):

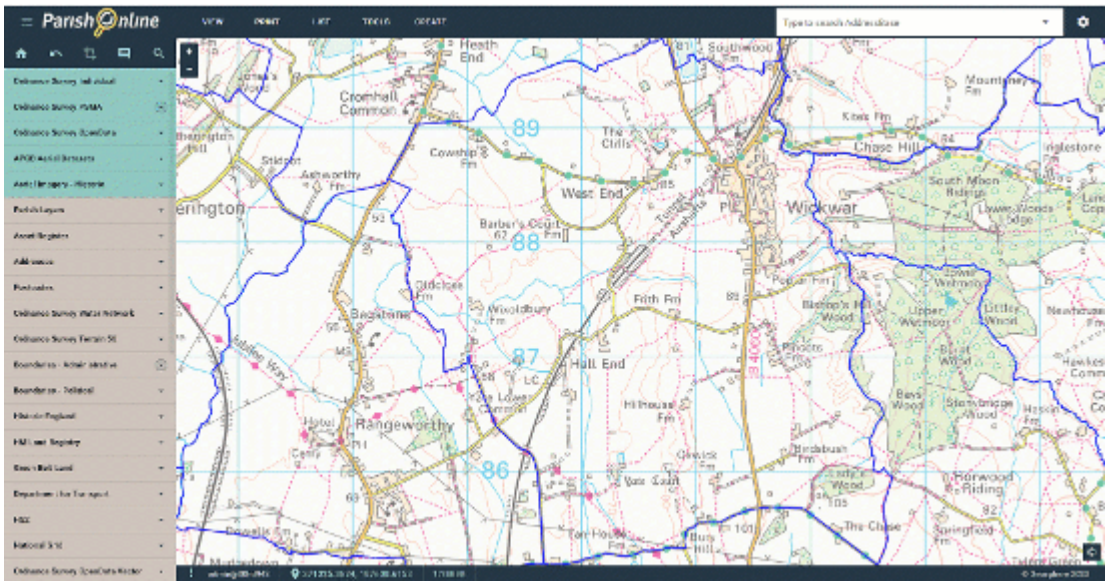

Figure 8 Parish Online at an OS data view

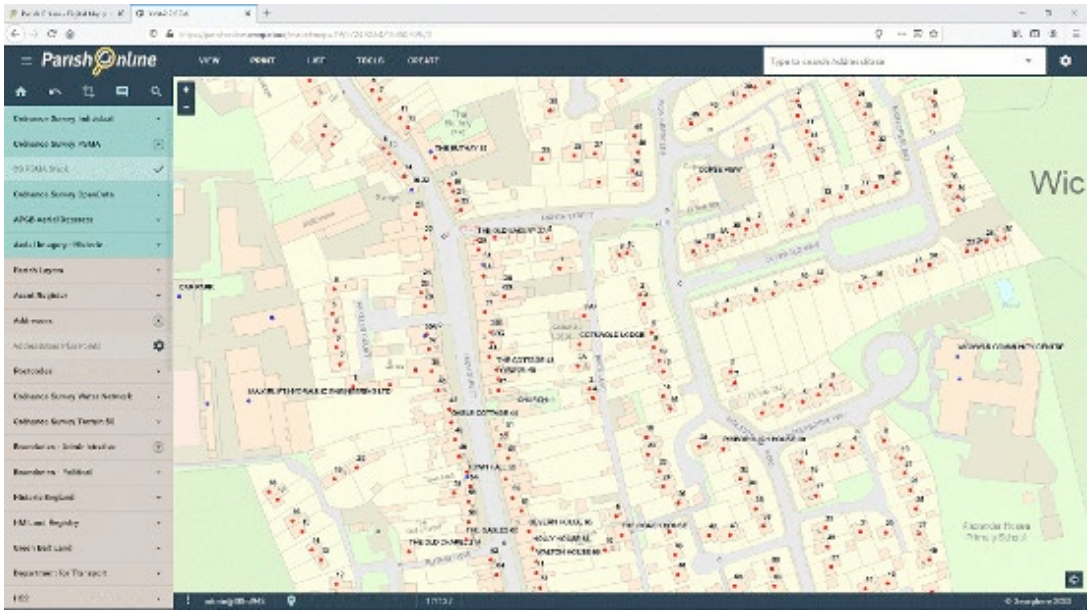

Figure 9 Parish Online showing OS MasterMap data with addresses

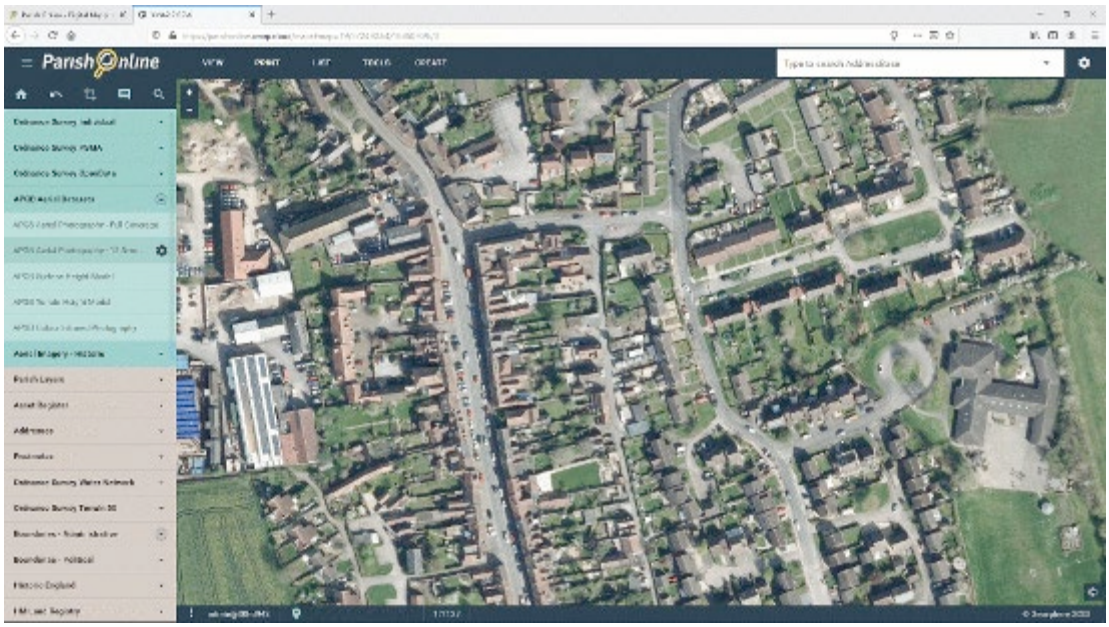

Figure 10 Parish Online showing Aerial Photography Great Britain (APGB)

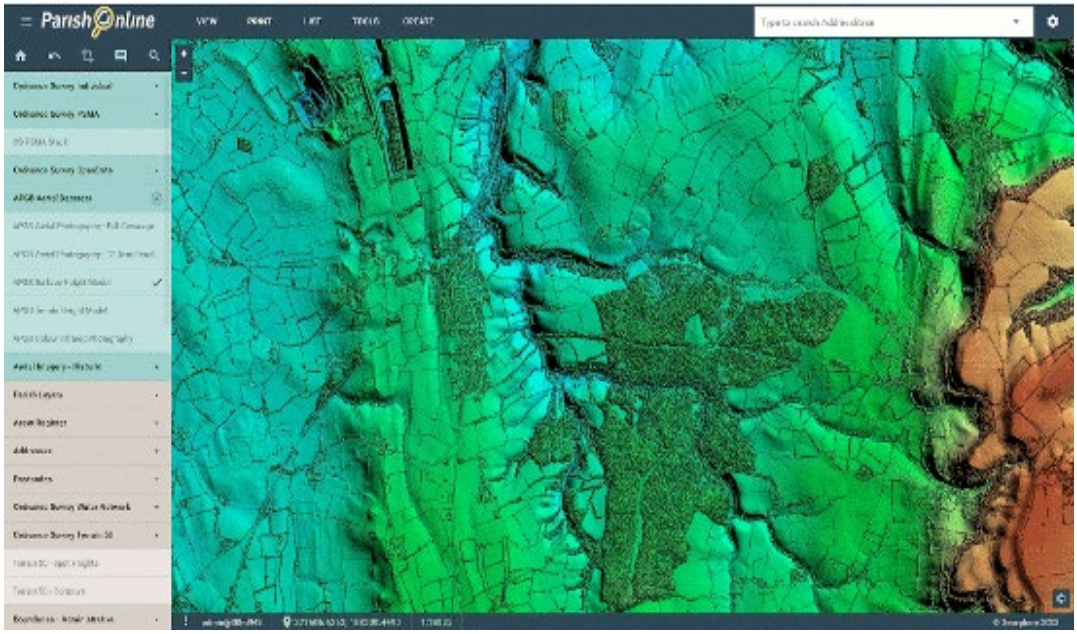

Figure 11 Parish Online in 3D view with landscape topography

Figure 12 Parish Online in street level view with building EPC rating

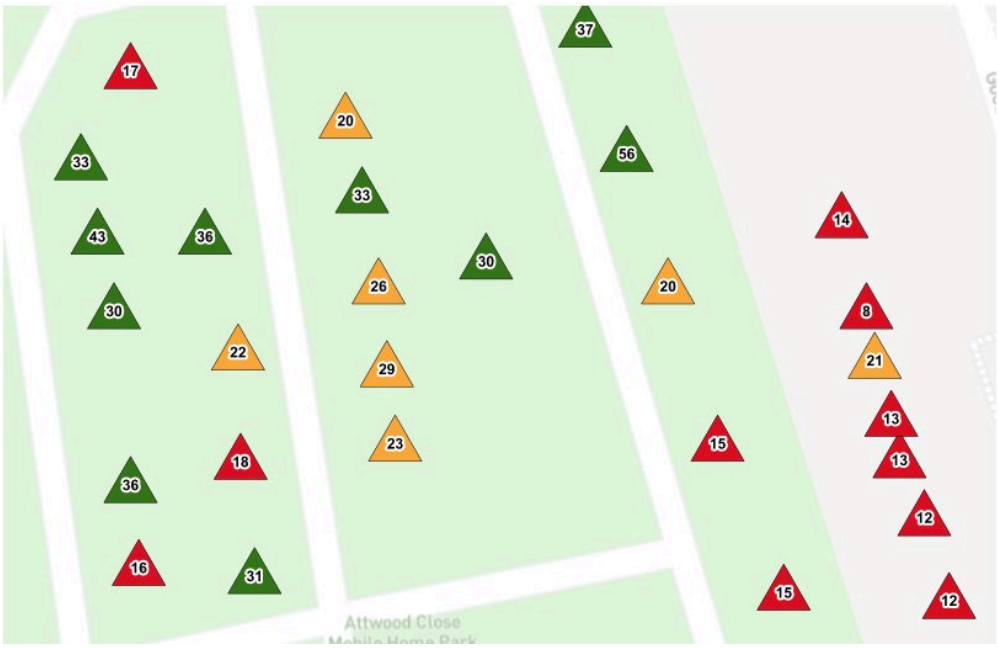

Figure 13 Parish Online with an Energy Performance Certificate (EPC) Potential Score Increase figure, which shows the difference between the potential score and the current score, therefore indicating a property's potential to improve

Scope of activity (alignment to the Forces for Change and elements of the rural)

These uses intersect across all the different Forces for Change and elements of the rural as a cross-cutting tool to understand the specificity of an area-based development strategy. The tool can also help to tie into initiatives in national policy agendas arising from the Environment Act 2021, such as mapping local nature recovery strategies, emphasising the elements of the built rural and the land-based rural.

For instance, Parish Online has been used in several ways to support local councils to visualise the spatial impacts of planning and placemaking, as well as help to leverage data to validate local change agendas. It can be used to help assess planning applications, see and utilise local authority data, locate and track rights of ways (e.g., plan enhancements to the local cycle and footpath networks), improve traffic calming measures, visualise proximity to heritage assets (such as scheduled monuments and listed buildings), assess flood risk and support flood resilience planning, and produce neighbourhood plans (e.g., mapping site allocations).

The platform also allows local councils to create a repository of assets that they own; for instance, a village hall, playgrounds and other recreational areas, or it could be used to map potential assets of community value. It even allows users to add additional information that can support an insurance claim, if necessary, helping rural councils to better project manage local assets.

More recently, Parish Online has been used for quantifying the potential for carbon saving

measures, including assessing the best locations for community energy projects and EV charging points. It is also being used as a tool for planning carbon sequestration services by using third-party tree species data to understand how much existing trees are sequestering carbon, which species and how many new trees could help to absorb additional carbon in a given area (considering issues such as native species). Parish Online has integrated EPC data which has combined two datasets, the OS Open Unique Property Reference Number (UPRN, locations of properties) and the Department for Levelling Up, Housing and Communities (DCLUC) database of EPC Registers.

There is obviously considerable potential for local councils to use this data to support climate action planning arising from climate and ecological emergency declarations, and possibly to take such data to local climate panels, such as citizens assemblies. Local councils can now use the data provided in Parish Online to support the development of geography-specific Climate Plans in four key areas, namely: Energy (insulation and double glazing priority areas, residential solar potential priority areas, community heating schemes, solar and wind farm areas, etc); Transport (park and ride schemes, EV charging point installation plans, car sharing schemes, low-carbon public transport, cycle paths, last-mile delivery services etc); Biodiversity and Trees (carbon sequestration schemes, management of woodland, new tree planting, green corridors, etc); and Sustainable Living (recycling schemes, plans to minimise one time use of plastics etc). Parish Online is working with a group of councils to create a set of standard Climate templates which will guide parishes in the development of an effective climate plan.

Added value and wider implications for rural planning

Data-driven rural action is key to ensuring effective adaptation in the countryside. For instance, addressing a lack of data or the need for strong datasets has been highlighted as a foundational aspect of supporting sustainable on-demand rural transport.

Parish Online has the potential to deliver 21st Century governance that can feed into coordinated planning for climate and ecological emergencies and a strong local understanding of development issues. For instance, the platform allows councils to share their account with other councillors, neighbourhood planning groups, community groups and consultants (though, the licence doesn't allow for the system to be used free of charge by for-profit companies). It also helps local councils and their stakeholders to build momentum for local initiatives and track change by visualising a difference in maps and associated data relating to specific areas in a community.

Parish Online is priced depending on the size of a population, ranging from £50 for a small parish to £1500 a year for a town council and can be tested through a 30-day free trial[26]. It is also available on a district/county wide basis, where a district or county pays a highly discounted price for all its parish and town councils. This type of district-wide use helps to radically improve data coordination across a county-wide area. Parish Online is also endorsed by the National Association of Local Councils (NALC) as a valuable tool to support community-based action planning.

However, there are a number of growing offers by companies providing community-based spatial mapping platforms. Parish Online will need to compete with these platforms to maintain its position as a valuable tool to local councils and their partners. Yet its key value

26 https://www.parish-online.co.uk/pricing

lies in that it can integrate with local authority data and has the potential for a more strategic local-level approach. If different areas within a local planning authority were using the platform there would be great potential to support an evolution in data-driven local (climate) governance to encourage greater visibility and cooperation of similar issues and trends. For instance, supporting greater levels of environmental monitoring or having a collective stance on development pressures and opportunities in the countryside.

There are also real opportunities to utilise the platform to support the ecological mapping of community groups and volunteers to support local nature recovery planning and activities. This could, in turn, feed into income generation schemes for local councils who could package potential environmental credits to sell to emerging offset markets (see Case Study 14: Bristol Avon Catchment Market), where this was permitted by council revenue-raising protocols. The platform could help identify which projects could be created and packaged into a municipal green bond scheme to access private and community crowdfunded projects, if they were tied to measurable environmental benefits.

There is also potential to use the platform as a monitoring tool, for instance, to document output-related data, such as a change in traffic count at various locations over time. In this way, the offer could be expanded to help support the social and cultural elements of rural (and urban) place by linking places to outcome-orientated indicators, potentially related to the Sustainable Development Goals (SDGs) or other aspects of rural development and land-use change (see RTPI, 2020). However, this may require an iteration of Parish Online beyond the spatial aspects of data to encompass functionality to track how places contribute to social change over time or how place-specific areas contribute to economic and agricultural transitions, which may be beyond the original intentions of the platform.

With thanks to Tristam Cary from Geoxphere for contributing to this Case Study.

Case Study 12: The Food Farming and Countryside Commission Land Use Framework

Introduction to the Case Study

As the Rural Planning in the 2020s project recognises, the current pressures on land to deliver expectations for climate change, biodiversity, amenity value, housing and employment puts existing and future land uses at odds with each other for competing outcomes. Across the UK, there are currently a series of policy consultations regarding the future of land use to assess this in more detail. The current context policy has been critiqued for siloing integrated issues such as development (e.g., housing and employment), agriculture and forestry, reflected in the separate Acts relating to these policy domains since the 1947 Town and Country Planning Act (see Burchardt, Doak and Parker, 2020). In addition, in areas that are not yet unitary authorities, multiple Local Plans add to this complexity and administrative duplication and nuance make joined up land-based approaches particularly challenging, particularly for developers navigating different policy landscapes.

In addition, the increasing need to recognise and report on biodiversity to deliver on the policy agenda of biodiversity net gain and the related emerging biodiversity markets also make it necessary to have clear boundaries around the purpose of land management and in whose interests, e.g., as a public good or to support private investor interests. Land is also not assessed adequately by multiple stakeholders on its potential purpose and capabilities or potentially other, complementary land uses, e.g., stacking the benefits of carbon sequestration, food production, recreational facilities and access and community uses.

The need for a land use framework was identified in reports such as the Foresight Land Use Futures Report (Government Office for Science, 2010), the Time for a Strategy for the Rural Economy (House of Lords Select Committee on the Rural Economy, 2019), the Committee on Climate Change's (CCC) Land Use: Policies for a net-zero UK report (CCC, 2020) and the independent review of England's food chain from field to fork, the National Food Strategy (2021). Currently, England is the only UK country that doesn't have a land use framework (see Scotland's Commission for the Land Based Learning Review[27]) and the Environmental Protection Association's (EPA) Land use evidence review[28].

In response to this challenge, the Food, Farming and Countryside Commission (FFCC) – an independent charity established in the wake of the Brexit vote to generate ideas and solutions to the issues facing the countryside – is developing a land use framework approach to provide better and more integrated solutions on land management, recognising the divorce between planning and agricultural policy and the need to bridge siloed approaches for greater strategic and localised environmental outcomes.

The Land Use Framework is a proposed set of principles and practices embedded in local, regional and national organisations to guide decision-making, aimed at "delivering integrated, collaborative and place-based decision making and optimising multifunctional

27 https://www.gov.scot/groups/commission-for-the-land-based-learning-review/
28 https://www.epa.ie/our-services/monitoring--assessment/assessment/land/

benefits from our land". These same principles could also be integrated within schemes that support farmers and landowners, offering a shared framework for value-based land management. Such an approach, FFCC suggests, can become a mechanism to prioritise such competing pressures and assess the most appropriate uses of land by different actors as a mediating framework to encourage the optimal use value of land.

Scope of activity (alignment to the Forces for Change and elements of the rural)

The proposed FFCC Land Use Framework intersects across many of this project's Forces for Change and elements of the rural, depicted in the figure below which uses a wheel-based assessment approach to capture the desired characteristics of land use. For instance, *adaptive and resilient* and *locally responsive* encompass force for change *the countryside as a site of adaptation*, as well as elements of *social and cultural, land-based and economic aspects of rural life*. *Land-led* specifically encompasses the *land-based rural*, *outward and future-focused* could cover both the *countryside as a site of adaptation* as well as potentially, *Brexit*. While *integrative* and *multi-functional* could support the recreational benefits proven so vital for people's well-being during the *COVID-19* pandemic and responses evolving out of this learning as well as ensuring that land-use can cover many different elements of the rural.

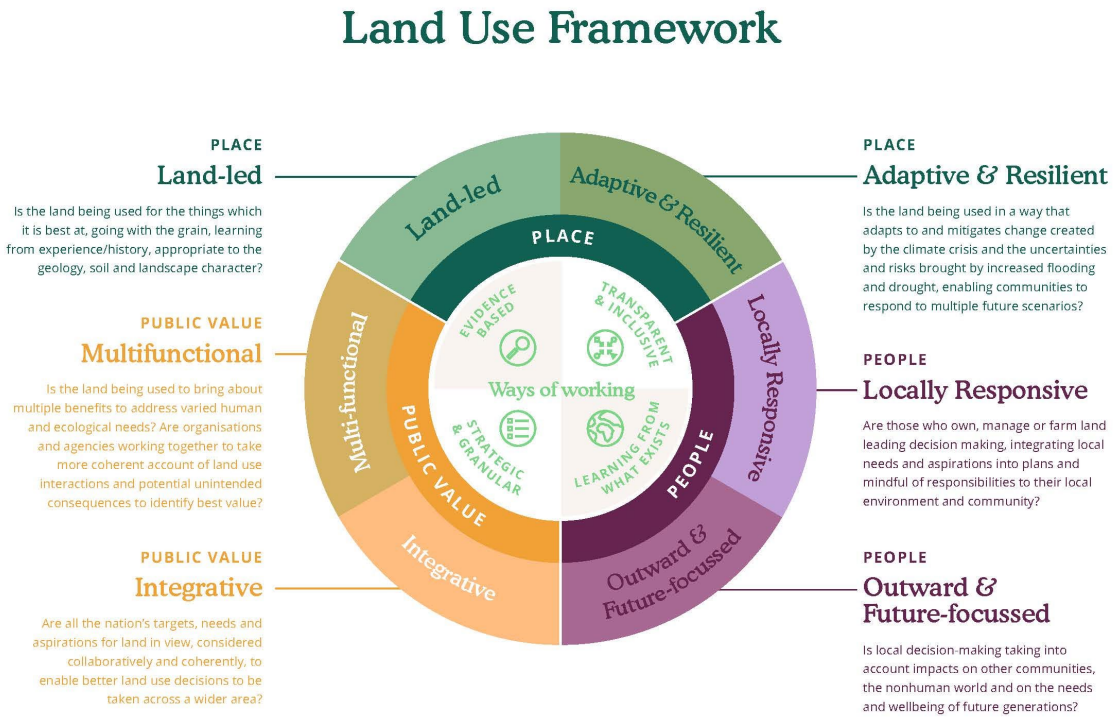

Figure 14 – The FFCC's proposed Land Use Framework (FFCC)

The Land Use Framework approach is currently being tested in two regions (Devon and Cambridgeshire) to trial how stakeholders can develop and then apply shared local principles . These pilots are seeking to address issues such as coordination between local plans and uneven distribution of investment or the health of ecosystems within the same county and trial different scales to apply the framework to, how to ensure effective coordination and participation of stakeholders, links to planning and emerging new environmental governance arising from recent policy and linking to the overarching national policy architecture. The FFCC has also established a Land Use National Group to explore how the framework approach could be incorporated into government department thinking and planning and how lessons from the pilots could inform national-level action.

FFCC has shared its proposals and research learnings with the House of Lords (HoL) Select Committee on Land Use in England and will continue to input to the committee, which is due to report at the end of November 2022[29].

Added value and wider implications for rural planning

In particular, the framework is designed to deliver the following outcomes:

- more effectively tackle the climate and environmental emergencies, rising inequalities and deliver net-zero
- deliver on policy ambitions, including infrastructure, housing, transport, energy etc
- connect local, regional and national decision making; and joining up policy making across departments
- help individual landowners and farmers make long-term plans as they face a raft of new support mechanisms.

The framework is intended to broaden the thinking about potential uses or mixture of uses land can provide and the public goods it can deliver.

Having a more integrated decision-making process for land management would also help to align resources, including attracting potential investment for environmental or social outcomes from schemes such as offsetting markets, or it could be tied to locally-driven municipal green bonds and linked to local nature recovery strategies that have the buy-in of multiple stakeholders in the coordinated monitoring and decision-making of funding initiatives to enhance these. It could also support a mix of private and public uses within land boundaries. The idea of “public value” also links to the underpinning discourse in the Agriculture Act and its potential to bring to life value-based land management through both agriculture, planning and other land-based enterprise and community uses.

As the FFCC suggests: “Ultimately, there's potential for Local Plans, Nature Recovery Strategies, local transport plans, ELMS [Environmental Land Management Schemes] farming support, water and energy infrastructure proposals and many more land use plans to be better aligned, so they work in a more integrated way, and produce better outcomes for everyone.”[30]

29 See: https://lordslibrary.parliament.uk/land-use-frameworks-integrating-policies-in-england/
30 https://ffcc.co.uk/land-use-framework

There is potential that such a framework could draw insight from other 'wheel-based' approaches used in planning and placemaking, such as NatureScot's Place Standard[31] Gann et al's. (2019) Social Benefits Wheel and the Sustainable Food Trust's Farm Metric[32]. In addition, the extent to which multiple land uses relate to environmental and social thresholds reflected in the Doughnut Economics model (Raworth, 2018 – see Case Study 7: Employing the 'doughnut model' to derive fair and sustainable outcomes (Brecon Beacons National Park, Wales)) also means that the land use wheel could reflect the extent these different principles relate to concrete metrics that can become embedded in the decision-making of local councils, planning authorities, farmers, developers and land agents, environmental advisors and parish and town councils, to name but a few.

This would help to act in a similar way to the strategic embedding of key values into policy-making, such as the principles embedded in the Future and Well-being and Future Generations Act 2015. Also the Sustainable Development Goals. The approach links to other approaches used by some planning authorities, such as the Whole Estate Approaches, e.g., South Downs National Planning Authority (see SDPNA, 2015).

The need to ensure a land-based approach can respond to both urban and rural challenges is something the FFCC recognises, which would have interesting learnings for how to overcome some of the perceived 'urban bias' endemic within planning, identified through the Rural Planning in the 2020s project's research.

With thanks to Alison Caffyn from the FFCC for contributing to this Case Study.

31 https://www.placestandard.scot/. See also Case Study 10: Engaging communities in assessing ecosystem services and broader place value (Scotland) – the Talking About Our Place toolkit.
32 https://www.globalfarmmetric.org/

Case Study 13: Bridport Cohousing Microgrid, Hazlemead, Dorset

Introduction to the Case Study

Bridport Cohousing (www.bridportcohousing.org.uk) is a community-based organisation in West Dorset that seeks to provide community-led housing that is sustainable (see also the Llamas Case Study, Wales that promotes One Planet Development). It is a registered Community Land Trust (CLT), and part of the wider CLT network in the UK that seeks sites for affordable housing that deliver local housing need, often with a local connection to the communities they work in.

Supported by a grant from Homes England and crowdfunding investors, Bridport Cohousing has worked with housing provider Bournemouth Churches Housing Association (BCHA), architects Barefoot Architects and developers CG Fry to create a community in the market town of Bridport, Hazelmead. This is the town's first cohousing neighbourhood with affordable and sustainable eco-homes and is thought to be the largest of its kind in the UK. Cohousing schemes allow for self-contained living, in Hazlemead's case in individual properties, but with community facilities. In the Hazelmead community there will be shared outside space for recreation and food growing as well as common facilities, including a playroom for children, shared office space, a space for shared meals and promoting a car-sharing scheme and food cooperative.

Built on a seven-acre site in the Dorset AONB, Hazlemead will consist of 53 sustainable homes, of which 26 flats are houses for social rent and a further 27 shared ownership properties, which will be partly managed by BCHA. There are also six two-bedroom houses to rent for National Health Service (NHS) staff. The shared ownership schemes are available for purchase between 30 per cent to 75 per cent of market value and rent is paid on the remaining balance. The lowest capital share they can be purchased at is 30 per cent and the maximum 75 per cent, or later staircased to a maximum of 80 per cent of the value at a later date. Applicants for social rent are available to those already registered on the Dorset Housing Register as looking for affordable housing properties.

As a CLT, the land is held in perpetuity for the benefit of the community, whereby all properties remain as affordable housing so they can be sold on the open market; as such Bridport Cohousing will retain the freehold of the properties to ensure this. A local lettings scheme will ensure that housing is allocated fairly.

Applicants need to be a member of Bridport Cohousing and be committed to the community. In addition, potential members of the new community need to meet the following conditions:

- have lived in the area for at least two years, or
- have worked in the area for one year (with a permanent contract), or
- have a close relative that has lived in the area for more than five years.

- Potential residents need to subscribe to cultural norms and practices set by the community (discussed further below). See: https://bridportcohousing.org.uk/neighbourhood-policies/

The first residents are due to move in during the summer of 2022.

Scope of activity (alignment to the Forces for Change and elements of the rural)

Eco-design is at the heart of the fabric of Hazlemead properties, where as stated in the communities Sustainability Policy, "The aim is to produce an architecture which is locally specific not just materially, but also environmentally". The houses have been built to near Passivhaus standard, are timber framed and will be clad in local brick and timber. All the houses will have rooftop solar which will feed into a self-sufficient microgrid energy network.

In collaboration with the community energy company Bristol Energy Cooperative[33], an Energy Supply Company (ESCo) *Hazelmead Community Energy* (HMCE) has been established. HMCE has installed 210kWp of solar panels on the houses which is connected to a Tesla battery along with EV charge points. HMCE supplies customers with the locally generated electricity via a microgrid - a small-scale power grid that can operate independently or collaboratively with other small power grids - as well as buying in wind power for the winter. The whole development is carbon negative (i.e., the solar panels produce more electricity than the demand from the housing development). The residents will purchase electricity from the private network at a discount to that supplied by regulated energy suppliers. Houses are also fitted with air source heat pumps for hot water and will use Mechanical Ventilation with Heat Recovery (MVHR), which helps to circulate fresh air into well-insulated properties and to recover heat at the same time from stale air as it is pumped out.

Other sustainability practices included in the rules of the community are that households are limited to owning one car, the use of integrated rainwater recycling and water minimisation, a collective composting scheme, supplying the community with food grown on-site and expanding micro-enterprises to supply local businesses through a community-based food cooperative which can also facilitate bulk-buying of affordable organic produce. The community also commits to routine monitoring of household carbon emissions to help evidence its impact to contribute to net-zero but also hold itself accountable to its own sustainability principles.

The community uses sociocracy, a governance process thought to help engender democratic decision-making outcomes based on consent, not consensus. Using sociocracy is thought to help surface objections and to unpack the reasons for them and to find collective and workable solutions. The shared and inclusive governance also cascades into relational ties and responsibilities within the community. For instance, under the policy relating to 'Children' there are clear expectations of how the community is expected to take a shared responsibility for other people's children. Point 5 of this policy states that "All adult members have a degree of responsibility for maintaining the safety of children and teenagers in the neighbourhood". In addition, Point 2 in the community's Local Lettings policy states that "Every adult resident to give unpaid time to help run/maintain shared facilities, e.g. 2 hours a week".

33 https://bristolenergy.coop/

The community also has committed to not using smart metres in its Electro-smog policy[34], which includes a commitment to turn off phones while using a common area. Though, as a small energy supply company this doesn't necessarily compromise the energy efficiency gains because the data being fed to the microgrid is collected upstream in the energy network, but not in each individual property.

Added value/wider implications for rural planning

The Hazelmead scheme reflects the coming together of various innovative strands reflective of the potential of planning to deliver local, sustainable development. As a community-led, inclusive, low-carbon, self-sufficient scheme within walking distance of a thriving market town and located within an AONB, Hazlemead shows how planning can deliver progressive ideals of sustainable localism.

The scheme has also utilised public funding, private investment as well as crowdfunding for its common facilities through the ethical trading platform Ethex. Investors in the common facilities also were offered a four per cent return and membership to the CLT, both of which act as incentives to translate intrinsic motivation to support community-based innovation with an additional financial and decision-making benefit. The scheme also brought together community, public, private and housing providers in a hybrid form of multi-stakeholder rural planning. The scheme was very much a value-orientated approach, whereby the values of Bridport Co-housing were also reflected in the choice of delivery partners, such as BCHA which stimulates sustainable housing and health and well-being outcomes through its affordable housing strategy, for instance, and its agile way of working reflects the community's own commitment to sociocratic principles and collaborative approach[35].

At the same time, there are still properties available, indicating that community housing schemes are not yet 'mainstream' which may pose a challenge for their scalability and take-up. However, this is also in part because the group has staggered the release of plots as they are developed. In addition, that the UK's largest cohousing scheme has been developed with the support of public funding is similar to the fact that most of the former Code for Sustainable Homes highest level Code 5 and 6 properties were mostly affordable housing developed by social housing providers backed with public money. Thus, innovation in sustainable or community-led housing often requires the backing of government to leverage the investment required to get such schemes off the ground. Additionally, the contract rules governing energy supply allow innovation up to 2.5 megawatt (MW) under licence exemptions, but above that the sector is much more stringently regulated.

Thus, in terms of scalability, such schemes may require 'regime' backing in order to facilitate 'niche' transitions, acting as a blend of alterity and institutional support to facilitate some of the more transformational potential of rural planning (see Burnett, 2019; Carroli, 2018). Or that such transitions become necessarily constrained over a certain threshold of regulation or social acceptance of innovative schemes, be that of the regulatory energy network or outside of intentional, sustainable communities. The stringent ground rules of the community certainly are not for everyone and attract an already green-minded and alternative mindset (though the community does recognise the rules can be changed to accommodate changing needs), so the types of people likely to live in a cohousing scheme may not be typical of UK residents. Therefore, the ability of planning to configure some of these innovative elements

34 https://bridportcohousing.org.uk/wp-content/uploads/2017/02/Electrosmog-policy-Jan-2018.pdf
35 https://www.bcha.org.uk/about-us/mission-vision-and-goals/

into a prefigurative, intentional community at scale are limited in many development schemes. However, schemes such as these do paint a picture of how the elements of the rural can be bundled into micro-sites for adaptation, linked to the wider service infrastructure of the wider community.

Having evidenced the principles of co-housing in the town, the made Neighbourhood Plan also refers to co-housing as a means to support future development that can meet the needs of older people through ‘Senior Co-housing’, multi-generational schemes and other ‘Community led housing’ projects. Though, this is not a policy in the Plan per se but an action point for further exploration. But it nonetheless indicates how the principles of such schemes can be formalised into local strategies for development alternatives through statutory documents such as Neighbourhood Plans.

Case Study 14: Bristol Avon Catchment Market

Introduction to the Case Study

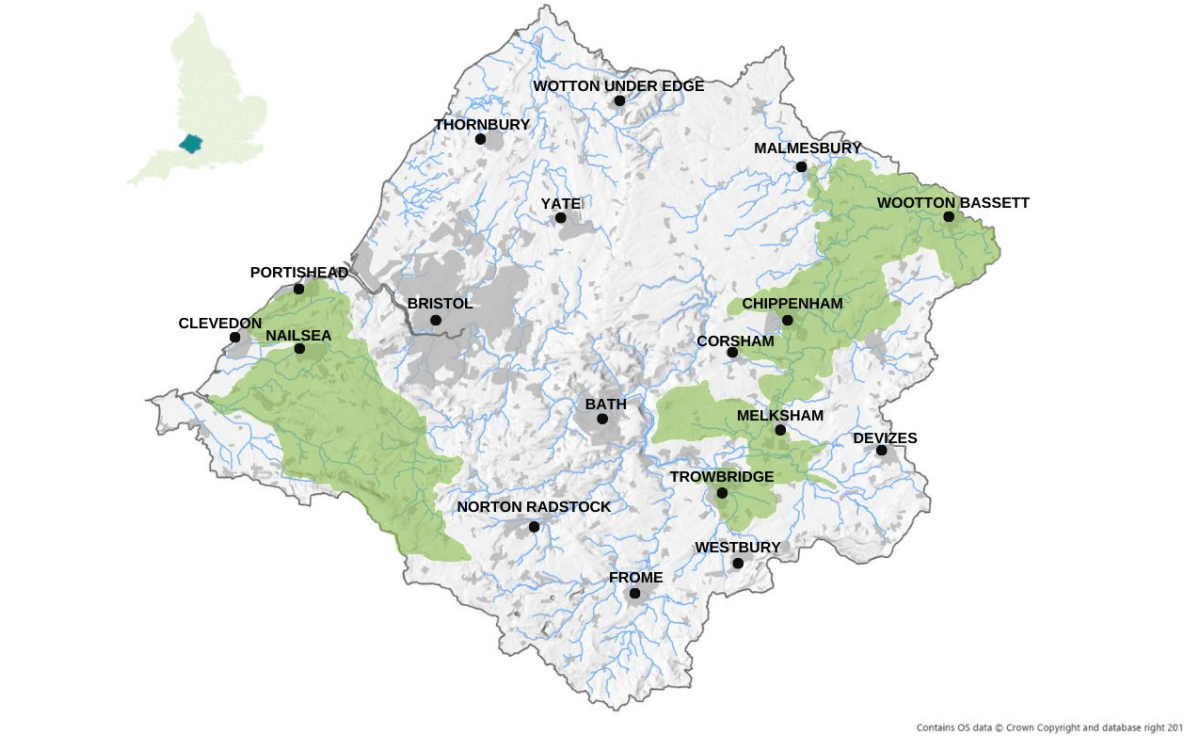

Figure 15 Image taken from www.bristolavoncatchmentmarket.uk

There is growing interest in the role of markets and incentives in helping to meet the various needs of both landowner and investors to deliver tangible benefits for nature on the ground[36]. For instance, while biodiversity reporting is not mandatory for some companies in the same way that climate reporting is. Investors may want to showcase their Environment, Social and Governance (ESG) credentials to shareholders by purchasing environmental credits or investing in nature-based projects. Particularly if these companies have a direct relationship to the Bristol Avon catchment area particular ecosystem services within it. Some developers may also want to bank potential credits that could be used later to show an improvement from a baseline that could be traded at a later point, or an investor may want to offset damage caused to biodiversity within its supply chain. For landowners, the market offers farmers, town and parish councils and other landowners the opportunity to be rewarded for environmental projects that boost the resilience of ecosystem services, for instance by restoring wetlands or woodlands or species-rich grasslands that can help pollinators.

[36] https://financingnaturerecovery.uk/

The project is currently in its initial stages, having sought an expression of landowners to deliver sites and projects and is now seeking landowners to come forward by running an expression of interest for investors. The marketplace is expected to be operational by the end of 2022.

The platform has been supported by central government and national funding organisations through the Government's Green Recovery Challenge Fund[37] (developed by Defra and its Arm's Length Bodies[38]). It is being delivered by The National Lottery Heritage Fund in partnership with Natural England, the Environment Agency and the Forestry Commission).

Scope of activity (alignment to the Forces for Change and elements of the rural)

The marketplace relates to the land-based rural since it is actively seeking to cultivate improvements for nature-based enhancements as well as mitigate climate change impacts through nature-based projects that deliver carbon sequestration. In addition, there are relevant social and cultural elements since the multi-stakeholder approach within the catchment, but also with national entities, can help support a more integrated form of land management (see also Case Study 12: The Food Farming and Countryside Commission Land Use Framework). The use of a market mechanism also can help promote new forms of localised enterprise through the marketisation of nature-based goods and services (though this is not without criticism, see below).

Added value and wider implications for rural planning

The market could help to deliver multiple environmental benefits, such as carbon sequestration, increased biodiversity, natural flood risk management and nutrient mitigation. By incentivising positive land use change, markets could help deliver Local Nature Recovery Strategies and other spatial plans. For instance, the marketplace links to the Avon Wildlife Trust's ecological knowledge and identifies the management priorities for different areas within the catchment. As well as planning, the initiative also links to new environmental land management schemes. The Wildlife Trusts are using the DEFRA BNG metric is as a habitat baseline mapping tool and has direct routes to planning actors to help deliver on net biodiversity gain.

However, in the absence of a policy framework to regulate nature-based markets, emerging market-based approaches have been critiqued as being a "Wild West" and there is the potential that, if the right architecture isn't established upfront, then some of the benefits accruing to landowners may not be tightly underpinned through the appropriate legal contracts and rigorous enforcement and compliance strategies. In the Bristol Avon Catchment Market, the delivery partners have sought to provide a fairer alternative to "reverse actions" (also known as a Dutch auction) previously used by some water

[37] https://www.gov.uk/government/news/governments-40-million-green-recovery-challenge-fund-opens-for-applications
[38] https://www.gov.uk/guidance/public-bodies-reform

companies to encourage landowners to compete for the best value projects in what some have deemed a “race to the bottom”. The platform screens investors for their net-zero and environmental credentials, thus helping to safeguard against unscrupulous investors using nature for financial gain.

The closed bidding process between landowner and investor means that neither gets to see the others’ price and, in its role as Market Operator, EnTrade will settle each market round by using a mechanism independently designed by academics at the University of Exeter[39]. Ensuring fairness within the transaction model is potentially transformative if it can cascade to other investment within the development sector and could help to encourage a more collaborative and fair transition to development and land management.

[39] https://www.youtube.com/watch?v=dXtmE9yySIE

Case Study 15: Post-Brexit environmental incentives (ELMS trials and regenerative farming in North East and North West England)

Introduction to the Case Study

The Environmental Land Management Scheme (ELMS) will replace the EU-level basic payments to farmers in England (see Agriculture Act 2020). ELMS are environmental stewardship schemes that will reward the delivery of 'public goods' by incentivising farmers to adopt beneficial practices or measures. Such goods are benefits to society, e.g., recreational, environmental or aesthetic beauty value, which are often tied to the ecosystem services in a given area. Examples of positive practices farmers will be rewarded for include hedge planting and river management, which is a departure from the European Union (EU) Common Agricultural Policy (CAP), where landowners were paid for the amount of land they owned rather than any net environmental or social value arising from their use or management of the land.

These schemes are becoming increasingly attractive to farmers as rising agricultural input costs are squeezing already tight profit margins (see Agricultural Transitions Thematic Review in Technical Report 1). Natural capital-based approaches are becoming an attractive option to diversify farm enterprise while at the same time allowing for farmers to continue food production, generate renewable energy and deliver benefits for nature. In natural capital-based approaches, quantified and verified benefits (e.g., biodiversity, water quality and carbon sequestration) are derived which then can take the form of a 'credit' that can be traded or banked for future exchange. Using metrics such as the Defra's biodiversity metric 3.1[40] allows measurement of the value actions by farmers have to promote an environmental benefit, e.g. when a farmer plants a hedge, creates a pond or sets up an area for biodiversity alongside crops (a field margin) which can be converted to an equivalent number of biodiversity credits. There are several emerging biodiversity offset markets where credits can be traded on online marketplaces (see Case Study 14: Bristol Avon Catchment Market).

Defra started ELMS trails in 2018 whereby 3000 farmers and land managers took part from different sectors, regions and land types[41]. Defra is currently piloting other new post-Brexit farming incentives, such as the Sustainable Farming incentive (SFI)[42].

One of these trails was with the North Cumbria Farmers Group and Test Trial who are working with Natural England and Defra in Northumberland. Farming here often uses traditional farming methods on family farms and may already employ nature-friendly animal husbandry techniques, rather than intensive agricultural production (the issues of such production are detailed in the Agricultural Transitions Thematic Review in Technical Report 1).

The ELMS trials will help to capture stability and change factors for different ecosystem services and biodiversity on farmland in what one farmer describes as a "a time capsule of what's here and now". Through the trials, farmers are learning about habitat mapping to capture natural capital in the farms. This will help them to evidence uplift in nature to allow

40 http://publications.naturalengland.org.uk/publication/6049804846366720
41 Almost 3,000 farmers and land managers are involved across different sectors, regions and land types.
42 https://www.gov.uk/government/publications/piloting-the-sustainable-farming-incentive-monitoring

them to access environmental credits, such as through offsetting schemes described in Case Study 14: Bristol Avon Catchment Market). It can also help farmers to monitor risks to habitats from invasive species, such as Sitka spruce' in the parish on Bewcastle, Cumbria it is estimated to covered 50 per cent in this invasive species. This data is being mapped through mobile digital technology such as smartphones to make these tools accessible to farmers within their day-to-day practices.

Scope of activity (alignment to the Forces for Change and elements of the rural)

The ELMS trials relate to three of the Forces for Change: post-Brexit environmental incentives (Brexit), how habitat mapping can evidence changes to species arising to climate (climate change) and how mapping of species and ecosystem data can support farmers to have the skills to work with other partners to enable the countryside to be a site for adaptation (adaptation). These cross-cutting issues relate particularly to the land-based and economic rural, but also the social and cultural rural as new incentives introduce new techniques for farmers to learn and utilise as a sectoral effort to upskill their capacity, to understand change drivers as they unfold on their farms, and have the resources to motivate them to strengthen on-site nature-based solutions. These initiatives can complement the effort to encourage Biodiversity Net Gain (BNG) within the planning system through developer contributions.

Added value and wider implications for rural planning

The ELMS trails are one part of a wider policy move (within the UK and increasingly other countries) to support nature-based planning. These efforts are increasingly digitalised, for instance through the use of tools such as The Land App[43], used by farmers, farm advisors, land agents, estate managers and ecologists to track land and habitat metrics. However, as has been pointed out in this report and the project's related outputs, there are still unnecessary siloes between agriculture and planning; more needs to be done to ensure that the public good values underpinning the Agriculture Act 2020 and post-Brexit agricultural frameworks also meaningfully relate to the environmental principles enshrined in the Environment Act 2021 through more integrated land-use approaches (see Case Study 12: The Food Farming and Countryside Commission Land Use Framework).

As one of the farmers in the Defra ELMs trails states: "There has to be a realisation of not only food production, but the social value of deep rural areas".[44] Rewilding and regenerative farming can also be used to help bolster sustainable tourism in key areas that connects to the cultural qualities of long-standing farming practices in rural areas and their embeddedness within rural communities, such as those in Northumberland. For instance, Ennerdale in West Cumbria in North West England is a remote valley that offers 'a sense of tranquillity, ruggedness, self-will, [and] wildness'[45]. These could be further encouraged if nature-based improvements e.g., to biodiversity, can be maintained and enhanced. Such tourism can also be promoted in local and neighbourhood plans in these areas.

43 https://thelandapp.com/
44 https://www.youtube.com/watch?v=CNJMg2SnyI4
45 https://www.wildennerdale.co.uk/

However, there are also issues pertaining to the financialisation of ecosystem services (see the Ecosystem Services Thematic Review in Technical Report 1). It is vital that the appropriate governance underpinning financial markets links to an upscaling of ecosystem and biodiversity data that can also enable a just and fair transition. Financial and social transactions need to support the common good and the benefit of farmers, not just investors (who may not always work for the best intentions of farmers and landowners or the natural habitats). In addition, while the UK's recent environmental policies have been heralded by many as 'landmark' there are risks that the war in Ukraine will put pressure on supply chains, exacerbated by climate change. There could be a risk of a change in government priorities towards economic gains or a configuration of some of the Forces for Change being a spanner in the works for the full potential of such schemes to come to fruition, particularly if economic vested interests challenge the noble environmental ambitions being experimented with in policy circles and in practice.

Case Study 16: The Haltwhistle Partnership and Our Future Towns

Introduction to the Case Study

This case focuses on an organisation, the Haltwhistle Partnership, links between that organisation and others, and projects being delivered in this part of Northumberland. The Haltwhistle Partnership is "a development trust, a company limited by guarantee and a registered charity" based in and around a market town on the Tyne Valley, around halfway between Carlisle and Newcastle upon Tyne. There are many such partnerships in rural areas around the UK and Ireland, but Haltwhistle appears, from our research, to be particularly active and demonstrating strong outcomes for the community. The Partnership includes members from the Town Council, surrounding Parish Councils, Northumberland Council (a unitary authority), the Chamber of Trade and other local representatives.

The Partnership works on a range of projects in and around the town. A number of these are related to transport planning and infrastructure, with the Partnership "offering Haltwhistle and its surrounding area as a test area for innovative solutions to the issues surrounding rural transport". Another body involved in that work is the Tyne Valley Community Rail Partnership, which has led on a project to make use of redundant buildings at the town's station for community use.

Haltwhistle was one of three communities which was part of the Royal College of Art's (RCA) Our Future Towns (OFT) project. This wider project, led by the RCA with support from professional bodies including the Transport Planning Society, Chartered Institution of Highways & Transportation and the RTPI, and involving many other partners, has devised tools to "help communities to reimagine how they can develop their town's together".

The Northumberland County Council Borderlands Place Programme targets investment in places that will help boost economic activity across the region and supports smaller rural towns in particular. Haltwhistle is part of this programme and the funding will create a Town Investment Plan to help to leverage additional funding through the programme.[46]

In Haltwhistle and the other two towns which were part of the project, an innovative set of engagement practices were used to garner views about strengths and weaknesses of the towns – framed as "what do you love?" and "what drives you nuts" about where you live? Working through the opportunities for the towns, "utopian" and "dystopian" visions for the future were created.

The barriers to change to deliver the utopian visions identified by the OFT project are very similar to the constraints identified by participants in our roundtables – "lack of joined up leadership; poor coordination between towns, county councils and regions; a lack of inclusion, particularly with the younger generation; and the need to move to financial models that support 'community value' rather than financial returns on investment".

46 https://haltwhistle.org/index.php/miscellaneous-pages/24-current-projects

Scope of activity, link to Force(s) for change and Element(s) of the rural

The Haltwhistle Partnership “seeks to manage change for the benefit of local people”. Similarly, the OFT project sought to test an integrated community and transport planning process to address challenges similar to the project’s Forces for Change, principally climate change, with “the evident value of creative approaches” core to their project. Climate change and the countryside as a site for adaptation are therefore the two main Forces for Change relevant to this Case Study.

The integrated approach of the Haltwhistle Partnership and Our Future Towns seek to cut across elements of the rural, but the centrality of the community to it provides a strong link to the social and cultural rural. Physical projects such as those at Haltwhistle station or buildings such as those in the figure below of course link to the built rural.

Figure 16 Infrastructure around Haltwhistle connects the town but lack of investment can create problems. Source: "Little left of Little Chef, A69, Nr Haltwhistle" by A C Skinner (CC BY-NC-ND 2.0.)

Added value/wider implications for rural planning

The Haltwhistle Partnership is, as noted above, one of many such partnerships operating across the nations of the UK and Ireland. These partnerships reflect the strong attachment to place held by communities in rural areas, and the (often unpaid) time they are prepared to devote to working on plans, projects and schemes in those communities. The Haltwhistle Partnership appears to be an exemplar of this sort of activity, with consistent leadership, strong links to partner organisations and a track record of delivery.

This was one of the reasons they were chosen to be a part of the RCA’s Our Future Towns project, in itself an innovative example of cross-sectoral activity as integrated spatial planning with a community focus. As the RCA puts it, “We developed a systems approach that understands that the greatest levers of change happen when we engage with, and

change, people's philosophies, feelings and knowledge”. Our work on the Rural Planning in the 2020s project has provided multiple reminders of the importance of this sort of approach, and, sadly, that in many instances extant processes of planning do not deliver upon it. They key implication for rural planning of this Case Study, therefore, is that a change of approach is important to achieve better outcomes in rural areas.

Thinkpieces

Thinkpiece: One Planet Development, Wales (by James Shorten)

Learning from One Planet Development

The One Planet Development (OPD) policy in Wales offers important insight into the future of rural planning. Sooner not later we all need to be living a One Planet[47] or net-zero[48] life. Widely adopted strategic policies see rural areas as inherently less sustainable than urban centres, but in places such as Cornwall this risks over half of the population falling off the sustainability radar (see Tym et al., 2009). Net-zero lives are needed everywhere, and are equally possible in rural areas, but will not be the same.

Across Wales there are now approximately 50 households already living like this, deriving the majority of their needs from the land, regenerating ecosystems, and playing active parts in local communities and economies. Defining features of OPD are that it consents entire land use systems, not just operational development and changes of use, and requires measurable One Planet lives to be embedded within them. This is achieved via a comprehensive and binding Management Plan, monitored and reviewed at least every five years.

OPD is transformative development - development which achieves radical[49] reductions in emissions, relocalisation and catalyses wider land use change[50], rather than only being incrementally different from what came before.

In rural areas we can learn from OPD and interweave new development with regenerative land management to meet the needs of and create new opportunities for rural communities. Such regenerative settlement[51] can feed itself and its neighbours, create woodland and sequester carbon, provide its own energy and water, nature-based solutions flooding, allow nature to thrive alongside people, and foster new enterprises.

This is not for everybody, and is not intended to be. It is for those already ready to step into a more ecologically and socially connected life but who cannot find places to do so in existing development or what the planning system usually consents. It could also be a fresh approach to rural affordable housing, providing both zero-carbon dwellings and affordable food and energy and land-based livelihoods. OPD is rightly demanding. OPD at greater scale could be less so for members of small groups / communities willing to commit to similar principles but able to share resources and responsibilities. This is a growing cohort, swelled by the pandemic, open to living 2050 lives now - future provers.

47 One Planet refers to the amount of the Earth's resources which are available to individuals / nations etc.. In the UK we currently consume four planet's worth of resources https://www.wwf.org.uk/what-we-do/uk-global-footprint

48 Net-zero is also referred to as carbon neutrality - emitting no more carbon than is sequestered. The UK is committed to reducing greenhouse gas emissions by at least 100% of 1990 levels (net-zero) by 2050 by the Climate Change Act (2008).

49 Paragraph 152. of the National Planning Policy Framework (NPPF) requires the planning system to '... shape places in ways that contribute to radical reductions in greenhouse gas emissions…'.

50 These ideas are discussed more fully here: https://www.linkedin.com/pulse/climate-change-planning-system-james-shorten/

51 www.regenerativesettlement.com

This is not **the answer** to the future of rural areas, but can be **one of the answers** - part of a mosaic of responses varying according to situation, need and opportunity. There are different forms - extensions to towns and villages, new communities and repurposed farms, and new smallholdings. All able to bring Net-zero lives, nature recovery, and increased vitality and diversity to the countryside.

This would, of course, involve more planning, but our failure over the last 30 years to halt environmental decline in rural areas or to make sizeable inroads into the sustainability agenda there tells us more planning is needed despite the eroded nature of the system. And Ebenezer Howard's Diagram No.6 reminds us that planning for land and people, together, is a central part of planning's heritage.

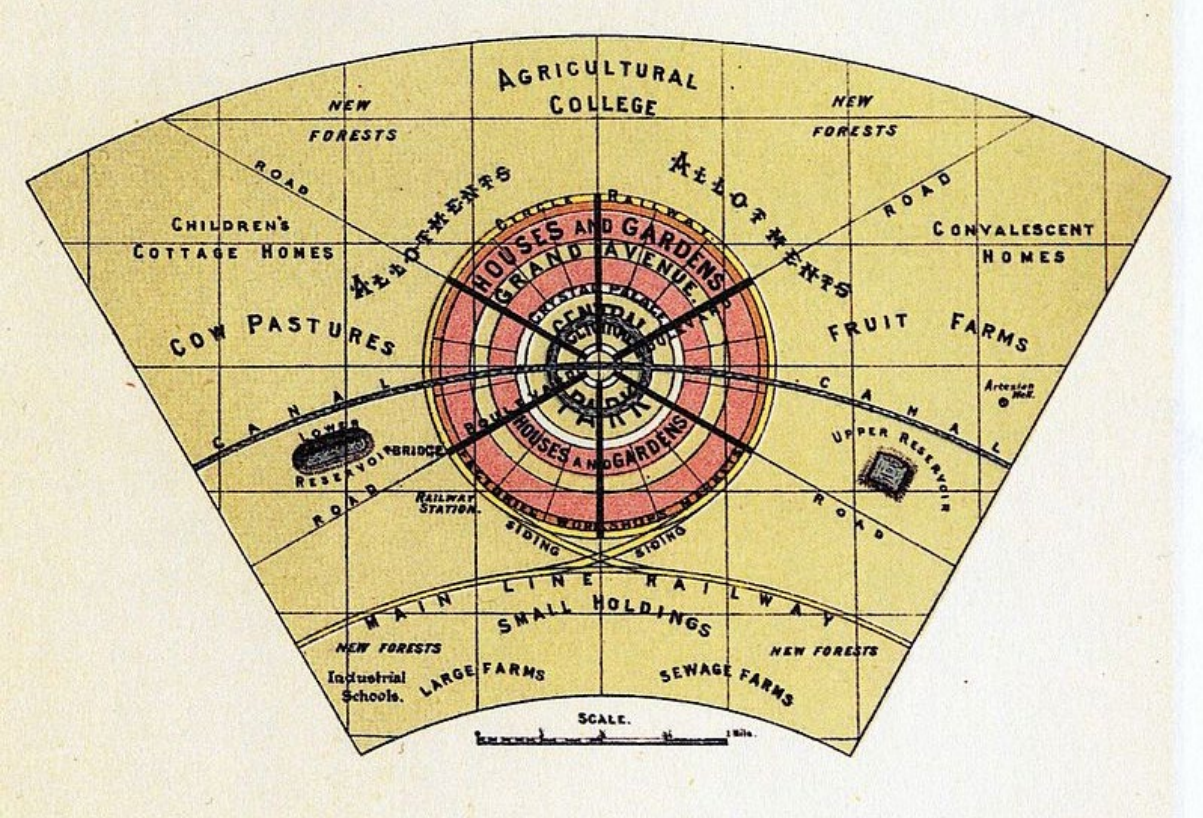

Figure 17 - Ebenezer Howard's Diagram No.6: To-morrow: A Peaceful Path to Real Reform

James Shorten is a geographer and planner with a longstanding interest in the connections between land and community. In 2002, he led the research which gave rise to the Welsh Government's One Planet Development (OPD) policy and led the production of the Practice Guidance for it in 2011/12. He has had a varied career as an academic, working for a large consultancy company, and since 2008 in companies and social enterprises of his own. He is a director of TerraPermaGeo (tpg-uk.co) and founder of the Regenerative Settlement Community Interest Company (regenerativesettlement.com).

Thinkpiece: Changing the Intractable to Achievable – Improving the supply of rural affordable housing as part of English planning's response to the climate emergency (by Jo Lavis)

Does the following quote sound all too familiar? 'The problem is one of shortage of affordable homes in villages for local young people; home ownership is too expensive for local incomes, there is little or no housing to rent. Apart from individual problems this causes, the community suffers when young people are force to leave.' Such was the summary of the Village Homes for Village People report published in 1987 (NAC, 1987). A sentiment that has echoed down the decades in numerous reports, including two commissioned by Governments of different political hues.

The inevitable question is what has changed. Sadly, the answer is not much, or more concerning, it has become worse. Only 8% of the housing stock in villages with populations of 3,000 or fewer is social housing. Last year government data shows that just 4,015 new affordable homes were completed in these communities, compared with an estimated need for approximately 8,300 per annum. Over the last 3 years the number built on rural exception sites has fallen to just 710 dwellings last year (2021) (see Local Authority Housing Statistical Returns , DLUHC, 2022). Without the option to move into an affordable home low-income households and young people in rural communities face a stark choice, move away, or live in unsuitable accommodation. It is a problem felt at its most acute in areas of high second home ownership and where private rented homes, often the only option for these households, are being sold for holiday lettings. But ultimately, in these areas, like so many rural communities in England, the underlying cause of the problem is a lack of rural affordable housing. Let's not kid ourselves, despite all the steps to improve its supply and protections to retain what we have, it's just not working.

There are amendments that could be made now to the NPPF that would help.

- Changing the rural definition in the NPPF so all parishes of 3,000 or fewer can take an affordable housing contribution from small sites, not just the 30% currently allowed to do so.
- Introduce a planning passport for rural exception sites that sets criteria which if met could simplify, speed up and reduce the cost of gaining planning permission.
- Require planning authorities to set targets for rural affordable housing delivery, reported through their Annual Monitoring reports with a review triggered when the target is missed.
- Crucially, provide resources to increase staffing and capacity in rural local planning authority teams.

But these changes and their adoption in Local Plans will only be beneficial to those rural communities lucky enough to be in a local authority where local politicians and planning policies take a positive view of development in rural areas. Too often even where there are supportive policies for rural affordable housing the Local Plan's spatial policies block their implementation. This includes rural exception sites. Most Local Plans covering rural areas include a rural exception site policy, but between 2018 and 2020, almost 50% of rural exception site homes were delivered in just five local authorities (DLUHC, 2022). A more radical approach is needed and as planners respond to the existential crisis of climate change there is an opportunity to do so. One that actively plans to meet the social,

economic and environmental needs of all rural communities with as much attention as this receives for urban centres.

The danger is that instead planning falls back on an urban centric approach of concentrating development in larger settlements, interpreting sustainable development and tackling climate change through the narrow lens of reducing car use. A threat that would be heightened should the Government proceed with its Planning White Paper proposal to zone many rural areas for stringently limited growth. The failure of such an approach is well documented, from Durham's 'murdered villages' to the call in Lord Taylor's 'Living Working Countryside', for rural communities to escape the 'sustainability trap' that writes them off as unsustainable.

Such an approach was never appropriate and is now outdated. It ignores the opportunities that new technology brings to open up access to employment, services, goods and markets, reducing the need to travel. It overlooks the fact that jobs related to regenerative agriculture, nature recovery and opening access to the countryside will require people on modest incomes to live, with their families, in rural areas. Critically, it fails to take account of the social and economic cost of young and low-income people being displaced or debarred from rural areas. Without them local economies will struggle to thrive and the social networks that are so important to physical and mental well-being will fail to flourish.

The time has come to turn this on its head, to adopt a spatial approach that actively encourages development of an appropriate scale and quality in rural areas. On this foundation the detailed policies can follow, with a more realistic chance of being implemented. For example, allocating small sites for development with policies for affordable housing contributions provided on site; a positive rural exception site policy supported by active and early input from Development Managers. But policies should go further to maximise the social, economic and environmental benefits affordable housing can bring. Making room for radical design that reduces the use of carbon, reflecting rather than slavishly following vernacular building styles and materials; requiring and accepting sites and densities that allow for growing food and open space for nature and enjoyment. None of this is new, this mediation of the use of land to achieve societal benefits was at the heart of Ebenezer Howard's vision. It is worth remembering this was initially a response to rural depopulation as much as the overcrowding and poor conditions in towns and cities.

Of course, achieving affordable housing in any context is not just down to planning, other resources and a supportive wider statutory framework need to be in place. It requires landowners to make sites available at a price that makes it viable to deliver affordable housing. Grant funding to be sufficient to provide truly affordable housing and take account of the lack of economies of scale associated with building small schemes in sensitive environments. It is not surprising that English planners cast envious eyes at the Community Right to Buy legislation in Scotland and the Well-Being of Future Generations Act in Wales.

But even without this statutory backing planners, and the politicians they work to, can change the course of rural communities. The NPPF already provides the foundations for this approach in stating that the purpose of the planning system is to contribute to the achievement of sustainable development, meeting three interdependent social, economic and environmental objectives. Nowhere does it say this is only in urban areas. To the contrary it calls on planners to take account of local circumstances and specifically it calls on planners to enhance or maintain the vitality for rural communities and identify opportunities for villages to grow and thrive.

Some steps are already being taken in this direction. Cornwall Council already outperforms any other local authority in providing affordable housing on rural exception sites and it is now going further with its draft Climate Change DPD (Cornwall Council, 2021a). It recognises that in its rural areas clustered uses and services can be shared by a number of smaller

settlements to reduce the need to travel and distances travelled. It proposes to permit limited exceptions to housing policy to allow some development where it will enable operation of community facilities, employment and flexible working and service hubs. Provision is also made for low impact, One Planet Development, that would allow small groups to provide affordable low impact housing and other buildings and activities tied to restoring land use and achieving measurable environmental net gain. The Interim Devon Carbon plan (Devon Net-Zero Task Force, 2020) takes this even further. One of its founding principles is that there should be a just transition to net-zero that ensures vulnerable and low-income segments of society and rural communities are not disadvantaged. Specifically, it calls for relocalisation to be the organising principle of spatial planning with a more balanced emphasis between spatial planning for urban and rural areas. One that recognises the importance of rural areas not only in delivering net-zero for their communities but also for the resources and services they provide for larger towns and cities.

Whilst planning policies cannot alone ensure rural affordable homes are built, they can either stop or support it. A rurally nuanced response to climate emergency for rural areas is the opportunity to move on from hand wringing about the lack of rural affordable housing to doing something positive to address it.

Observing the changes that were happening in the village where she grew up, Jo has dedicated her working life to improving the supply of rural affordable housing. A planner by profession, over a career spanning 36 years she has assisted governments, local authorities, housing associations and communities put in place policy and practice that support its delivery across the UK.

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