

Thriving or Surviving?

National Park

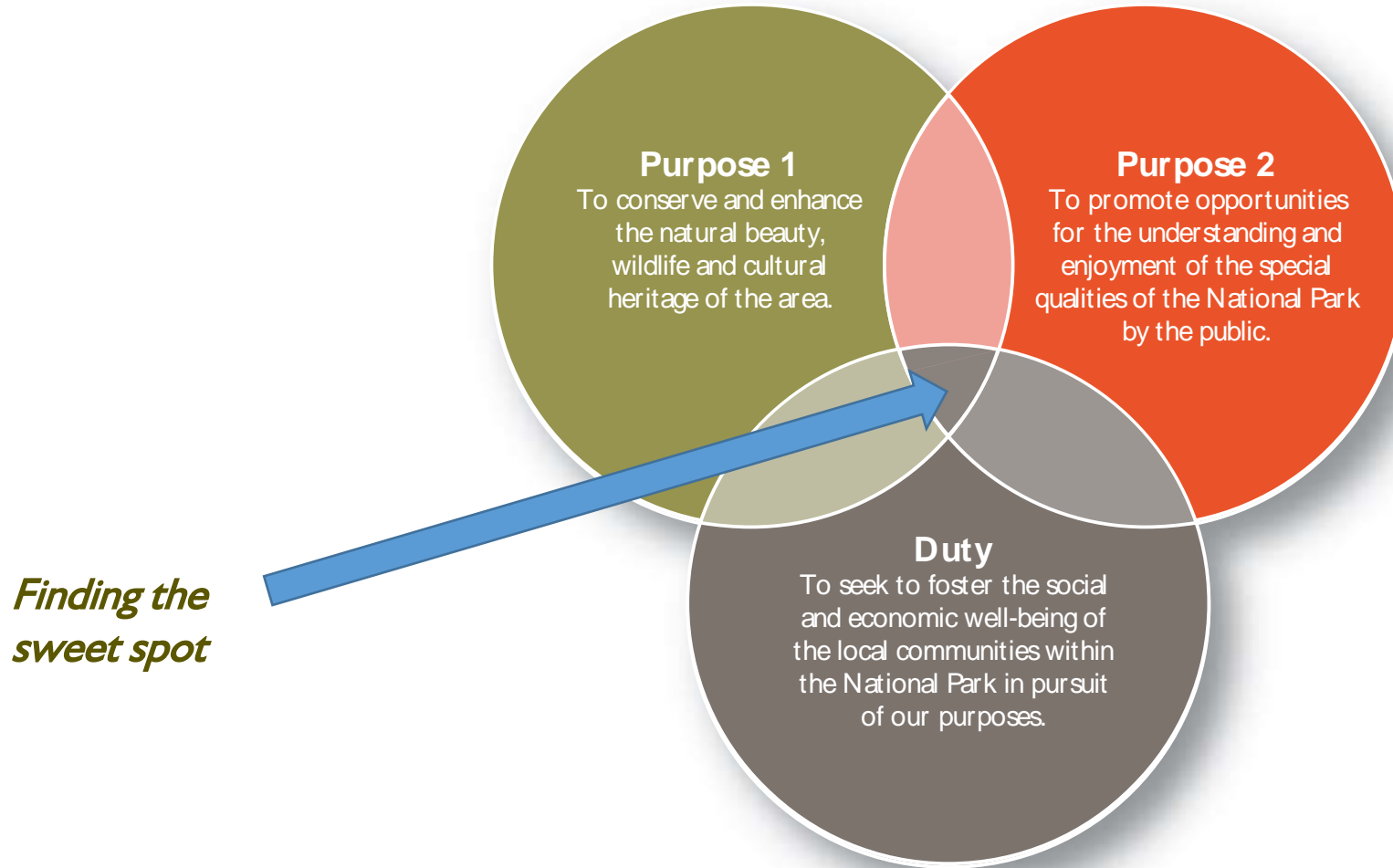
Economies in Transition:

Rural Services Network Rural Assembly
02.12.19



Andrew Lee, Director of Countryside Policy & Management, South Downs
National Park Authority

National Park Purposes and Duty



Protected Landscapes Review: Julian Glover

Key messages:

- *Nature recovery;*
- *Climate change;*
- *Inclusion;*
- *Health;*
- *Governance*



National Parks & AONBs

England and Wales



25% of land area;

Special landscapes;

*Representative of
wider shared rural
issues*

*But unique focus
and delivery
Mechanisms*

*Strong track record
and case studies*

*Working with Local Authorities,
LEPs, LEADER groups etc*

Thriving Communities

In order for our National Park & AONB landscapes to thrive their communities also need to be resilient and prosperous.

For this they need:

- Affordable Housing
- Employment Space
- Community Assets
- Holiday Accommodation
- Digital Infrastructure



Thriving or Surviving?

From:

*Unsustainable;
Ageing;
High carbon;
Subsidy dependent;
Fragmented;
Disconnected;*

?

Land based businesses;

Non land-based businesses;

Communities & services

To:

*Sustainable;
Balanced;
Low carbon;
Independent;
Integrated;
Connected;*

?



SOUTH DOWNS NATIONAL PARK



Economic Profile

AN ECONOMIC INSIGHT INTO THE SOUTH DOWNS NATIONAL PARK



8,000 businesses in the National Park

98% of business; micro or small category



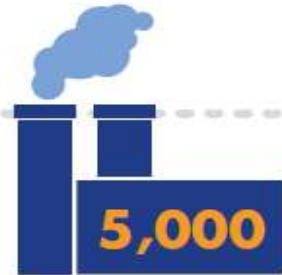
over 350 food and drink businesses



only 5%



of visitor economy in the National Park is accommodation enterprise



5,000 manufacturing jobs



23% of residents are managers, directors and senior officials

8% of enterprises in the National Park are in Arts, entertainment and recreation



5,500 jobs in education

43% of residents commute outside of the park to work



3,000 people employed in...



agriculture

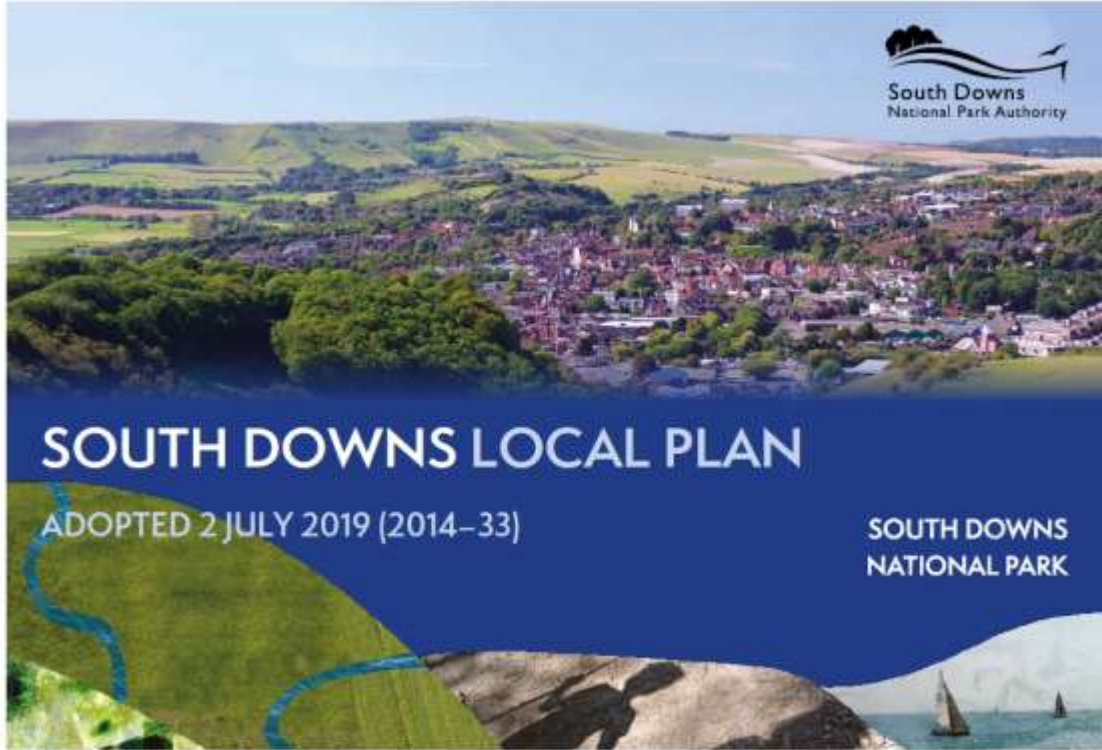


forestry &

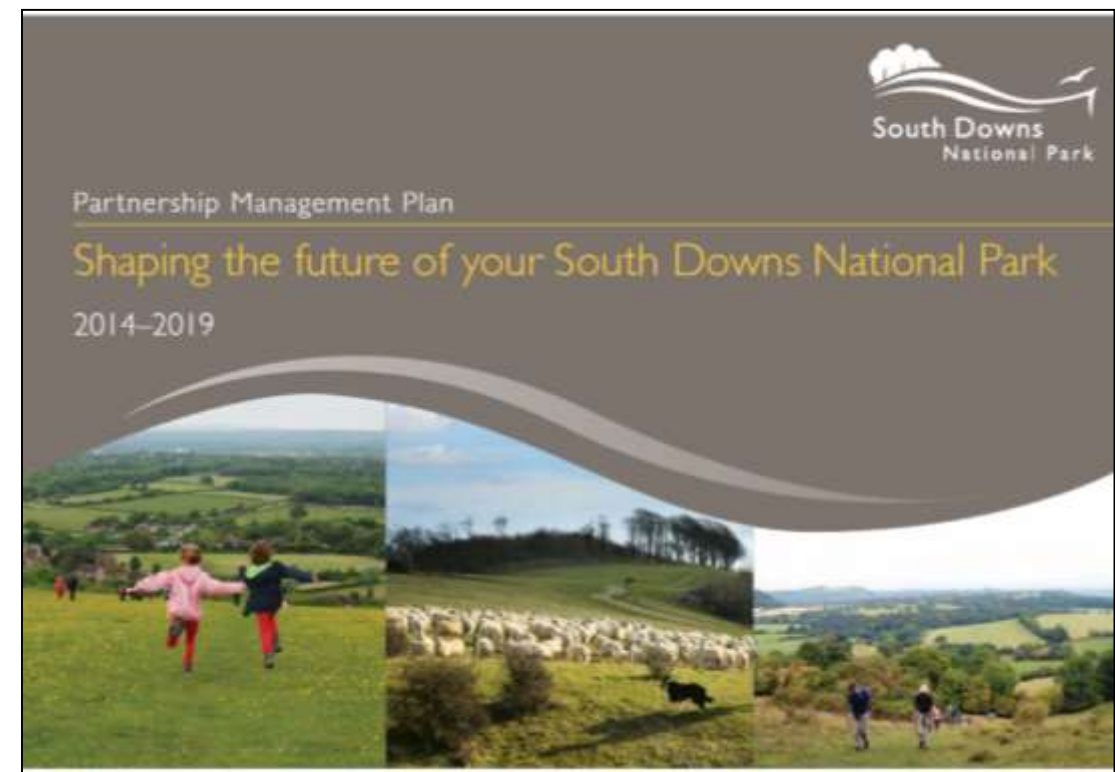
fisheries



representing **1 in 10** jobs in the National Park



Policy framework:



Rural Issues are
hard wired in our DNA



Eg) Viticulture Study

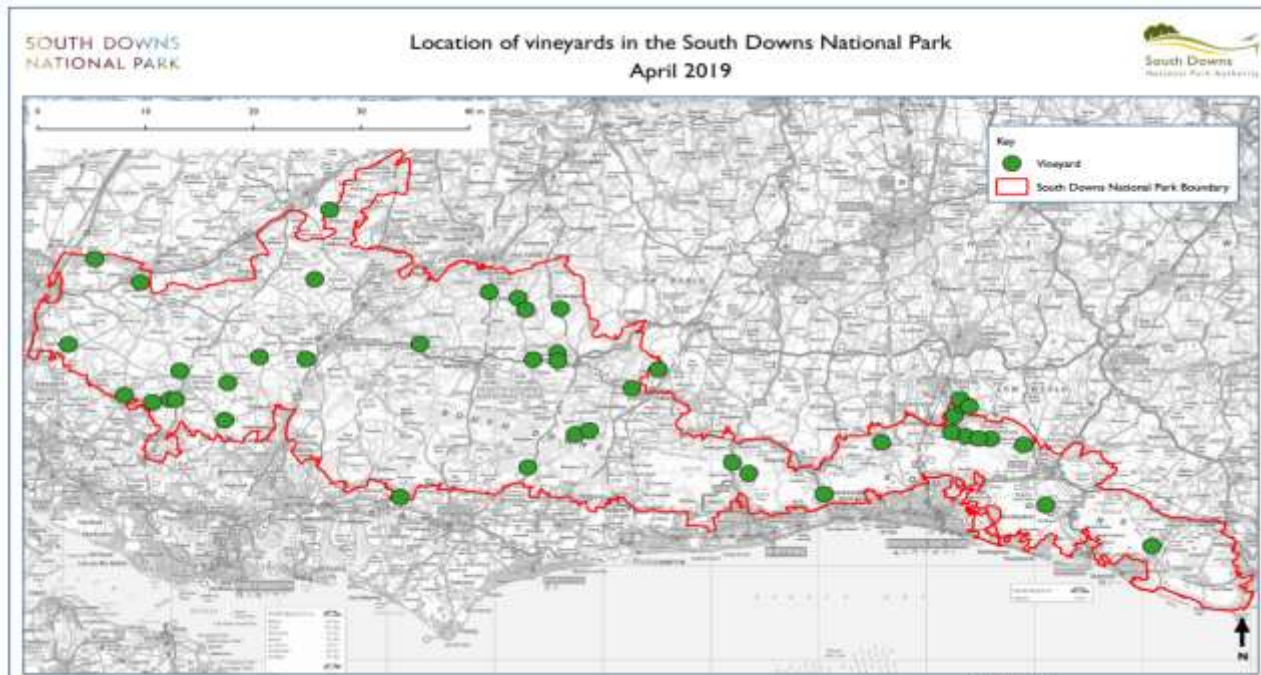
Context : More South Downs vineyards

(27 in 2016  40 in 2019)

80% of vineyards in S Downs NP, Surrey Hills
Kent Downs AONBs

Approach : growth impact assessment

(landscape economic and social);



Outputs: Case Studies
Technical Advice Note (TAN)
Natural Capital Account

Eg) Neighbourhood Plans:

56 active Neighbourhood Plans (29 Made);

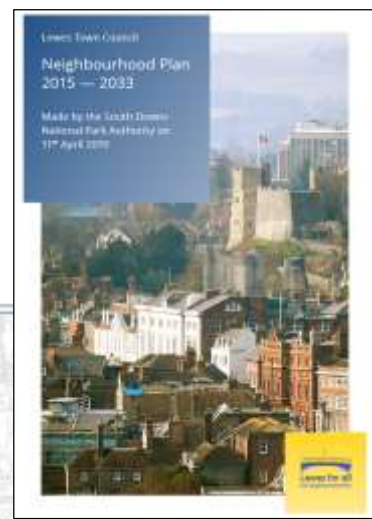
Deliver more than 50% of the SDNP Housing allocations;

Over 100 other community led plans:

30+ Village Design Statements (6 adopted)

3 Local Landscape Character Assessments

over 70 Parish Plans or Town Health checks



Eg) Affordable Housing



Average house price 14 x average income

National Park premium – average house price 97% higher than wider Housing Market Area

294 affordable homes needed per annum



Affordable Housing – Local Plan plus

Free pre-application advice on affordable housing schemes;

Helping Community Land Trusts to find acceptable sites that are acceptable for development;

Working with Rural Estates to bring forward suitable sites;

Making SDNPA grants available of up to £30k per permanently available affordable home;

Leading a national pilot study to access Homes England for small scale rural housing delivery



Eg) Tourism and visitor economy



18 million visits per year, very car dependent;

Average spend per head very low;

Need people to stay longer, spend more, reduce footprint;

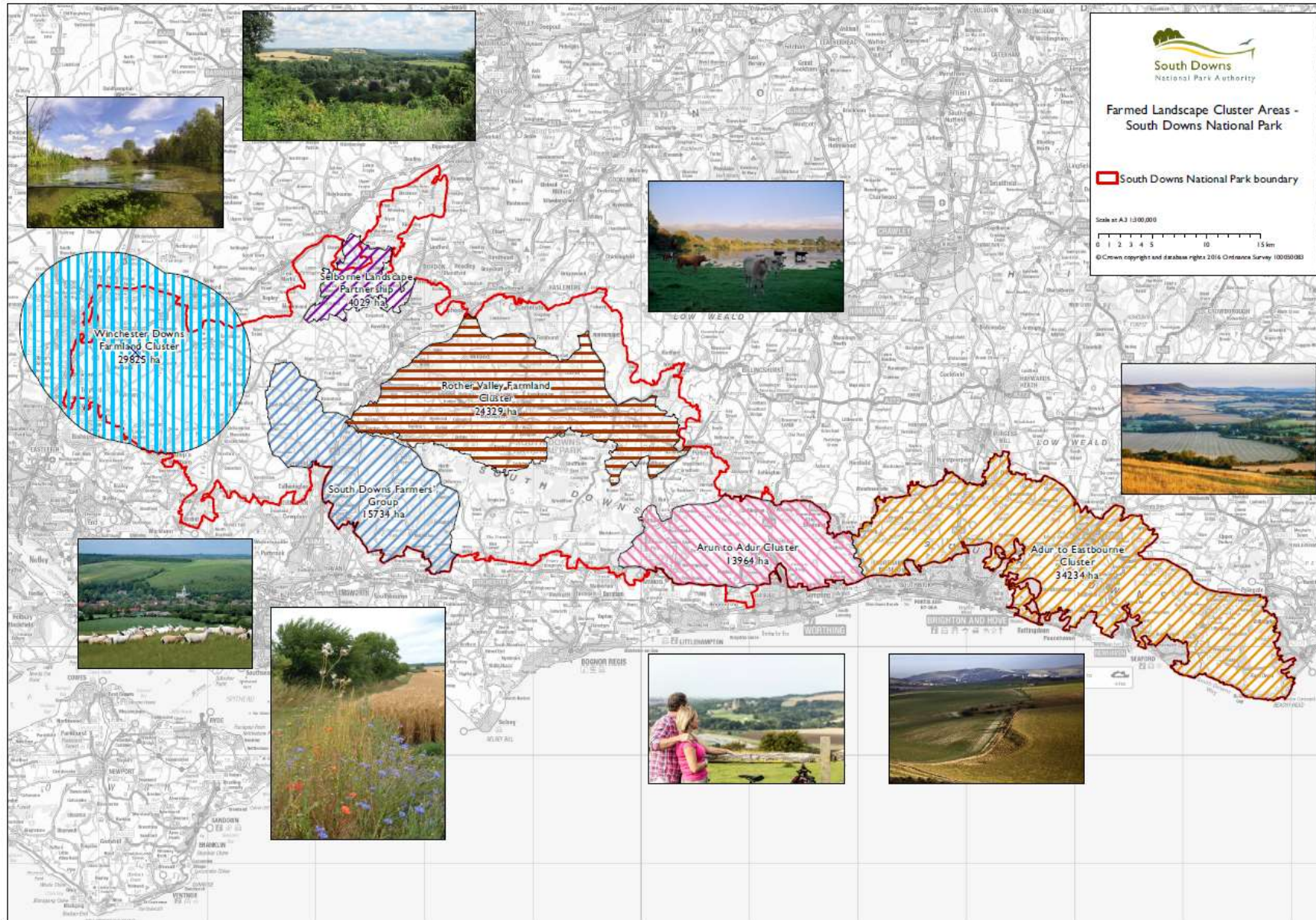
Lack of accommodation;

Creating bookable experiences;

Using the National Park brand to add value



Eg) Future of Farming



Bigger, better, more joined-up;

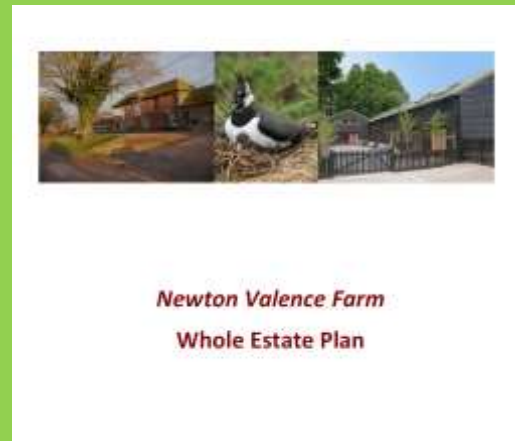
Currently 6 farm clusters with 2 more emerging;

Formed by farmers who decide objectives;

Valuable link between farmers, their communities and, via SDNPA, Defra;

NELMS and Diversification.

Eg) Whole Estate Plans



Thank You

andrew.lee@southdowns.gov.uk

<https://www.southdowns.gov.uk/>

