

'Bucolica' – measuring and managing the rural idyll



"In light of recent events, I'm afraid I'm going to have to eat some of you."

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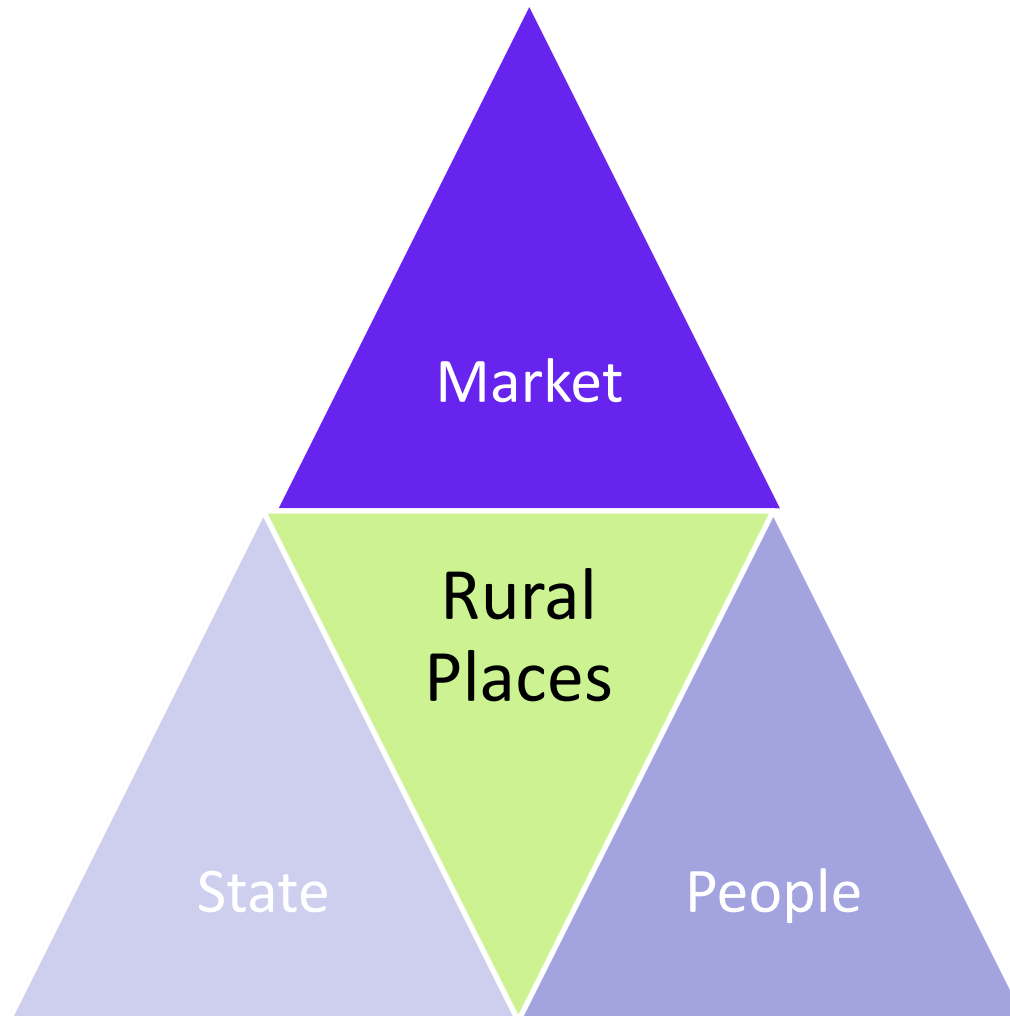
About Rose Regeneration



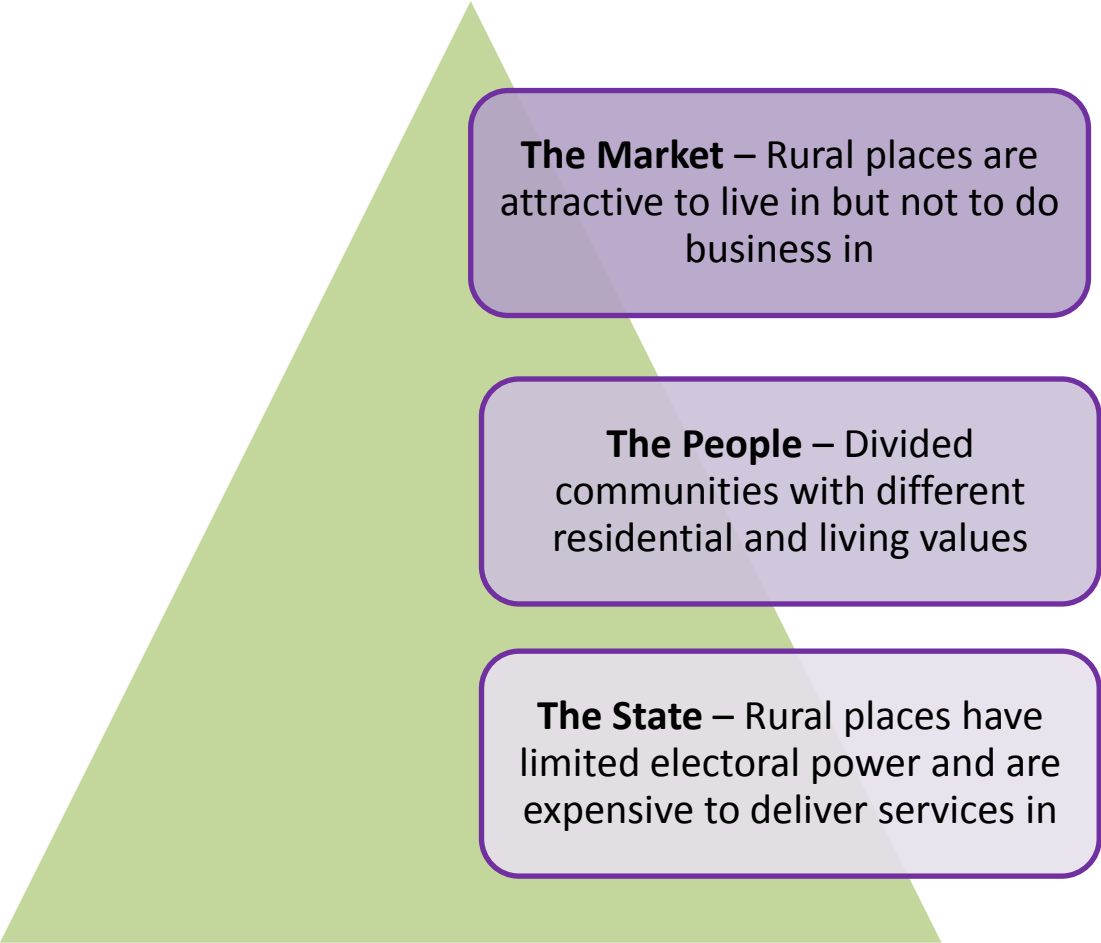
Outline

1. What are the key drivers of rural economies?
2. Sustainability on the slide...?
3. Some of the current pressures on farmers.
4. The contribution of farming to sustainable rural communities.
5. Measuring farming outcomes.

1. What are the key drivers of rural economies?



National and Local Drivers



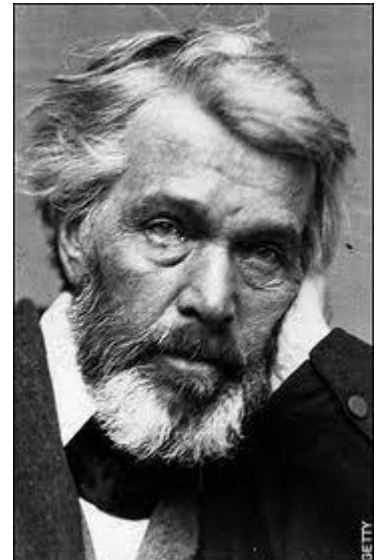
The Market – Rural places are attractive to live in but not to do business in

The People – Divided communities with different residential and living values

The State – Rural places have limited electoral power and are expensive to deliver services in

Asa Briggs “Victorian Cities”

“Large numbers of English businessmen who made money in the city wanted nothing better than to establish themselves in appropriate style in the country”



Global Drivers

Technology

Shrinking
Distances

Potentially more
viable rural
economies

Population

Pressure on
Resources

Higher costs to live
in rural places

Ideologies

Social Instability

Resources to
cities, mythologies
to rural
communities

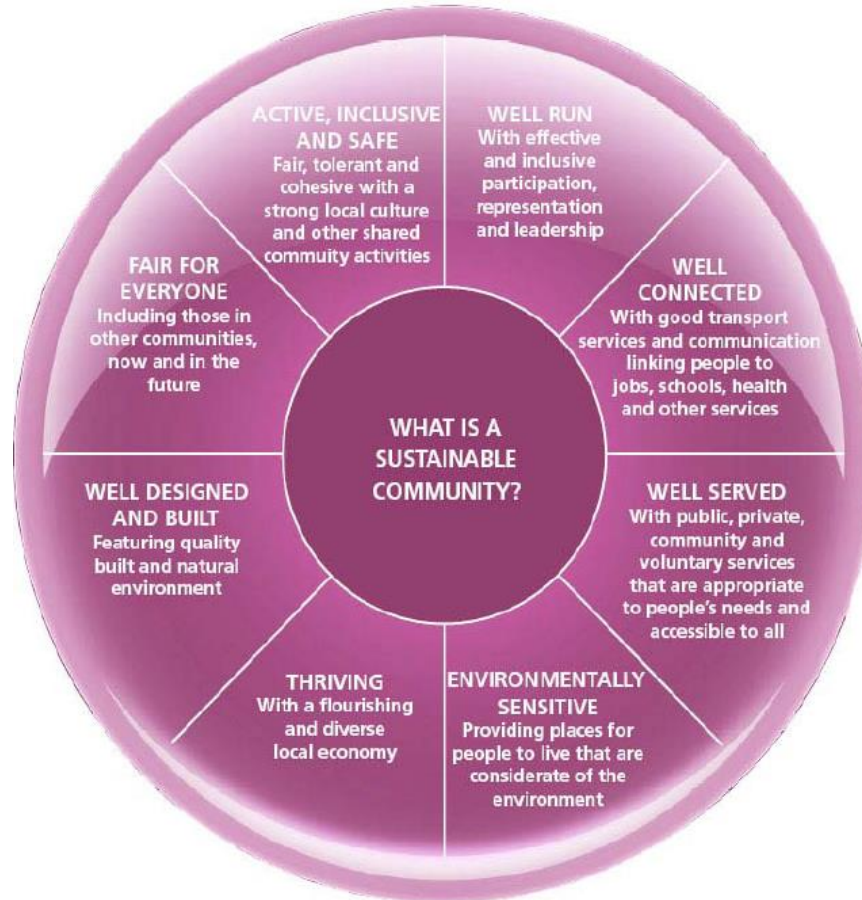
2. Sustainability on the slide...?

Demographic and financial polarisation

Modernisation and inclusivity

Contested Priorities

Places becoming virtually more connected and physically more remote



Live Work Challenges

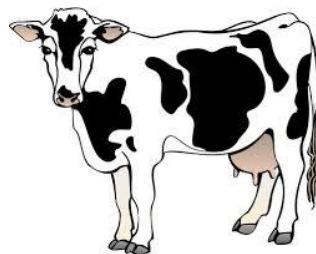
Declining Resources

The Rural Premium

Wind farms and fuel poverty

3. Current Pressures on Farmers

- **Regulatory pressures** – *BPS, are you ready? Digital by Default*
- **Succession Planning** for farming families
- **Market Volatility** – *Defra Farm Business Income Forecast*
- **Supply chains** – dairy, access to livestock markets
- **Public sector austerity** – *the sale of publicly owned farmland*
- **Skills and Training**
- **Health and Safety** – *‘stay farm safe’*
- **Public perceptions and understanding of farming**
- **Resource protection**



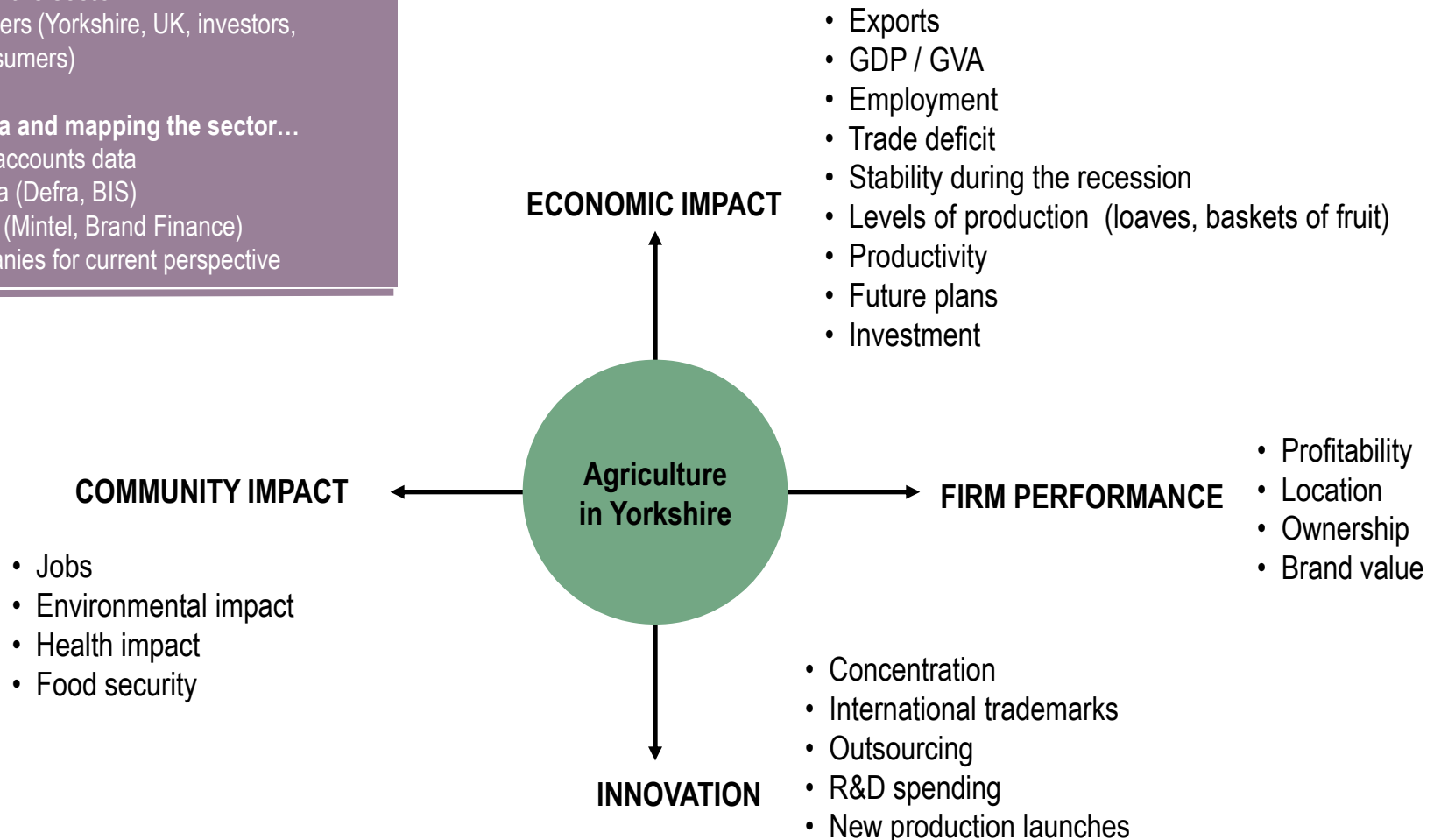
Yorkshire FARM PLC – bringing the story of the sector to life...

...farming has been too narrowly interpreted...

...the international **flow of value in the whole supply chain** should be considered – from raw materials to the consumer...

Value matrix for the sector
For all stakeholders (Yorkshire, UK, investors, employees, consumers)

Taking best data and mapping the sector...
ONS – national accounts data
Government data (Defra, BIS)
Market research (Mintel, Brand Finance)
Survey of companies for current perspective



Agriculture, horticulture and food processing will continue to be an important sector for the UK...
financially, socially and strategically

Scale of the Sector in Yorkshire and Humber

- Total number of up and downstream employees = 333,000
- 12.9% of all jobs – second highest sector by employees
- GVA: £5.5bn per annum



4. Contribution of farming to Sustainable Rural Communities



5. Measuring Farming Outcomes

Yorkshire Farm PLC	Bristol Accord - Sustainability	Indicators
<i>Community Impact</i>	Well Served	Greater sense of cohesion and cooperation across different sectors
	Active Inclusion and Safe	Reduced social isolation
<i>Economic Impact</i>	Well Connected	Improved access to regional, national and international networks
	Fair for Everyone	Improved links and synergies with global communities
<i>Farm Performance</i>	Well Served	Improved performance of firms
<i>Innovation</i>	Thriving	Increase in entrepreneurship and innovation

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