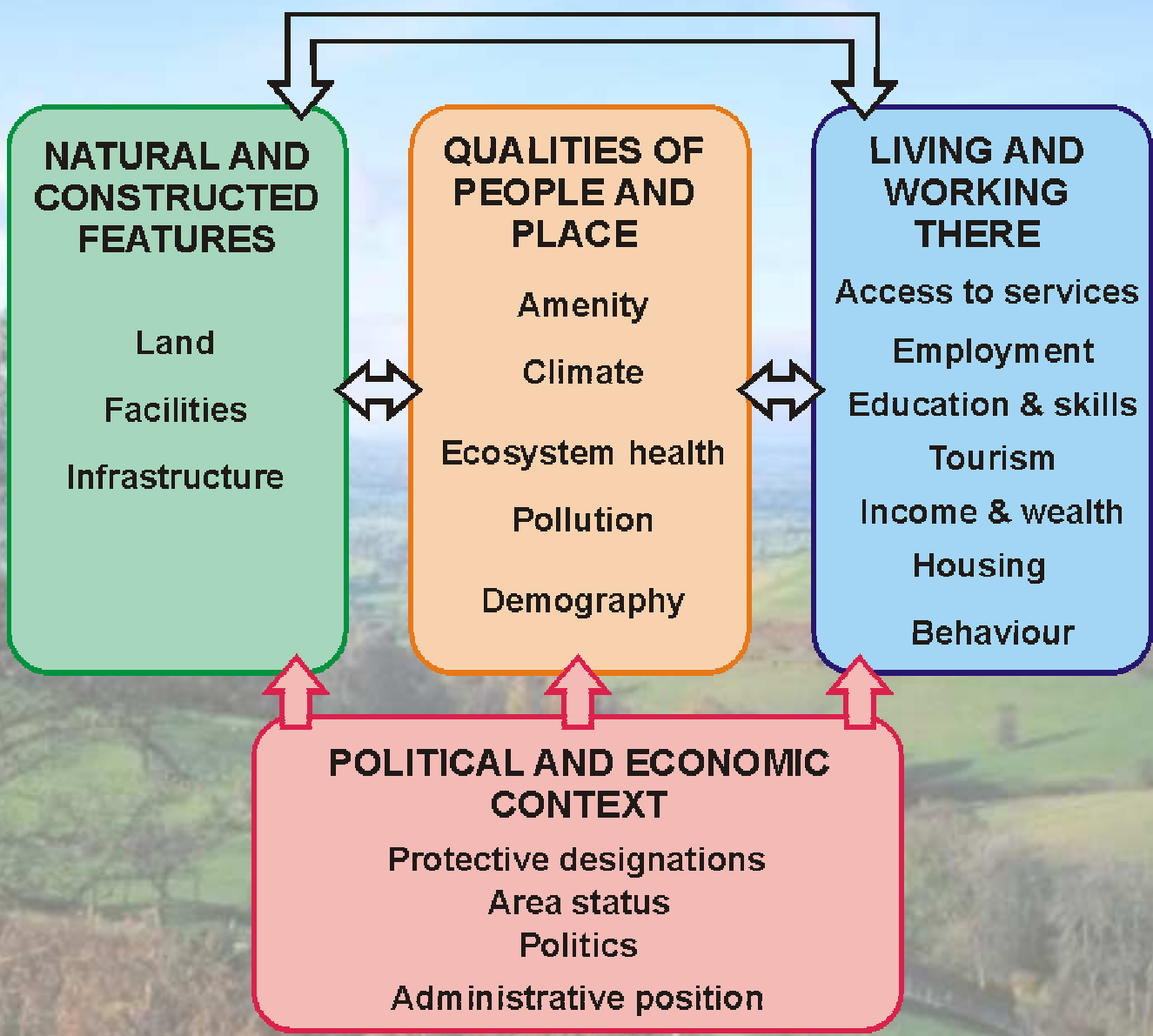


The Plurality of Rurality

Scoping study in the Rural Economy & Land Use Programme

Aim:

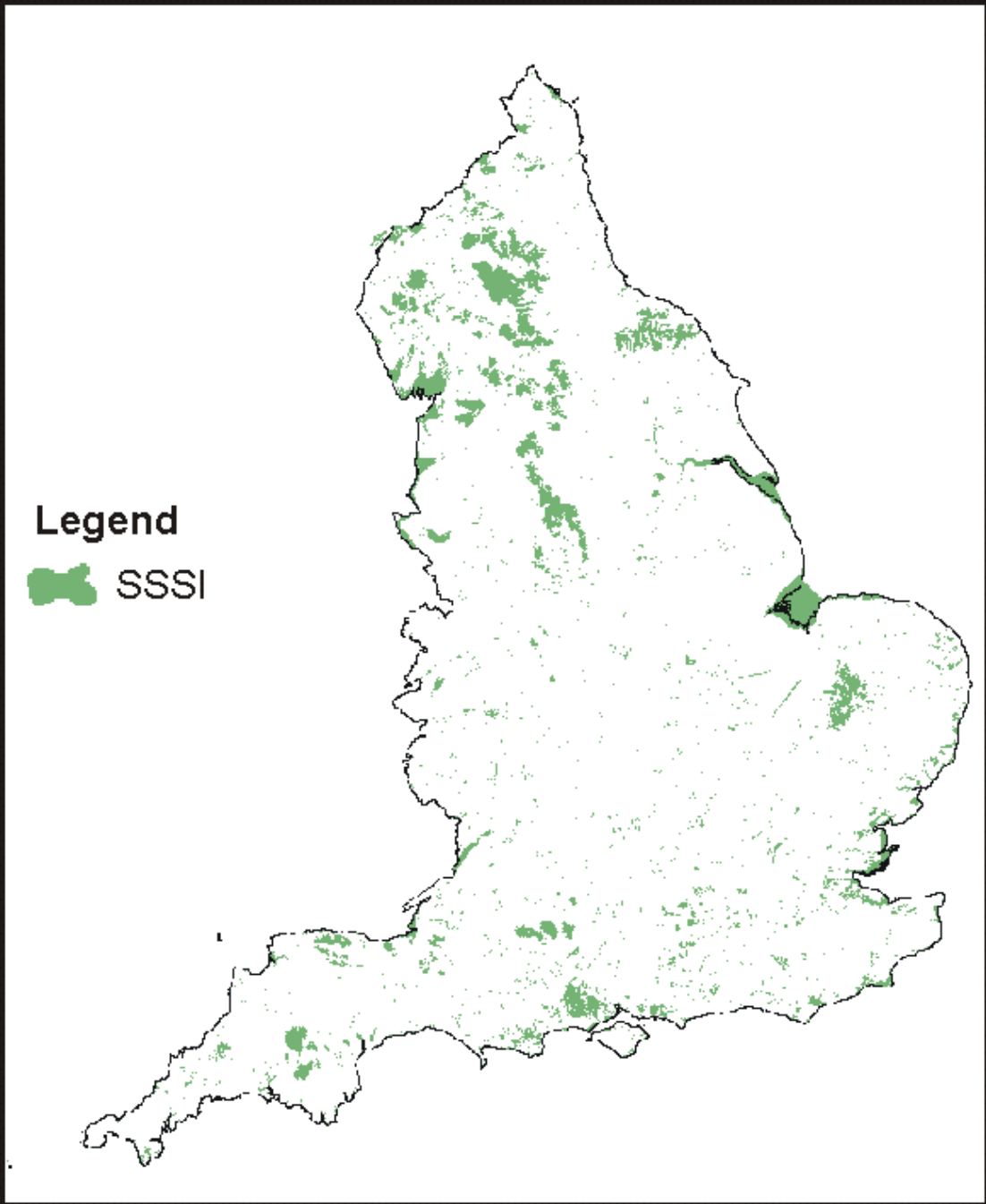
To integrate natural and social science data into a spatial dataset that can be used for analysis to inform rural policy-making and provide a knowledge base for furthering policy integration



Data Sources – Political and Economic Context

- **Who is responsible?**
- Mainly UK and European government agency information
- Easiest information to obtain with one exception
Economic subsidy information

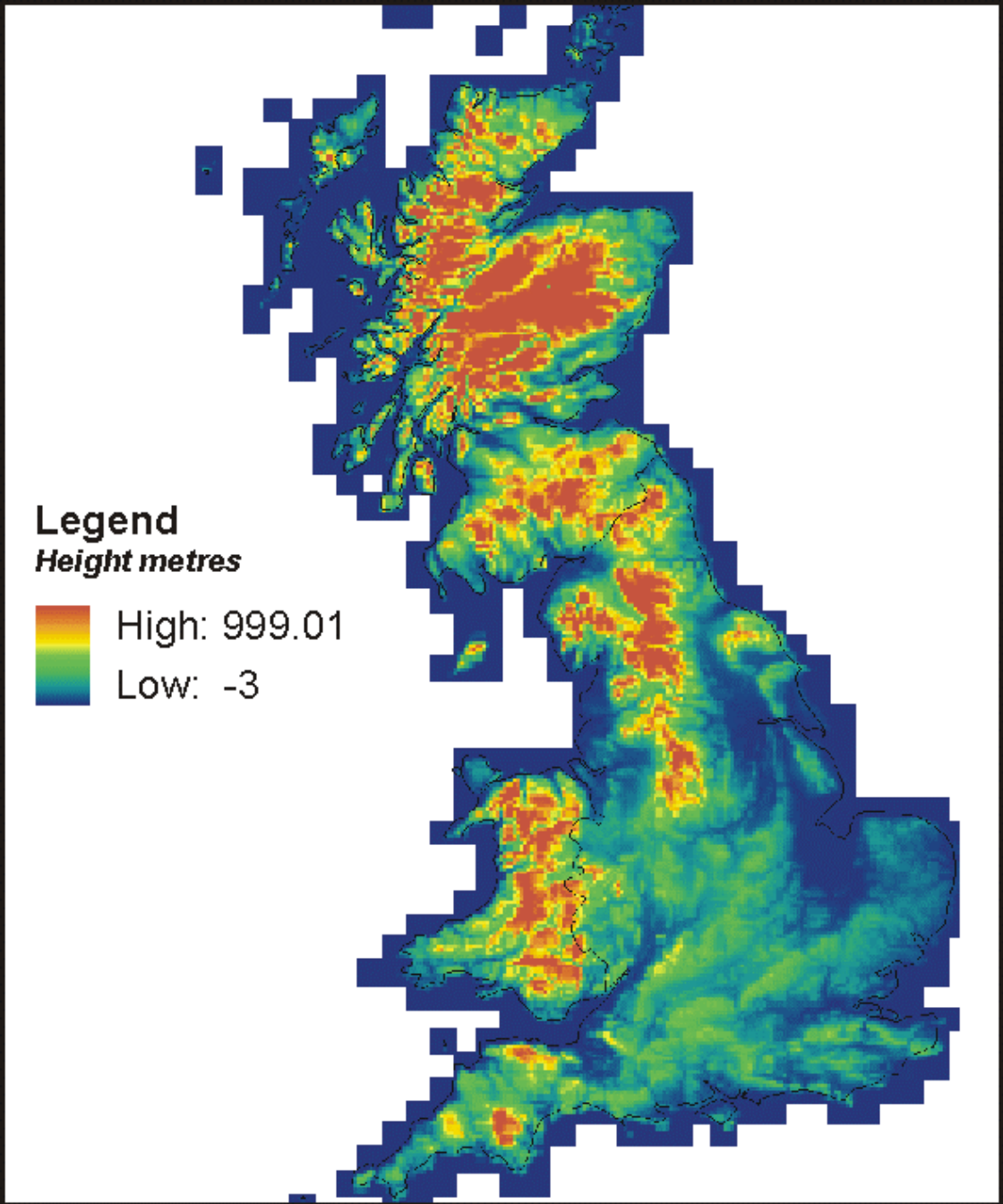
Protective Designations	<i>SSSI, AONB, National Parks</i>	Countryside Agency
	<i>Green Belt</i>	??
Area Status	<i>Countryside Character</i>	Countryside Agency
	<i>CAP Subsidies</i>	?? - EU
Administrative Position	<i>County, District, Ward, Health Authority, Primary Care Trusts</i>	Office of National Statistics
Politics	<i>Parliamentary Constituency, Local Authority Control</i>	Office of National Statistics
	<i>EU Nomenclature of Units of Territorial Statistics (NUTS)</i>	DEFRA



Data Sources – Natural and Constructed Features

- *What is there?*
- Relatively easy to identify data providers
- Multiple providers for some themes – different costs
- More difficult to obtain information on problem features

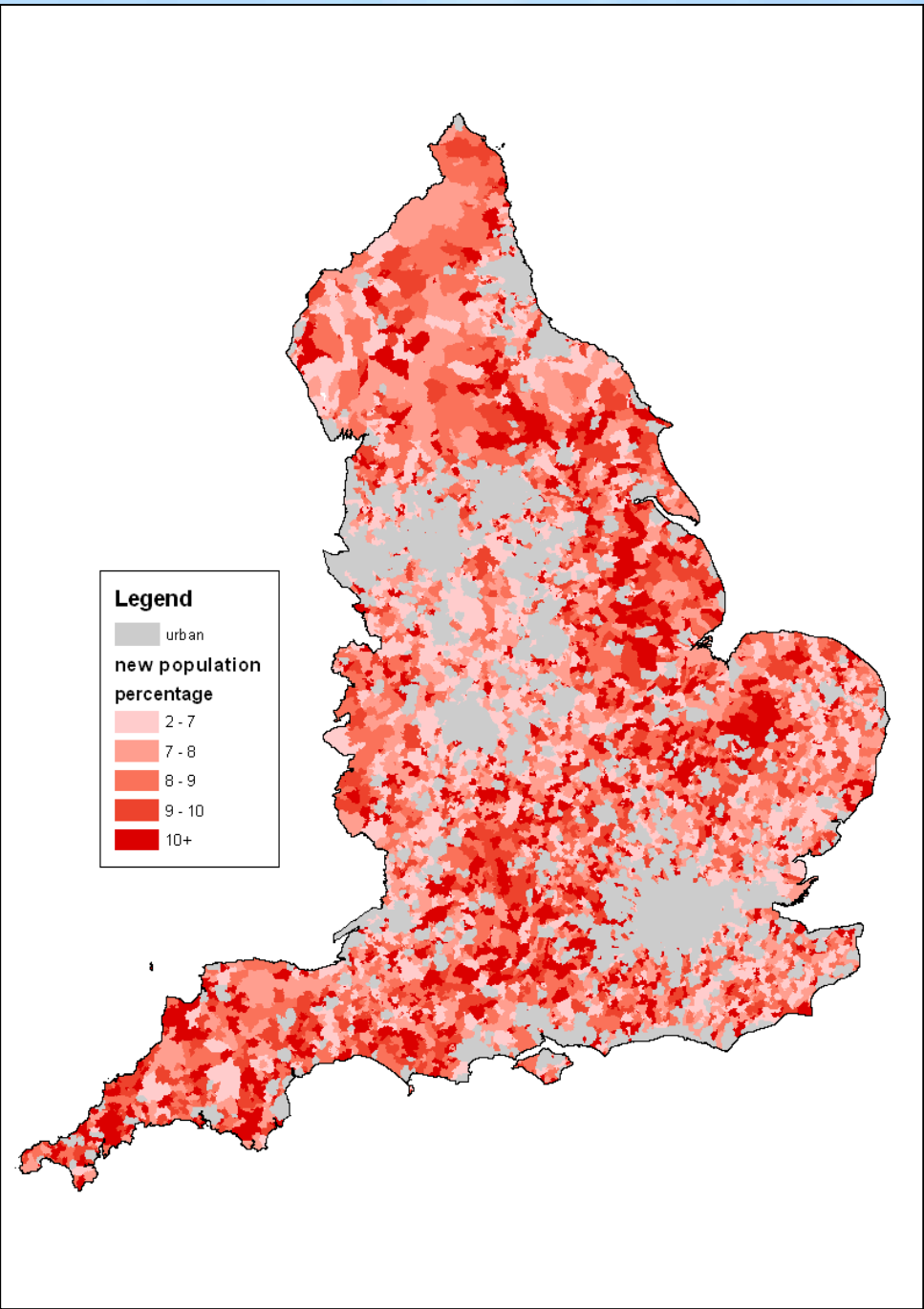
Land	<i>Vegetation</i>	CEH Land cover 2000
	<i>Soils</i>	UK Soil Survey
	<i>Geology</i>	British Geological Society
	<i>All Physical Features</i>	Ordnance Survey
	<i>Water bodies, Rivers, Roads</i>	Bartholomew
	<i>Topography</i>	Landform Panorama DTM
	<i>Settlements</i>	Urban areas and rural Gazetteer (ODPM)
	<i>Roads</i>	AA
Facilities	<i>Schools</i>	DfES Secondary School Postcodes
	<i>Post Offices, Businesses, GP Surgeries, Libraries, PH, Eating Places, Meeting Places, Recreation</i>	Ordnance Survey - Point X
	<i>Tourist Destinations</i>	Visit Britain
Infrastructure	<i>Power Stations</i>	Quality Ash Association
	<i>Windfarms</i>	British Wind Energy Association
	<i>Industrial sites, Landfill sites</i>	Environment Agency



Data Sources – Qualities of People and Place

- *What is it like?*
- Some obvious data providers – some more obscure
- More difficult to obtain data
- Often costly

Climate	<i>Rainfall, Temperature, Sunshine Hours</i>	Met Office
Soils	<i>Soil Chemistry</i>	UK Soil Survey
	<i>Soil Contamination</i>	Environment Agency
Crops	<i>Crop Areas and Yields</i>	EUROSTAT
Demography	<i>Number of People, In-migration, Age, Gender, Ethnicity</i>	Census-usual resident population
Pollution	<i>Air Quality</i>	UK National Atmospheric Emissions Inventory
	<i>Water Quality</i>	Environment Agency
Amenity	<i>Tranquility</i>	Centre for Protection of Rural England



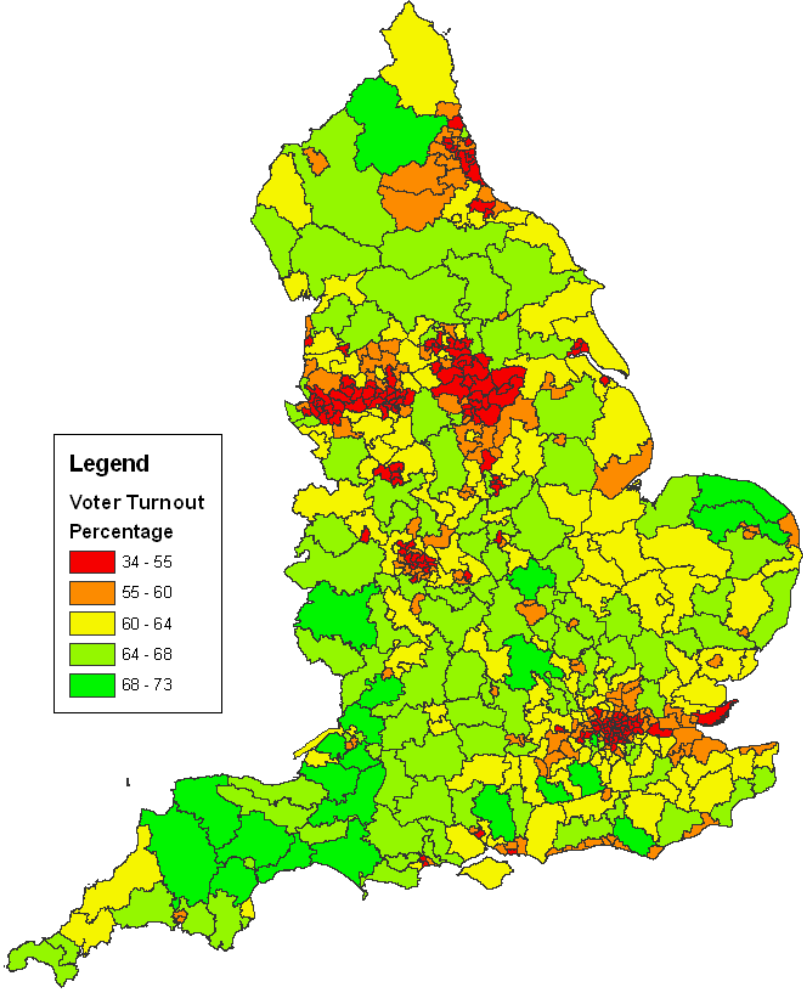
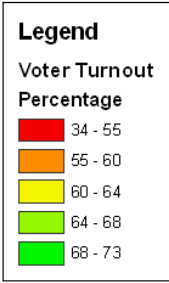
Data Sources – Living and Working There

- *What is going on there?*
- Increasingly difficult to get data (apart from UK Census)

Confidentiality Issues

Data needs to be derived from other information

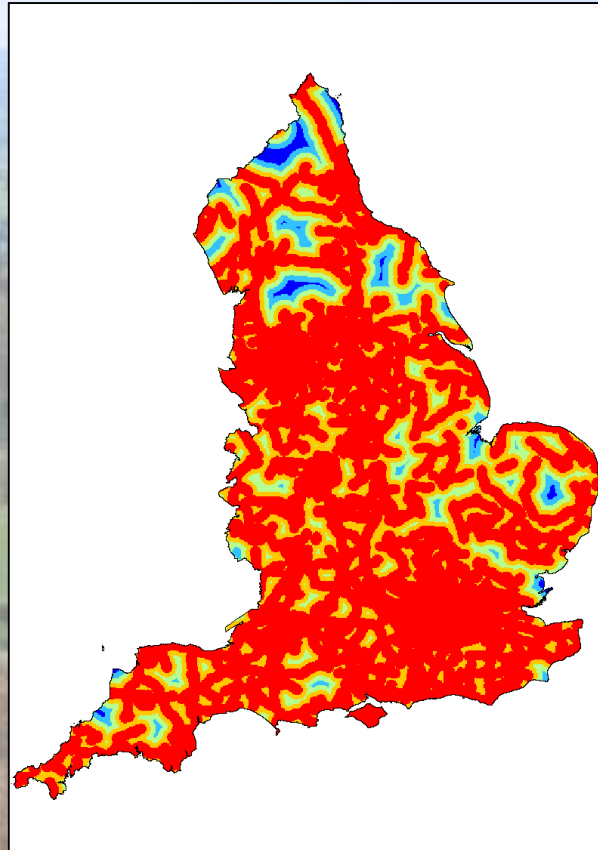
Housing	<i>Demand, Supply</i>	Census
	<i>Affordability</i>	Land Registry House Prices
	<i>Homelessness</i>	??
Access to Services	<i>Access Levels</i>	Derived from road data (AA, OS, Barts.)
	<i>IT(Broadband) Availability</i>	?? – Service Providers
Health	<i>Prescribing Levels</i>	Prescription Pricing Authority
	<i>Incidence of Disease</i>	Department for Health
Income and Wealth	<i>Benefit Receipt, Elderly Poverty, Child Poverty</i>	Indices of Multiple Deprivation
Employment	<i>Sector, Unemployment</i>	Census
Education and Skills	<i>Young People, Adults</i>	Census
Behavior	<i>Crime</i>	Home Office
	<i>Trade</i>	Local Business Survey
	<i>Recycling Rates</i>	?? – Local Authorities
	<i>Voting Participation</i>	Electoral Commission



Data Sources – Overview

- Variable costs depending on data type and scale
- Different accessibility depending on sensitivity of issue
- Some data not available:

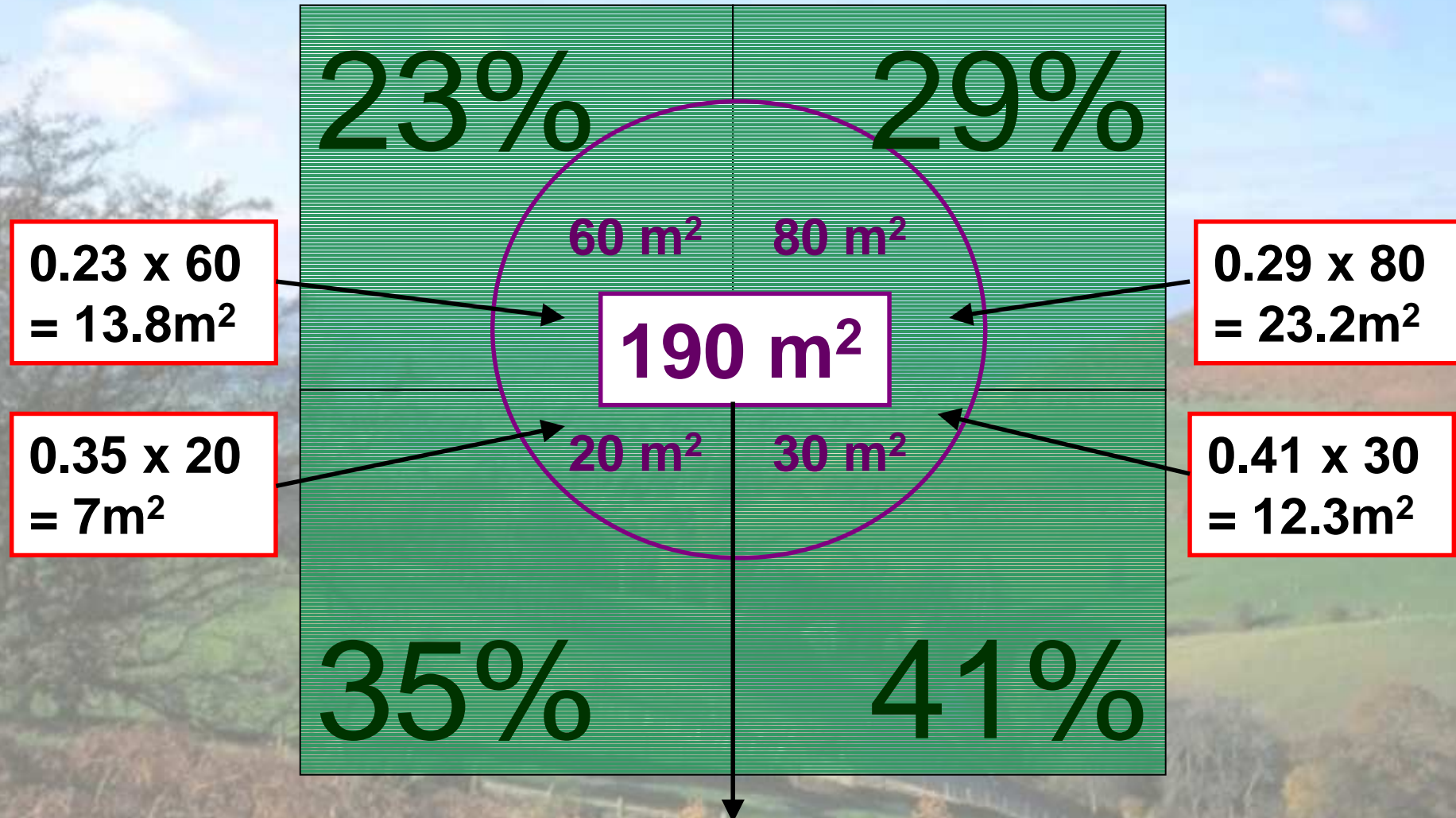
*Derived
Surrogates used*

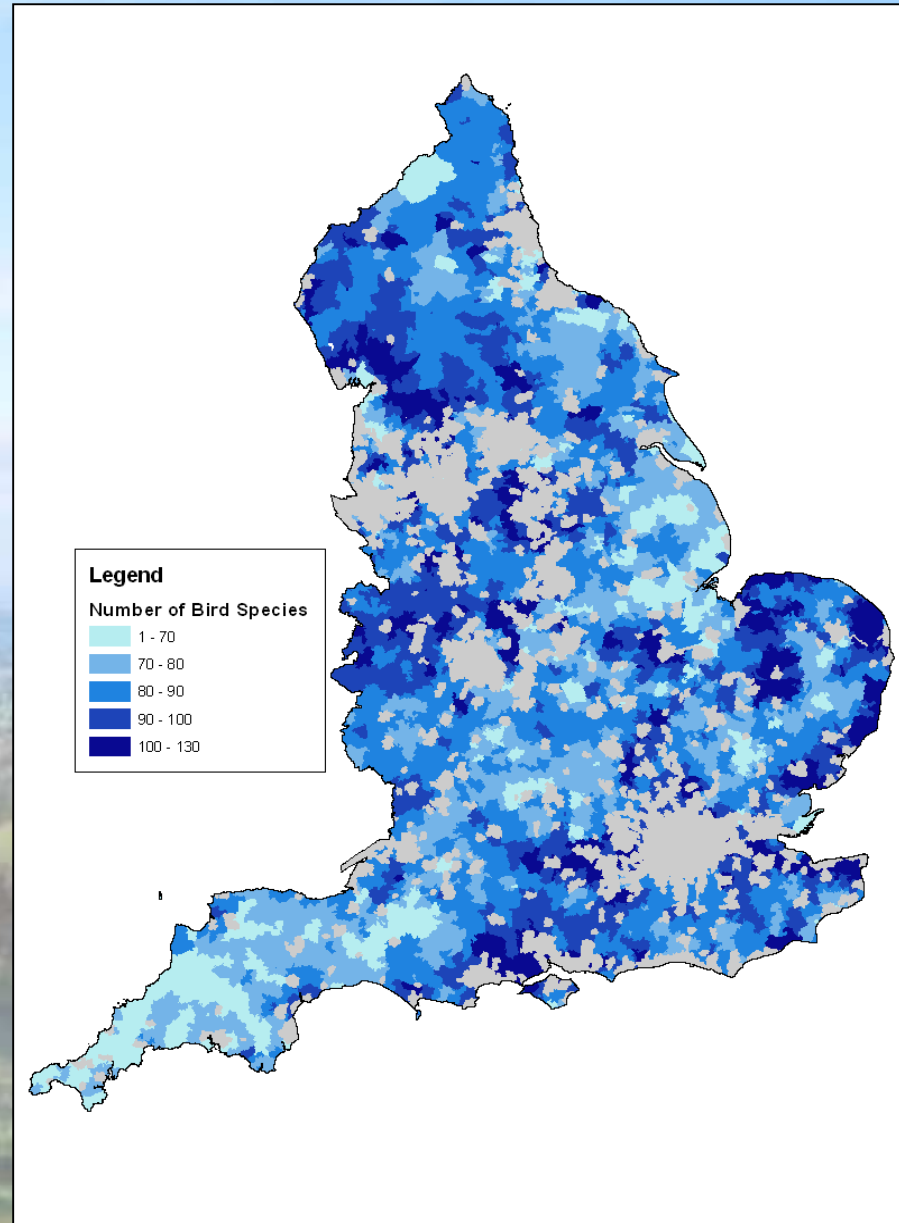
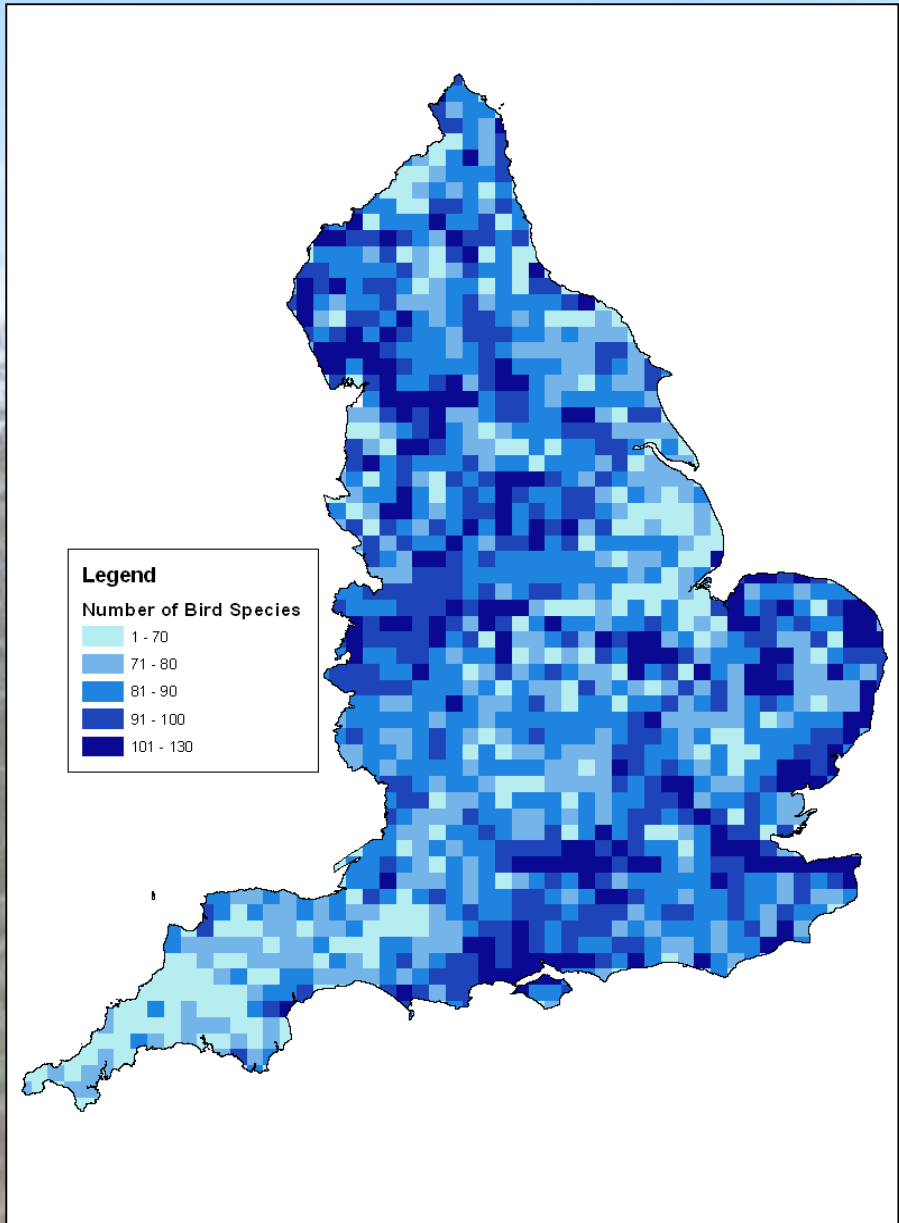


Integrating Spatial Data

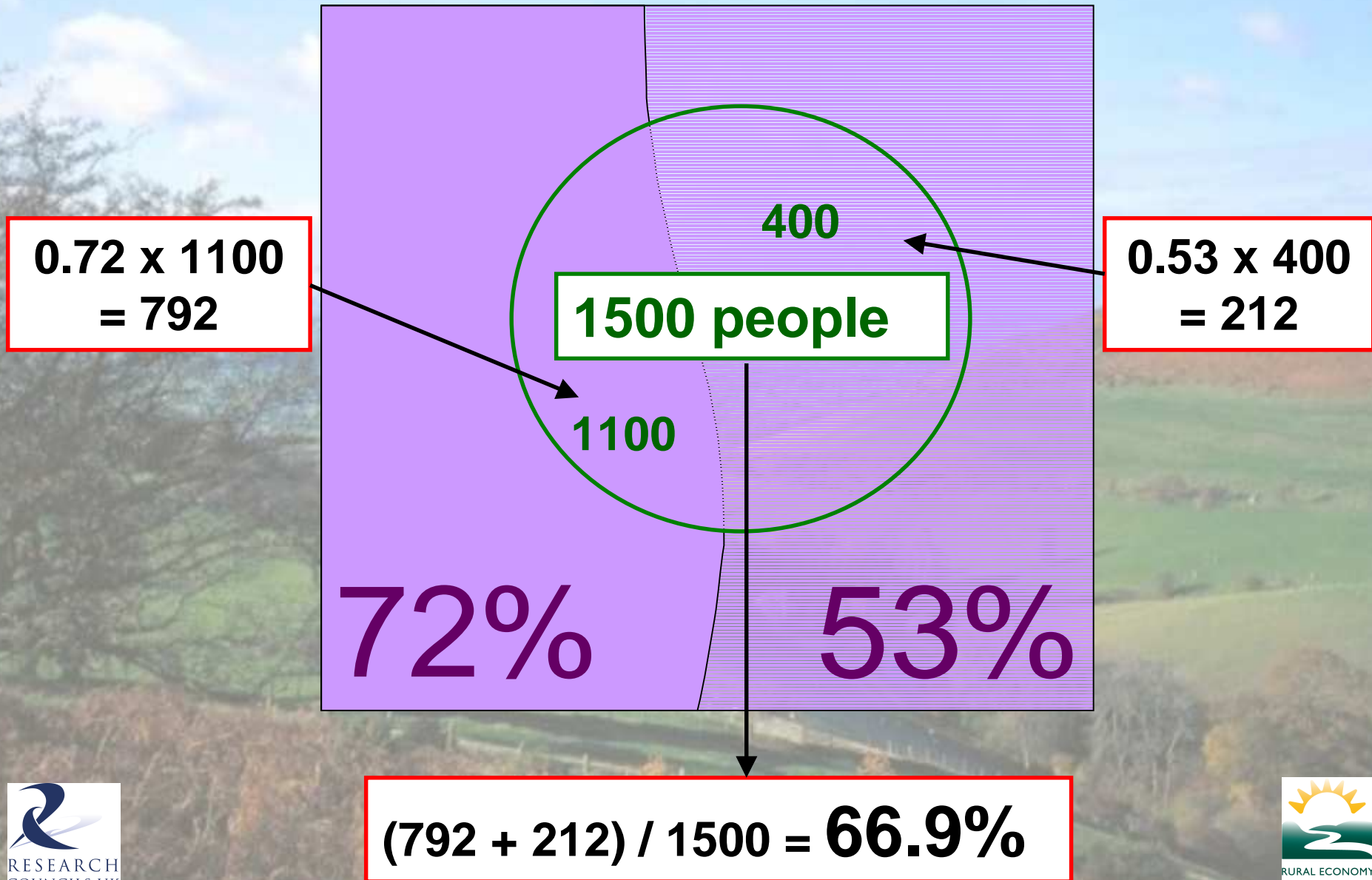
- Spatial data can be nominal, ordinal, relative or counts.
- The data can be distributed uniformly, patchily or continuously varying.
- The data can be collected by grid square, polygon, vector or point.
- Each variable is considered case by case.
- Different data types require specific methods to convert to SOA level

Area Weighted Technique





Population Weighted Technique



E.g. Voter turnout measured as a percentage on Parliamentary Wards.

Should an area or population weighted average be used in this case?

It can be argued that area weighting is an unacceptable approach since turnout figures are based on the size of the population rather than an area.

	Area Weighted	Population Weighted
Max Difference	0.13	0.059
% of total area affected by difference	12.1%	8.1%

Conclusions

- Next Steps
 - *Concentration on derived datasets:*
 - **Tourism Impacts**
 - **Service Accessibility**
- Data Access
 - *Limiting information we can generate*