



The countryside charity Hampshire

VERSION 1

Position Statement

The Rural Economy

CPRE Issue

The CPRE 'Strategic Plan 2020- 2026' sets out a vision that by 2026:

“More people will enjoy living and working in thriving rural communities through the regeneration of the rural economy and enhancement of local landscapes”

CPRE Hampshire believes that protection of the character of rural areas and the maintenance of a thriving rural community can go hand-in-hand. By encouraging economic expansion, councils can promote sustainable rural areas without resulting in a fossilised community. CPRE Hampshire should embrace policies for economic development in rural areas that are appropriate in scale to its landscape character, the local environment and encourage local diversity, but policies must also be positive and sufficiently robust to protect the distinctive character of rural areas. The planning system needs to play a more active role in guiding development to sustainable and workable solutions.

Rural Economy Guidance

CPRE Hampshire will support enriching the character and vitality of villages and the open countryside. We should also support market towns as vibrant centres, fulfilling an influential role in the region. Attractive environments are vital to Hampshire's tourism potential and to the wider health and well-being of its residents. There exists the potential for development, leisure, recreation and tourism pressure to erode the character and nature of the landscape and this should be avoided and properly managed.

Positive policies that are neither rigid or inflexible, and which fit local circumstances will be most appropriate for achieving dynamic, flourishing rural communities, and also contributing to the wider objectives of sustainable development.



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Rural Economy Policy Ideas

CPRE should encourage policies in their Local Plans that foster the economic well-being of local communities within Hampshire. Examples of such policy areas are listed below

- Promote and protect businesses linked to key sectors of the rural economy such as farming, forestry and tourism;
- Support schemes for farm diversification which are likely to lead to improved income for farmers, while sustaining their main agricultural enterprise
- Provide flexibility for established businesses to secure future resilience and protect local jobs;
- Support rural supply chains across Hampshire and encourage closer ties between rural businesses;
- Provide for and support small and micro businesses through the provision of small, flexible, start-up and move-on business units including incubator uses;

Make more efficient use of brownfield land and intensify the commercial use of an employment site up to use class B1(c). (B1(c) is defined as *“any industrial process which can be carried out in any residential area without causing detriment to the amenity of the area”*)

- Promote smart economic growth and advances in information and communications technologies, particularly superfast broadband for all rural areas
- Promote and protect green businesses linked to ecosystem services;
- Promote the increased availability of public transport in rural areas.

NB In considering the wording of individual policies in Local Plans, it is important to bear in mind that Local Plans must be looked at as a whole. This means, for example, that policies for the protection of landscape must be applied when considering each and every planning application; and accordingly, there is generally no need for other policies to refer specifically to landscape matters.



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