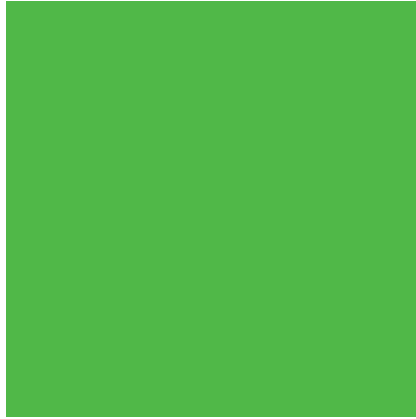


Working positively with rural estates

The scale and nature of rural estates and their contribution to the East Midlands



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their contribution to the East Midlands**

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Executive summary

Purpose of the project

This project aims to understand the contribution that rural estates make to the economy, environment and social fabric of the East Midlands region, to help achieve the RES strategic priorities. It also aims to identify the number and nature of estates in the region.

Definition and approach

The definition of estates used by this project is that estates tend to own a range of assets – often including agricultural land, houses, workspace and community facilities. A minimum size has not been used as some cover small areas but are still estates as they own a wide range of assets; this is what differentiates them from farms.

A range of sources were used to identify the region's estates. 290 estates were identified, of which 45% provided basic information about the nature of their ownership, type and size of estate. About twenty estates were selected for detailed study, six of which were looked at in greater depth. They were selected to be broadly representative of size, ownership, counties, and the socio-economic characteristics of the region. They were asked questions based on the RES strategic priorities about what they did, what they would like to do and their economic, social and environmental contribution.

Findings: The estate sector in the East Midlands

290 estates were identified in the region. It is estimated that they cover almost a quarter (23%) of the region's land area; over 375,000 of the region's 1.65 million hectares. Over 70% are privately owned and 20% by institutions or charities. Less than 10% are publicly owned (by local authorities and other public bodies).

Findings: The current contribution of estates

Analysis of the role and function of estates shows that they are active as:

- Employers, often in industries other than agriculture and forestry
Estates directly employ around 5,300 people (full time equivalents) in the region
13,300 people (FTEs) work from estate owned properties
Overall employment (direct and hosted) grew on 95% of estates in the last five years
- Providers of workspace, with the potential to provide more
Over half of estates provided workspace (an average of 1.166 m²)
Estates provide around 232,250 m² in the region
There has been an 81% growth in the area of workspace provided by estates over the last five years
Estates could develop a further 157,930 m² in the region (66% more), based on an average of 752 m² per estate
- Operators of visitor businesses, such as heritage property, foodservice, outdoor recreation & leisure, and event organisers, including some of national and international repute
12 of the 20 top paid for attractions in the East Midlands are estates or historic houses

The top 20 attractions in the region attracted 3.4 million visitors in 2007 - 2.4 million of which were to estates

The region's most visited paid for attraction is an estate – Bradgate Park, near Leicester

Over 70% of estates attract visitors.

80% of estates host events, ranging from international events to small community gatherings

Visitor numbers are growing faster to estate and historic houses than to other attractions

- Innovators, around education, sustainable development, tourism and renewable energy
- Hosts of renewable energy production and sustainable use of resources
 - 45% of estates are undertaking energy efficiency and renewable energy activities**
 - 33% of estates produce, or host the production of, biomass**
- Protectors and managers of the environment
 - Estates are responsible for a significant proportion of the region's Sites of Special Scientific Interest (SSSIs), Scheduled Ancient Monuments, Listed Buildings and registered Parks and Gardens**
- Providers of community infrastructure, such as pubs, shops, schools, halls, playing fields, etc.
 - Two thirds of the estates own and maintain community facilities**
 - Over half of estates provide a village hall, or land for it**
 - Estates provide at least 166 village halls in the region, (14% of the regional total)**
- Providers of housing for rental (short and long-term) in the open market
 - Estates own 23% of houses in their localities and about 7,800 houses in the region (an average of 27 houses per estate)**
 - They own 70% of the private rented sector houses in their localities**
- Providers of social housing (for free and below market level)
 - Estates provide 13% of their houses rent free or below market rents as goodwill.**
 - This is an average of 3 houses per estate, or 870 in the region**
 - Houses let rent free or below market rents as goodwill by estates are equivalent to 27% of the social housing provision in their localities**
 - A third of estates voluntarily provide rent free or below market rent housing in localities where there is no public sector social housing provision.**
- Contributors to local distinctiveness
- Place shapers, key agents for change and development around branding, landscape and tourism development

Conclusions: How estates can help the public sector deliver

There is strong evidence that estates can significantly affect their localities. Few other businesses have as much ability to do this. Even fewer have the potential to affect so many aspects of the life of their communities. What should make estates of interest to the public sector is not simply the fact that they are involved in this activity, but the locations in which it takes place. Estates are able to make things happen where they otherwise would not.

Many of the outcomes that estates deliver are incidental to their perceived purpose. Estates operate to a series of norms which have a different origin and rationale from other organisations. These are rooted in their context as long-term, generational, custodians of significant (although not exclusively) land based

assets, with very deep community traditions and connections. Estates generally have a long-term perspective which ensures that their interventions offer continuity; they do not need an exit strategy to compensate for withdrawal of short-term funding.

In a sense therefore, estates address market failure. They provide a role and 'goods' that might otherwise be left to the public sector. Estates should therefore be natural partners for the public sector, enabling them to reach further, and achieve greater local impact.

An increasing number of national policy documents, including *Living Working Countryside*¹ and the forthcoming Planning Policy Statement 4 (Planning for Prosperous Economies), refer to the importance of engaging with landowners and the private sector to ensure sustainable development in the countryside. This project provides evidence to support this. A key question to ask is 'what would happen if estates did not provide the employment, workspace, housing, visitor attractions and community facilities that they do?' The answer is that those communities would be significantly different and worse off, and that the public purse would have to pay for a significant proportion of what is provided. A further question is 'can estates do more to help deliver against economic, social and environmental targets?' The answer is yes – many estates can and want to do more and there is an opportunity for them to work with the public sector to do this. There are of course some that do not want to or need to do more.

Conclusions: Barriers and constraints

Estates are faced by a number of barriers which prevent them either growing as they would like to, or developing their assets.

Mutual understanding

Some estates do not fully understand the role and function of parts of the public sector, and vice versa. Some, particularly those who want to develop workspace or housing, could be more open to the public sector. By working in collaboration with a public sector partner(s), more mutually beneficial outcomes could be achieved.

Policy framework

Many estates are not aware of or do not understand the national, regional and sub-regional policy framework in which they operate. This needs to be articulated more clearly to them as it prevents them understanding what benefits the public sector wants (and is willing to fund or support). It is also a barrier to the estates in clearly communicating the benefit of their proposals to the public sector.

Funding opportunities

There is a lack of awareness of what grants or funding is available and estates do not have a track record of successfully applying for it. A further barrier to estates are the terms and conditions that are often applied to grants, which estates view as too demanding and so take the view that it is easier to go without them. Estates operate on very different principles to the public sector and so many grants do not 'fit' with estates' ways of operating. Estates are generally not using business support networks such as Business Link, as they are either unaware of it or do not think it will be useful.

Planning

A number of significant issues were raised in relation to the planning system.

¹ Taylor, M. (2008). *Living Working Countryside*. The Taylor Review of Rural Economy and Affordable Housing. Department for Communities and Local Government: London.

Almost all of the estates found the planning process for workspace and housing, particularly in Listed Buildings, complex, difficult, lengthy and unnecessarily costly. It often involved having to produce numerous specialist reports and persuading planning authorities that the villages and locations for proposed workspace were 'sustainable'.

Another significant issue is how national policies are implemented by local authorities. For example, there are cases where renewable energy technologies have not been installed on some estates as they were rejected by planning authorities. Competing national policies are weighed against each other by local authorities; how should installing renewable energy be balanced against Listed Building considerations? The strong feeling from estates is that local authorities are too restrictive, unsympathetic and overly weigh development control against economic development.

This report makes the case that rural estates have the potential to provide sustainable patterns of development, in terms of employment, housing, workspace and community facilities. The evidence for this, including this report, should be presented to planners at national, regional and local levels so that the role of estates is more widely known, a stronger evidence base developed and, ultimately, policies changed so their full potential is realised. An outcome of this might be that estates can more easily develop "master planning" documents with their local authority, setting out long-term economic and development strategies.

Empty building property rates

Some of the surveyed estates had stopped developing rural buildings into offices due to the potential liability to Empty Building Property Rates, for which they would become liable on vacant units. This policy is stifling the rural economy; an unexpected side-effect of this primarily urban targeted policy.

Broadband

Almost 40% of estates said that they did not receive broadband access of suitable speed for modern business purposes. This is a significant constraint and concern for both the estates and the businesses they host. It has prevented some developments occurring and some potential tenants from taking up workspace on estates. Digital Britain² makes clear the Government's commitment to enhance broadband speed across the UK. In rural areas the challenge of providing fibre optic links with significant speed, and of suitably enabling rural exchanges, will be greatest. With their relative "critical mass" and often strategic location in terms of rural settlement patterns, estates have potential to act as hubs and distribution points. At least one of the estates identified this as a key role they felt they could play.

² Department for Business Enterprise and Regulatory Reform and Department for Culture Media and Sport, (2009) Digital Britain Interim Report. http://www.culture.gov.uk/images/publications/digital_britain_interimreportjan09.pdf

Recommendations

How the public sector and estates can work better together

Estates should be provided with information which summarises the key policies that apply to them and shows the key priorities. This will help bridge the language gap. See Appendix 5 for an example of how this can be done³.

A representative group should be established which promotes the role of estates in the East Midlands. It should raise awareness of their contribution and potential. The group should include estates, the Country Land and Business Association (CLA) and key public sector organisations, which should be represented by high level staff.

Evidence of the role and function of estates should be sent to all relevant public sector bodies based on this report's findings.

Reference should be made in the Single Regional Strategy to the potential of estates to work as partners to the public sector in local place shaping and in improving the sustainability of rural communities.

emda, Business Link and others can **make estates more aware of suitable funding streams** for projects that contribute to regional and sub-regional objectives.

Areas with the greatest potential for working between estates and the public sector

Many estates want to work with their local planning authority in **long-term place shaping** to agree a strategy for housing, workspace, community facilities, infrastructure and other development. There is also considerable scope to draw them into the **delivery of RDPE outcomes in LEADER areas**.

The public sector should work with estates to provide **social housing**, subject to resolution of issues about ownership and control.

Local authorities should work with estates to identify how **new workspace** can be provided in rural areas, and to ensure that there is suitable local housing provision for employees, to reduce travel to work.

Local authorities should work with estates to identify and fill gaps in the provision of **community facilities**.

Regional and local tourism bodies should identify their role in helping estates to develop their **visitor offers**. They can also link estates to the branding of sub-regions, and to promotions such as local food.

Sub-regional clusters of estates

There should be **greater engagement between estates, emda and other bodies at sub-regional level** on how they can contribute to the Local Area Agreement priorities (see Appendix 4 for sub-regional priorities that estates can contribute to).

³ A bespoke version of the policy framework document has been sent to all estates in the region as a token of thanks for their help with this project and also to start to raise awareness of the policy framework in which they operate.

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Introduction

As part of its role in improving the economy of the East Midlands, *emda* commissioned this study into the potential benefits of working positively with rural estates in achieving Regional Economic Strategy (RES) strategic priorities.

The 2008 report by the Rural Advocate⁴ on the economic potential of England's rural areas indicates that, whilst there is a spirit of entrepreneurship in rural areas, many rural economies are not fulfilling their economic potential for a variety of reasons. These include limited availability of suitable business space, infrastructure and support. His call is given additional underpinning by the *State of the Countryside 2008* report⁵ which clearly indicates the importance of land based industries, particularly in the areas designated as 'sparse rural' within England.

Looking to the broader policy context, *Living Working Countryside*⁶ and the latest iteration of Planning Policy Statement 4, *Planning for Sustainable Economic Development*, contain key messages about the importance of engaging with landowners and the private sector to ensure sustainable development in the countryside.

Purpose of the project

The project aims to understand the contribution that rural estates make to the economy, environment and social fabric of the region to help achieve the RES strategic priorities. It should also increase knowledge and evidence about estates.

Desired outcomes

The desired outcomes from the project are:

1. To identify the scale, nature, location, coverage and ownership of estates in the region.
2. To identify the potential for estates to contribute to RES strategic priorities.
3. To identify a minimum of five estates where opportunities may exist to achieve RES and RDPE (Rural Development Programme for England) objectives.
4. To make recommendations on how estates could further contribute to RES strategic priorities and how the public sector can work with them.

⁴ Burgess, S. (2008). England's rural areas: steps to release their economic potential. Advice from the Rural Advocate to the Prime Minister. Commission for Rural Communities: Cheltenham. CRC67. May 2008.

⁵ Commission for Rural Communities. (2008). *State of the Countryside 2008*. Commission for Rural Communities: Cheltenham. CRC63. July 2008.

⁶ Taylor, M. (2008). *Living Working Countryside*. The Taylor Review of Rural Economy and Affordable Housing. Department for Communities and Local Government: London.

Definition and Approach

What is an estate?

There is no widely accepted definition of what an estate is. Bettey (1993) proposed that an estate is:

“any land holding of at least 1,200 hectares, subject to a single owner, whether an institution or an individual, not necessarily made up of a single compact territory, but which has been administered as a unit and where the effects of a single ownership can be recognised”

For the purposes of this project, it was felt that this definition could not differentiate between estates and large farms, due to its reliance on land area as its sole defining factor.

Forum for the Future (2006) defined an estate as:

“an area of land, incorporating agriculture alongside other land-based businesses, managed as a whole organisation with overlying aims. Estate ownership may be through a family or a separate business enterprise. Our definition includes both private and publicly owned estates and does not depend on the size of the landholding. We have included both large and small estates; there is a blurred line between what constitutes an estate or a large, multi-enterprise farm.”

This definition, which accepts that there is a subjective judgement on the difference between multi-enterprise farms and estates, is in reality much closer to what estates are and do.

The definition of estates used by this project is that estates tend to own a range of assets – often including agricultural land, houses, workspace and community facilities. A minimum size has not been used, as some estates cover small areas but are still estates as they own a wide range of assets; this is what differentiates them from farms.

Identification of all estates

There is no comprehensive database of estates so a long list was identified using a number of sources:

Table 1 Sources used to identify estates

Sources used to identify estates

- Smiths Gore's existing estates database and agents' knowledge
- Historic or 'grey' land on Ordnance Survey maps
- Records of farm subsidy payment recipients
- Historic directories (e.g., Kellys, Pevsner)
- Estate sales (from early 1970s to date)
- Historic Houses Association members database
- Historic maps and prints
- Registers of Listed Buildings, Scheduled Ancient Monuments and Registered Parks and Gardens
- Country Land and Business Association members database
- County Council property departments

This approach identified 388 potential estates, which were contacted by telephone. 98 were removed from the database as they did not fit the definition, leaving 290 estates. 130 of these estates provided information (a response rate of 45%). They were then categorised using the following framework.

Table 2 How estates were categorised

How estates were categorised	
Ownership	Private, public, institutional / charity
Size	Small <800 hectares, medium 800-2,000 hectares, large >2,000 hectares
Type	Traditional mixed estate, agricultural, residential, commercial, other
Tenure	Mainly in hand (farmed directly), mainly let (to tenant farmers)

Estates are owned for a wide range of reasons, and there is a considerable range of objectives within groups. For example, many private estates are owned as long-term family assets that generate income for the family. Often the ultimate aim is succession - to hand the estate to the next generation, with the estate being bigger (or not significantly smaller) than when it was inherited by the outgoing generation. To do this, planning for inheritance and minimising inheritance tax is often a key determinant of how estates are operated. But there are also privately owned estates where the key objective is income generation and all commercial opportunities are taken. Publicly owned estates have a broad range of objectives – from protection of water supplies, recreation, timber production, wildlife conservation to income generation. Institutional or charity owned estates tend to have the narrowest objectives – the primary objective for many institutional owners is generating a financial return from the estate. The return comes from both the income that the estate generates, from agricultural, residential and other rents, and from the growth of its capital value. There is a small but active and competitive market for institutional estates. There are also estates owned by charities which have a broad range of aims, from preservation of historic property, such as the National Trust, to education. Therefore there is considerable variation in the reasons estates are owned, and in their objectives.

Selection of case study estates

In agreement with the project’s Steering Group, about twenty estates were selected for detailed study, six of which were looked at in greater depth (highlighted in green in the tables below).

The estates were asked questions based on the RES strategic priorities about what they did, what they would like to do and about their economic, social and environmental contribution (see Appendix 1). They were selected to be broadly representative of size, ownership, counties, and the socio-economic characteristics of the region.

Table 3 Case study estates by ownership type and county

	Private			Public			Institutional/charity		
	Small	Medium	Large	Small	Medium	Large	Small	Medium	Large
Lincolnshire	*	*	*						
			*						
			*						
Derbyshire	*	*				*		*	
	*	*							
	*								
Leicestershire	*	*					*		*
Nottinghamshire	*		*						
Northamptonshire		*					*	*	

Estates surveyed in greater depth are in green text

The estates were put into broad socio-economic categories using two classification systems, the Rural-Urban Definition and the Rural Typology. The Rural-Urban Definition classifies areas as either urban or rural, and whether the area is sparse or not. The Rural Typology groups around 50 demographic, housing and occupational variables in order to classify areas by their local social and economic context. See Appendix 3 for a description of the Rural-Urban Definition and Rural Typology.

Table 4 Case study estates by Rural-Urban Definition and Rural Typology

Urban Rural Definition	Rural Typology									
	Urban	Young, better off families	Middle aged professionals	Routine local workers	Affluent professionals	Older childless households	Agricultural workers	Older people / single person households	Disadvantaged households	
Large Town										
Market Town	*									
Other Town	*									
Town Less Sparse	*									
Village/ Dispersed Less Sparse										
Town Sparse										
Village/ Dispersed Sparse										

Estates surveyed in greater depth are in green text

Calculating the contribution of the case study estates to their localities

The contribution of individual estates was assessed by comparing their figures (on employment, workspace, housing etc) to those of the most relevant lower level super output area or areas (LSOA) which contained the built core of the estate; this is referred to in the report as the locality of an estate. For example, the proportion of houses that an estate owns was calculated by dividing the estate's houses by the total number of houses in the LSOA, which generally contain around 100 households.

Most of the data on LSOAs came from the 2001 Census; it is therefore becoming dated but it is still the best available.

Confidentiality of case study estates

The names of the case study estates have been removed from this report, as they agreed to provide information on a confidential, non attributable basis. Estates have been named where information is in the public domain.

Findings: The estate sector in the East Midlands

The project identified 290 estates in the region. Lincolnshire, the region's biggest county, has the most estates (87) and Rutland, the smallest county, the fewest (10). The locations of the estates and a list of them has been separately provided to *emda*.

It is estimated that they cover almost a quarter (23%) of the region's land area, (over 375,000 hectares of the region's 1.65 million hectares). They are evenly distributed across the six counties in the region, with each county having 21-24% of its area being estate owned.

Over 70% are privately owned and a fifth by institutions or charities. Less than 10% are publicly owned.

Just over half of the estates were described by their owners or managers as mixed and 42% as agricultural. This distinction reinforces the impression that estates own a wider range of properties than farms and have wider objectives than purely agricultural.

Table 5 The number and type of estates in the East Midlands

	Derbyshire	Leicestershire	Lincolnshire	Northamptonshire	Nottinghamshire	Rutland	Region
Number of estates	44	52	87	53	44	10	290
Area (hectares)							
Small (up to 800 hectares)	61%	67%	36%	57%	59%	67%	53%
Medium (800-2,000 hectares)	29%	22%	24%	33%	24%		25%
Large (2,000+ hectares)	11%	11%	40%	10%	18%	33%	22%
Total area (hectares)*	64,315	52,924	142,685	54,718	47,892	9,557	375,091
Area of county (hectares)	285,722	220,468	623,044	259,979	221,351	39,373	1,649,937
Estate area as a % of county	23%	24%	23%	21%	22%	24%	23%
Ownership							
Private	61%	72%	74%	70%	82%	100%	72%
Institutional / charitable	21%	22%	24%	25%	6%	0%	20%
Public	18%	6%	2%	5%	12%	0%	8%
Type							
Agricultural	26%	47%	51%	41%	38%	67%	42%
Mixed	63%	53%	44%	53%	56%	33%	52%
Other (Forestry, recreational, commercial, residential)	11%	0%	5%	6%	6%	0%	6%

* Average area excluding the 10 largest and smallest estates is 1,060 hectares. This value has been assumed for non respondents to calculate the total area

Findings: The current contribution of estates

The 21 case study estates were asked questions based on the most relevant RES strategic priorities, including about their contribution to the visitor economy and local distinctiveness (see Appendix 1). The questions fell into the following categories, which mirror the three broad themes of the RES:

Regional Economic Strategy Theme 1: Raising productivity

- Employment learning and skills
- Enterprise and business support, including building the visitor economy
- Innovation

Regional Economic Strategy Theme 2: Ensuring sustainability

- Transport and logistics
- Energy and resources
- Environmental protection
- Land and development

Regional Economic Strategy Theme 3: Achieving equality

- Cohesive communities
- Economic renewal
- Economic inclusion

The information provided by the case study estates and the implications for how estates and the public sector can work together to achieve economic objectives was discussed at a focus group which estates and key public sector stakeholders attended. The key points from the focus group are presented in Appendix 2.

Regional Economic Strategy Theme 1: Raising productivity

The aim of this theme is to increase the wealth of the region by making its people more productive. Employment, the availability of suitable workspace and innovation are all key factors in increasing productivity.

Employment, learning and skills

- **Estates directly employ around 5,300 people (full time equivalents) in the region**
- **13,300 people (FTEs) work from estate owned properties**
- **Overall employment (direct and hosted) is 18,600 people (FTE)**
- **Overall employment (direct and hosted) grew on 95% of estates in the last five years**

A number of estates have significant roles as employers and in providing employment space.

The estates employed an average of 18 full time equivalent staff, with a range of 0 to 80 employees. Most staff were employed on in-hand farms (directly farmed by the estate), forestry and maintenance but many employ professionally qualified⁷ managers. Another key contribution is that they often provide part time work, which adds flexibility to local labour markets.

The estates provide an average of 7% of employment in their localities, but this varies greatly from 0-29%⁸. A third of the case study estates provide more than 10% of employment in their immediate area.

90% of estates host some employment. An average of 46 people work from each estate, ranging from 0 to over 1,000⁹. A wide range of businesses are hosted, from traditional businesses, such as blacksmiths and woodworkers, to high-technology, Knowledge Intensive Businesses (KIB). This equates to 13,300 people working from estate property regionally.

It is clear that estates have a significant role in employment when direct and hosted employment is combined. The average estate provides and hosts 62 jobs which is a regional total of around 18,600 people. Whilst this is a small proportion of total employment in the region, it is very important in communities near the estates as it is 29% of all employment in those localities.

The estates attracted both local businesses and those relocating from further afield. There was little evidence that they favoured local businesses above others; newly converted and vacant units tend to be publicly marketed. Some estates deliberately tried to attract specific types of business, such as Knowledge Based Businesses¹⁰, as a way of boosting their local economy.

The number of people employed, or of jobs hosted, was growing on almost all the estates. Only one estate in the interviewed group had not grown in the last five years. A quarter of the case study estates had links with formal training organisations. For land-based training the estates mainly used county training groups and Lantra, whilst training on tourism was mainly provided by universities. Most of the estates did not identify any unsatisfied training needs.

Therefore estates are highly significant in their localities as employers and hosts of employment.

⁷ Most are professional members of the Royal Institution of Chartered Surveyors.

⁸ See page 12 for definition of locality.

⁹ Excluding one estate that hosts over 1,000 people, the average drops to 42 people.

¹⁰ See page 42 for definition of Knowledge Based Businesses.

Evidence from the case study estates

Estates can be significant employers

One has 80 direct employees and hosts tenant businesses and attractions supporting the employment of another 100.

Another employs 60 individuals within the operation of the house alone.

Examples of business hosted by estates

Agriculture, rangers, tourism, crafts, supermarket, retail, shop design, architects, business advice, property management, building management, office management, catering, design, engineering, debt collection, government, electrical suppliers, importers, stonemasons, leisure, cycle hire, camping, consulting engineers, resort services, recruitment, bathroom sales, clay pigeon shooting, model aircraft flying, paint balling.

Growing employment at a Leicestershire estate

Although this small estate only employs two people directly, it has developed new work space over the past five years which now hosts 25 people and it would like to develop more. Many of the businesses are knowledge intensive and the estate provides an attractive, out-of-town location that many creative businesses are looking for. However an issue for this estate and others is getting high speed broadband access suitable for these businesses.

There was considerable evidence that estates play a role in raising the skill levels of both their employees and the wider population. A number of estates, particularly those with education objectives, had considerable interaction with the higher education sector, in terms of providing classroom space and also developing courses with them.

Evidence from the case study estates

Links between estates and universities

The case study estates were working with universities in the following subject areas:

Environmental management: working with Sheffield University and Natural England on wet heathland.

New technologies: working on bio-fuels with The University of Derby.

Hosting students: students from The University of Derby have carried out visitor surveys on the estate.

Artisan food: The University of Derby and an estate are developing a project around the opening up of an "artisan" food college.

Lamport Hall Preservation Trust's education objectives and links to Higher Education

Education is one of the estate's primary objectives. It has forged links with four higher education establishments within the last 10 years in order to shift the focus of its activities away from casual visitors to more formal education. It has established a Masters course with The University of Leicester. It also has links to the Workers Educational Association and is developing links with The University of the Third Age and The University of Reading.

The Trust also arranges lectures and courses at the estate on a wide variety of subjects, including flower arranging, digital photography, garden restoration and art. It is currently working with Northamptonshire County Council to bring more ethnic minorities to the estate.

Great Oakley Estate linked to four schools in Corby

The de Capell Brooke family has long established interests in education and was a key contributor to the development of a new academy in Corby, as part of the Oakley Vale extension of the town.

Peter Simpson, head of Brooke Weston Academy Corby, said, "The ripple effect from the family's initial interest and investment has significantly benefited recent development of Corby. Without it, this school would not be here and children would not get as good education. Before the school opened, only 10 pupils went to university and now over 100 do so. The school is recognised as excellent".

Increasing outdoor learning and children's knowledge of the countryside

The Ernest Cook Trust is employing an education officer at its estate near Melton Mowbray to run a new education centre.

Estates host significant agricultural production

Estates and their tenants are responsible for a considerable volume of agricultural production. Assuming that estates have the same mix of cropping as the rest of the region, the productivity of estates using 23% of the region's land area is illustrated in the table below.

Table 6 Potential agricultural production of estates in the East Midlands¹¹

	Regional data	Estate data
Wheat	332,358 ha	76,442 ha
Winter barley	47,100 ha	10,833 ha
Oats	19,060 ha	2,235 ha
Winter oilseed rape	135,635 ha	31,196 ha
Winter beans	19,753 ha	4,543 ha
Breeding pigs	45,000 head	10,350 head
Sheep breeding flock	514,077 head	118,238 head
Beef breeding herd	75,165 head	17,288 head
Dairy breeding herd	84,250 head	19,378 head

Therefore the estates and their tenants have an important role in terms of food production and its contribution to food security. Estates are unlikely to differ significantly from wider agriculture in the region but they may have a greater proportion of parkland and woodland than the wider "agricultural" area in the region.

Some estates also claimed their ownership and management objectives have contributed to less change in the landscape than would otherwise have happened so that fewer hedges, trees and other features have been removed and more planted. This should be an area of interest for further study as it has implications for agri-environment and other schemes that aim to maintain (or restore) landscapes.

Overall the estates do not contribute more than expected in terms of local food or farm shops; their greater contribution is to visitor economy and tourism (see page 18 onwards). Notwithstanding this, estates should have a significant role to play in helping to achieve the objectives of the Rural Development Programme for England (RDPE). There should be significant value in a direct engagement between clusters of estates and Defra / Natural England to consider how best to maximise this role.

¹¹ Defra. (2009). December Survey of Agriculture (Land use and livestock on agricultural holdings at 1 December 2008) England Regional Results.

Enterprise and business support, including building the visitor economy

Although many estates have not started new businesses recently themselves, they do provide workspace for new businesses to use (see page 28).

Many estates see it as their role to provide space for new enterprises. A number of estates reported charging low or no rents to some businesses to support the local economy, including village shops.

- **12 of the 20 top paid for attractions by visitor numbers in the East Midlands are estates or historic houses¹²**
- **The top 20 attractions in the region attracted 3.4 million visitors in 2007 - 2.4 million of which were to estates**
- **The region's most visited paid for attraction is an estate – Bradgate Park, near Leicester**
- **Over 70% of estates attract visitors**
- **80% of estates host events, ranging from international events to small community gatherings**
- **Visitor numbers are growing faster to estate and historic house attractions than others**

Estates attract visitors for many different reasons. Most estates try to encourage paying visitors as a business enterprise and some are very successful at it. Other estates have charitable or educational aims, and actively encourage adult and child visitors for education purposes. There are also a small number of estates that open to the public as a condition of inheritance tax exemption, but these are few in number and tend to attract small numbers of visitors.

The numbers of visitors that estates attract ranged from one estate opening to the public by appointment only, another encouraging visitors once a year on Open Farm Sunday, to one attracting over 900,000 visitors per year.

Estates and historic houses dominate the region's visitor attractions, in terms of number of attractions and the visitors they attract locally, nationally and internationally. In addition, they also provide their resources for important local events, which are often highlights in the local calendar.

Estates are significant paid for attractions

12 of the 20 top paid for attractions in the East Midlands are estates or historic houses (see evidence box below for their names). As a group, these estates attracted 2.4 million visitors in 2007, which is 70% of the total number of visitors to the top 20¹².

There is also some evidence that the estate attractions are growing in importance. Visitor numbers to estate attractions grew 6.75% from 2006 to 2007 compared to 0.38% for the others in the top 20. Part of the explanation for this might lie in the cost of admission. The average adult charge was £5.98 to estate attractions (2007 data) compared to £7.24 for the others.

¹² Visit Britain. (2007). Visits to Visitor Attractions Survey 07 - Top Attractions - East Midlands. Department for Culture, Media and Sport: London.

Evidence from the case study estates

Bradgate Park is the region's most visited paid for attraction

Bradgate Park Trust attracts around 900,000 visitors each year from the local community and also from further afield. It also encourages visits from schools and attracts 10,000 school children each year who are not charged, except if they require a guide. It is the region's most visited paid for attraction in 2007 (2007 Visitor Attractions survey, Visit Britain). It also has an award-winning tea shop.

Wider contribution to the economy

The contribution to the local economy from the visitors is considerable. For example, during the Foot and Mouth Disease outbreak in 2001, Bradgate Park was shut to reduce the risk of the disease spreading. The Park received phone calls from many local businesses within five miles of the Park, such as pubs, shops and outlets dependent on tourism, as its closure cut their trade.

Burghley Horse Trials generates £16.3m direct expenditure

In 2004, the annual event attracted 140,000 visitors, 63% of which travelled from outside the region. Whilst the event lasts four days, site preparation and clearing takes 10 weeks. The event is responsible for 307 full time equivalent jobs in Lincolnshire, a total of 398 in the region and 549 nationally¹³.

Estates are the most visited paid for attractions in the region

The following estates are in the top 20 attractions by visitor numbers and attract a minimum of 45,000 visitors each¹⁴:

		Visitors in 2007
Bradgate Country Park	Leicestershire	900,000
Chatsworth House, Garden, Farmyard & Adventure Playground	Derbyshire	606,689
Belton House, Park and Gardens	Lincolnshire	206,581
Hardwick Hall	Derbyshire	136,745
Calke Abbey, Park and Gardens	Derbyshire	113,583
Kedleston Hall	Derbyshire	91,663
Burghley House	Lincolnshire	89,781
Bolsover Castle	Derbyshire	61,524
Haddon Hall	Derbyshire	56,812
Peveril Castle	Derbyshire	49,334
Hardwick Old Hall	Derbyshire	48,701
The National Trust Museum of Childhood/Sudbury Hall	Derbyshire	45,582

Estates create new and unique visitor attractions

Hodsock snowdrops attracted 25-30,000 visitors in January/February 2009. The estate believes there is considerable scope to build on this in terms of the brand recognition of North Nottinghamshire as 'The Dukeries'.

Another example is Burghley Estate's 'garden of surprises', which opened in 2008.

¹³ Cogentsi and PAWA Consulting. (2005). 2004 Burghley Horse Trials: a report on the economic impact. East Midlands Development Agency. Nottingham.

¹⁴ Visit Britain. (2007). Visits to Visitor Attractions Survey 07 - Top Attractions - East Midlands. Department for Culture, Media and Sport: London.

Evidence from the case study estates

Hidden England group of attractions

The Hidden England initiative involves the collective marketing of tourism in the Welland sub-region based on five key stately homes: Belton House, Burghley House, Grimsthorpe Castle, Belvoir Castle and Rockingham Castle. The Welland Sub-Regional Partnership supported the development of a marketing coordinator and web-site. The initiative has been running for 6 years and was supported in 2006 by a key investment of £109,000. It has made a major contribution to the branding and appreciation of this part of the region as a destination with high profile estates at its heart.

The group promotes a high quality visitor experience, including other places to visit, places to eat and stay, and events in the region. A number of the main attractions and events are associated with estates, including Stamford and Easton Walled Gardens.

A key part of the visitor economy in the Peak District

The estates managed by the Peak District National Park Authority are a key part of the visitor economy of the Park. They provide:

- 3 camp sites
- 4 cycle hire centres
- 3 visitor centres and are partners in another 6, which include retail outlets
- Refreshment concessions at some of the car parks
- 48 car parks – 30 of which are pay & display (90% pay up rate)
- Public toilet blocks
- Losehill Hall, Castleton (40 bed residential environmental training centre)
- Employ local facilitators and guides

Estates also host community events

Almost 80% of estates host events, ranging from small events for their local community to internationally recognised events. The smaller events for communities and the services that estates provide for residents, such as allowing walking and picnicking, are very significant for those communities and should not be underestimated. They help maintain fitness, mental health and community spirit.

Evidence from the case study estates

Events hosted by and on estates

Antiques fair	Music concerts
Battle Proms	National Trust events
Horse Trials	Open Farm Sunday
Carriage races	Orienteering
Country fair	Ploughing competitions
Country Land and Business Association Game Fair	Point to point racing
Craft fair	Polo
Dog breed society events	Cross country and road running races
Education events	Shakespeare / theatre
Elizabethan week	Shooting
Family fundays	Snowdrops
Fishing	Stone craft
Garden shows	Summer activity days
Horse cross country	Village fetes
Hunting	Weddings
County Council events at country parks	Well Dressing
Motorcross	

Estates help to create a destination and to define their locality

Some places are defined by an estate and this contributes greatly to their distinctiveness (for example, Belvoir, Chatsworth); elsewhere, estates can play an important role in the attractiveness of an area for local residents (for example, Bradgate Park, Belton House and Park).

Some estates recognise the importance of using the defining characteristics of the local area in their marketing. For example, one estate already uses the National Forest brand and is close to using the strap line 'within the heart of the national forest' on all its publications. As awareness of the National Forest brand develops, the estate recognises the importance of linking itself to this brand.

Evidence from the case study estates

Estates helping to create a destination

One estate in Derbyshire, recognising the importance of attracting visitors, has set up a business group with its tenant businesses to collectively market their offering. In this part of Derbyshire, the village, which is largely owned by the estate, creates the destination. The estate tries to enhance the offer for tourists and works with other businesses to ensure that their product or service complements the overall 'village' experience. The estate has also linked up with other relevant businesses via websites.

Hodsock Priory, between Harworth and Worksop in North Nottinghamshire, has developed an unusual out of season attraction from scratch. Now 20 years old, Hodsock Snowdrops attracts over 25,000 visitors between January and March each year. It supports the temporary employment of six staff and has helped diversification into other significant events including a successful weddings business. More broadly it has incentivised the estate to work actively with those responsible for tourism.

In order to assess the importance of estates to the tourism offer of the region, each county's Destination Management Partnership (tourism body) was interviewed. Each county recognised the importance of estates and historic houses to tourism (see evidence box overleaf).

Innovation

There was less evidence that estates play a role in meeting *emda's* objectives for innovation in the region, which are focused on increasing investment in research and development, helping businesses use technologies and processes, better resource efficiency and converting scientific evidence into business success.

However, the uptake of green and renewable energy technologies on estates was significant. This helps meet the objective of increasing the efficiency of resource use (see page 25). There was also some activity on estates in terms of sustainable construction and supporting the food and drink sector, both key sectors in the RES.

County tourism bodies' views of the importance of estates to the tourism offer

Leicestershire Promotions

- Bradgate Park attracts 900,000 visitors, mainly locals, a year to its ancient deer park, the remains of a royal palace and visitor centre. It also hosts 10,000 school children a year
- The East Midlands Food Festival is held at Brooksby Hall
- The National Forest is becoming a more important draw for tourists, and estates are developing their visitor offers partially by linking their marketing to the National Forest
- Belvoir Castle is a major location for corporate hospitality, weddings and cultural events; it also hosts the Country Land and Business Association Game Fair
- Other estates host small craft / artisan businesses as well as garden centres and fisheries

Experience Nottinghamshire

- Hodsock has a strong brand for its snowdrop garden
- Welbeck is known for the Harley Gallery and its farm shop. Combined with nearby Cresswell Craggs they produce a significant attraction in the area.
- Clumber Park hosts music and other events
- Wollaton Hall opened in 2007 and hosts music festivals, family days and veteran days
- Newstead Abbey Historic House And Gardens hosts the international Byron festival

Lincolnshire Tourism

- Burghley is one of the most known brands in the region for the house – ignoring the international reputation of the horse trials. Its role as a film location for *Pride and Prejudice* and *Elizabeth* increased visitor numbers by 40% (2006-2007), and raised international awareness of the region. Over 20 international media groups came to the estate due to the films
- Belton House hosts the spitfire proms, which attract about 10,000 people

Visit Peak District and Derbyshire

- Chatsworth House
- Haddon Hall
- Hardwick Hall
- Kedleston Hall is a well known brand and hosts National Trust concerts

Explore Northamptonshire

- Northamptonshire Enterprise Limited promotes Lamport Hall's events on their website and has previously listed their special offers in their "Britain on Show" programme
- Boughton Estate is known as the "English Versailles", and is seen as a strength for the heritage of the county
- Three of the county's top ten events and attractions happen on estates (Althorpe Literary Festival, the World Conker Championships at Ashton and Jazzthing at Rockingham Castle)

Regional Economic Strategy Theme 2: Ensuring sustainability

This theme of the RES is about increasing the economic wellbeing of the region in a sustainable way. Estates have a key role to play in terms of providing housing and workspace, a role in communities and also in protecting the environment.

Transport and logistics

- **Estate staff travel shorter distances to work compared to the regional average, reducing congestion and pollution**
- **On half of the estates, over 90% of estate employees travel less than 5 kilometres to work (regional average 52%)**
- **A higher proportion (57% compared to 52%) of all workers in the estate areas travel less than 5 kilometres to work**
- **39% of estates said they did not get adequate broadband speeds for business needs**

Travel to work by estate employees

27% of estate employees travel to work by public transport, foot or bicycle (compared to the regional average of 29%). On some estates all staff travel by private car due to the nature of their work. If these estates are excluded, then 43% of estate employees travel to work by public transport, foot or bicycle.

There is also strong evidence that estate employees travel shorter distances to work compared to the regional average. In the region, just over half of the workers (52%) travel to work less than 5 kilometres. On estates, the figure is 69% and on half of the estates over 90% of their staff live within 5 kilometres. Estates therefore provide jobs for people close to where they live. And this is in rural areas where longer commutes might be expected.

There is also a higher proportion (57% compared to 52%) of all workers in the estates' localities who travel less than 5 kilometres to work, again suggesting that estates have a role in providing workspace near to where people live in rural areas¹⁵.

They also have a significant role in providing private rented sector houses, which will be considered in the Land and development section (see page 28).

Travel to work by people living on estates and working elsewhere.

This project did not explore how far people living on estates and working elsewhere travel, as many estates would not have this knowledge. It may be possible to explore this as part of a further study but data gathering is likely to be challenging and may have to include surveying tenants and other residents.

¹⁵ See page 12 for definition of locality.

Evidence from the case study estates

Home working and residential desirability

An analysis of the neighbourhood characteristics of the postcode/parish in which each of the case study estates is located indicates that over 80% had significantly higher levels of home workers than their districts and the national average.

Such a high number of estate neighbourhoods with this feature points to the possibility of them providing a residentially attractive component within their locality, which underpins more local and sustainable patterns of work travel than regional or local norms.

A study undertaken for the Local Government Association by Globe Regeneration and the University of Sheffield, *Productivity, Peripherality and Place*, has established an interesting link between residential desirability and homeworking. This analysis also raises the question of whether the opportunities for people to live and work are available to all sectors of society.

Estates and strategic transport

The strategic freight rail interchange in the region may be located on an estate.

Live / work homes at Hexgreave Hall

Hexgreave Hall in Nottinghamshire has a new workspace development which combines residential and working space. The Hall's owners claim that this type of workspace has the following benefits:

- A better work/life balance
- More cost effective by combining flexible office and home
- An inspirational, relaxing, high quality rural setting
- Environmental features including woodfuel heating
- Reduces (or eliminates) travel to work
- Social benefits of the Hexgreave community

ICT infrastructure

- **39% of estates said they did not get adequate broadband speeds for business needs**

Although most of England has access to the internet, low speed broadband connection is still a significant issue for estates, particularly when they try to attract high-technology or Knowledge Based Businesses to their workspace.

Energy and resources

- **45% of estates were undertaking energy efficiency and renewable energy activities**
- **33% of estates either produce or host the production of biomass**

There was significant evidence of use of renewable energy and energy efficiency activities at the estates; activity that clearly contributes to the RES priority action of encouraging the use of low carbon technologies.

Key role for estates in developing the woodfuel supply chain

A study for the Forestry Commission in the East Midlands¹⁶ identified estates as having a key role in developing the supply chain for woodfuel in the region due to the amount of woodland that they manage, their availability of staff and machinery and local demand (as they can often use the woodfuel produced - logs, pellets, chips, etc - on the estate as well as selling it).

There is clearly considerable scope to support the estates functioning as demonstrators and disseminators of best practice in relation to this area of the RES. Many estates have large historic houses, which have a greater demand and are less energy efficient than typical homes. Smiths Gore has calculated that the typical carbon footprint of historic houses is about 55t of CO₂ per annum, nine times more than the UK household average¹⁷. It is possible to save 10-25% of energy costs in historic houses using low or no cost measures, which is equivalent to the annual emissions of two standard homes. A Smiths Gore / Historic Houses Association survey also found that 20% of historic houses had installed at least one type of renewable energy technology¹⁸. There is therefore a significant opportunity here for estates and historic houses to reduce their energy usage and carbon footprint, and to install renewable energy technologies. They could then act as demonstrators of the technology in the region.

Many estates have woodland, some of which is unmanaged. There is an opportunity to bring some of this woodland into active management to produce woodfuel and also provide environmental benefits, such as better habitats for declining bird populations¹⁹. This would meet a number of national targets, including the Forestry Commission's target to bring an additional two million tonnes per annum of woody biomass to market by 2020. This would which need 50% of the country's unmanaged woodland to produce woodfuel. It would also contribute to the government's PSA (Public Service Agreement) targets on bird populations. A further, important consequence would be to support the forestry sector, woodland contractors and the emerging woodfuel production sector in particular.

Evidence from the case study estates

Renewable energy on estates

Solar energy is being installed and trialled at a number of estates.

Energy efficiency is part of the thinking: a Northamptonshire estate has installed a range of energy saving technologies around the Hall, including energy efficient bulbs, condensing boilers, wood burning stoves, and by using improved techniques for composting in its gardens. A new development is being planned, expected to use ground source heat.

Energy efficiency as part of the thinking (Part II): a new business centre development on another estate will have six air source heat pumps, thereby avoiding using fossil fuels on the development. The

¹⁶ Smiths Gore. 2008. East Midlands Woodfuel Pathfinder. Building supply chains and support networks for the woodfuel sector. Forestry Commission. Mansfield.

¹⁷ Energy Saving Trust, Personal Communication.

¹⁸ Smiths Gore, 2009. Energy conservation in historic houses: A guide for historic house owners.

<http://www.smithsgore.co.uk/assets/x/145854>

¹⁹ RSPB, Personal Communication.

building will be designed to a high BREEAM rating, including efficient insulation. They have not been allowed to install solar panels or wind turbines as the development is within the National Park.

Energy audit: Hardwick Hall has completed an audit and 85% of bulbs were replaced with low energy ones.

Green school: the primary school on a Northamptonshire estate runs on woodchip sourced from another local estate.

Environmental protection

Estates own 23% of the region's land area and so have a significant role in determining how it is managed and used. Estates are responsible for a significant proportion of the region's

- **Sites of Special Scientific Interest (23%),**
- **Scheduled Ancient Monuments (29%),**
- **Listed Buildings (27% and 33% of Grades I and II* respectively)**
- **registered Parks and Gardens (50%)**

Over 90% of the estates said that their land was in an agri-environment scheme

Estates contribute to this RES strategic priority by managing a significant proportion of the region's environmental infrastructure (land, minerals and water). They also contribute to the management of the region's green infrastructure, which includes biodiversity, open spaces, landscape, water courses and waterways, natural and built heritage.

Over 90% of the estates said that their land was in an agri-environment scheme; this included land the estates manage directly ('in hand') and their tenants' land. The implication of this is that there is a much higher take up of agri-environment schemes than the average for the whole region. This should be validated based on land areas entered into schemes, which was beyond the scope of this project. None of the estates reported causing a pollution incident in the last five years.

Estates also manage and own a disproportionate amount of the region's natural and built environment designated features (see Table 7²⁰). This suggests that they have had a significant role as custodians in preserving these features in the past and that they have an important role working with key public sector bodies, notably English Heritage and Natural England, on their future management.

Table 7 Density of natural and built heritage features on estates

	Number in region	Estates			Non estate		
		Number associated with estates	Percentage of features	Density (n. /4,000ha)	Number on non estate land	Percentage of features	Density (no. / 4,000ha)
Scheduled Ancient Monuments are 73% more dense on estate land	1,749	510	29%	6.5	1,239	71%	3.8
Special Sites of Scientific Interest units are 24% more dense on estate land	2,045	465	23%	5.9	1,580	77%	4.8
Registered Parks and Gardens are 321% more dense on estate land	144	72	50%	0.9	72	50%	0.2
Listed Buildings are 57% more dense on estate land	30,633	8,343	27%	106.5	22,290	73%	67.7
Grade I and II* Listed Buildings , these higher grade buildings are 110% more dense on estate land	2,556	852	33%	10.9	1,704	67%	5.2

There is clearly considerable potential to work with estates in protecting and enhancing natural and historic environment features, and in sustainable construction, both as direct participants and good practice exemplars to others.

²⁰ A number of assumptions have been made in order to estimate the numbers of these features on estates. Where the actual size of an estate is not known, an average size of 1,060 hectares has been assumed (see Table 5). It would have been too intrusive to ask estates for maps of the area they cover and also required a considerable amount of time to digitally map the areas. Therefore it has been assumed that estates cover a circular area, centred around the estate office or postcode given for the estate. Using this method led to a degree of overlap between estates, which has been removed so features are not double counted. If a SSSI, Listed Building or Monument falls within the 'circumference' of an estate, it is assumed that it is 'associated' with the estate. Therefore, due to the number of assumptions made, these findings should be treated as an approximation and not exact.

Land and development

The main aim of this RES strategic priority is to ensure that there is a supply of suitable development land that contributes to the sustainable development of the regional economy. This must include sites in rural areas so that they remain viable communities.

- **Over half of estates provided workspace (an average of 1,166 m²)**
- **Estates provide around 232,250 m² in the region**
- **There has been a 81% growth in the area of workspace provided by estates over the last five years**
- **Estates could develop a further 157,930 m² in the region (66% more), based on an average increase of 752 m² per estate**

Workspace

Estates are strongly placed to exercise a significant role as suppliers of employment land and premises in rural locations; this strongly ties into the findings of the Taylor Report, *Living Working Countryside*, (Taylor, 2008).

Over half of the case study estates provided workspace for offices, industrial, retail or hospitality uses.

The workspace has a wide variety of uses, including offices, workshops, light industry and retail units. Other more unusual uses include a café, air field, tea rooms, candle maker, soap maker, artisan / craft units, garden centre, polo, paintballing and fishing.

Half of these estates had created new floor space in the last five years and had almost doubled the area provided. *emda's* regional target is for annual average growth in employment floor space of 1.5% by 2009 – the estates are already vastly outstripping this and there is potential for more.

The majority of the estates were keen to develop more space. Most could identify existing buildings or brownfield sites that could be developed. On average, they could identify 752 m² of potential new workspace to develop which equates to 157,930 m² when grossed up for the region.

Estates are responsible for a significant number of listed buildings (see page 27). Some estates are trying to find new economic uses for listed buildings, otherwise they can be significant liabilities. A positive approach from planning authorities, from conservation officers in particular, and from English Heritage, would help estates maintain and use these important buildings.

Evidence from the case study estates

Estates and workspace

In a significant number of cases employment space has been developed in converted buildings.

27,870 m² for a new use: one estate is considering new uses for a former education facility.

Working with tenants and developers: to reduce risk and meet its occupiers' needs, a Northamptonshire estate has created all of its 2,787 m² of workspace in the last 5 years.

A major provider of workspace in a town and the surrounding villages: one estate lets premises to over 50 businesses. It has over 40 light industrial units, which cover 60 hectares. It also lets over five hospitality units. In total, the businesses hosted by the estate (which have both urban and rural interests) employ well over 1,000 staff.

Estates and regionally important development

Some estates, not necessarily the largest ones, own land of regional strategic importance. One estate owns considerable development land in the Milton Keynes South Midlands Growth Area and has a full time retained planning agent to help manage its land and property development role. A strategic freight rail interchange may be located on another estate.

Long-term planning for estates and communities

Welbeck has a formal development plan, *Redefining Welbeck*, which sets out a bold holistic agenda for the evolution of the estate.

Many of the case study estates want to develop this type of long-term plan and are willing to work with public bodies on it. These plans can have a crucial role on place shaping and local sustainability.

Housing

The RES recognises that the supply, quality and types of housing available in the region is a fundamental feature of the regional infrastructure. In this way housing and the economy are closely linked.

Estates have a very significant role in housing provision in their localities. This may be for estate workers or in the private rented sector. This may include providing houses rent free or at below market rents²¹.

- **Estates own 23% of houses in their localities**
- **They own about 7,800 houses in the region (an average of 27 houses per estate)**
- **A quarter of estates own more than 50 houses**
- **They own 70% of private rented sector houses in their localities**
- **They provide 13% of their houses rent free or below market rents as goodwill. This is an average of 3 houses per estate or 870 in the region**
- **Houses let rent free or below market rents as goodwill by estates are equivalent to 27% of the social housing provision in their localities**
- **A third of estates voluntarily provide rent free or below market rent housing in localities where there is no public sector social housing provision**

Estates control a lot of the key housing elements in their localities. They can provide housing for their employees and often do, sometimes in lieu of higher wages. In this report these houses were not classed as houses let rent free or below market rent (see below).

If they want to attract businesses to their available workspace, they can also offer local housing.

Estates can also influence the demographics of settlements through their letting policies on their open market houses. For example a balance of young and older families to maintain the structure of the communities, or ensure enough children for the local school. They can also ensure that retired estate workers can remain in the community that they worked in.

A third of the case study estates voluntarily provide rent free or below market rent housing in localities where there is no public sector social housing provision. So they meet a demand that the public sector currently does not reach.

Estates can play a key role in the sustainable development of settlements as they own significant proportions of the local housing and workspace stock. When considering how a settlement might develop, there is a significant advantage for local planning authorities to work with estates which control

²¹ See page 12 for definition of locality.

both these resources as they can be developed together so that housing provision matches workspace and vice versa.

Based on a multiplier of 2.36²² people per house, the estates house a total of 18,408 residents. This is comparable to the populations of the towns of Ripley (18,523), Earl Shilton (18,336), Gainsborough (19,110) and Stamford (19,525).

Another useful “geography” to consider in looking at the housing role of estates is their role within housing market areas. Whilst it may be argued that their landlord role is very small in regional terms, they are more significant players in a number of predominantly rural housing market areas. If the total number of dwellings owned / managed by estates is compared to a Registered Social Landlord (RSL), there is no doubt that they could collectively be considered to be an important contributor to housing, particularly at the sub-regional level. This is not to say that they are straightforwardly comparable with RSLs but they do perform, in many areas, a similar role in providing access to housing.

Evidence from the case study estates

Estates and housing

The amount of housing that estates have varies greatly, from some purely agricultural estates with no houses (other than those within farm tenancies), to those with many hundreds of houses.

Rent free accommodation for retired employees: a small Northamptonshire estate provides 2 houses (5% of the estate stock) rent free to ex-employees, who would otherwise require publicly provided social housing. A larger Lincolnshire estate houses 8 retired workers. Another in Nottinghamshire houses 30-40 pensioners as recognition of their service to the estate.

Providing local needs housing at below market value: the Peak District National Park Authority’s policy for its estate is to continue to provide local needs housing at below market value. It does this by transferring its housing stock that becomes vacant to a Rural Housing Association at below market value.

Significant providers in their localities: an estate in Lincolnshire has houses in eight villages around the estate; another has houses in 11 villages.

Letting houses to local people: a Leicestershire estate has a policy of letting its houses to local people to foster community spirit and hopefully create local employment.

Owning the majority of housing stock in some villages: One Derbyshire estate owns 43 houses out of a total of 65 in the whole parish. Of these, three are let to staff and two are let at below market rent to encourage balanced communities. One Northamptonshire estate owns over 80% of the privately rented houses in its parish. Another has 19 let cottages out of a total of 34 private rented sector houses in a small Lincolnshire village.

²² ONS (2001) Census 2001 - People and their homes in England and Wales
<http://www.statistics.gov.uk/census2001/profiles/commentaries/housing.asp>

Regional Economic Strategy Theme 3: Achieving equality

Cohesive communities

Cohesive communities are built on strong connections between the social, community, environmental and economic factors.

Estates have been shown to have a role in the economy of their localities and also in the environment²³. There is significant evidence that estates play a role as the 'glue' in some communities – they define them and maintain the way they look.

- **Two thirds of the estates own and maintain community facilities**
- **Over half of estates provide a village hall, or land for it**
- **Estates provide at least 166 village halls in the region (14% of the regional total)**

Two thirds of the estates own and maintain community facilities, such as village halls, sports pavilions and pitches. Many of the estates feel that they have a community role, be it supporting local shops and businesses, helping to clean and maintain the streetscape of villages or providing places for locals to meet.

Twelve of the 21 case study estates provided a village hall or land for one in their communities. Some of the larger estates provided more. In order to provide an estimate of how many halls are provided in the region, it was assumed that an estate provides a maximum of one hall so not to over-estimate²⁴. Based on this, estates provide at least 14% (166) of the 1,173 village halls in the region²⁵.

Estates also often feel a significant sense of responsibility for their communities, hence their provision of village halls and other facilities. Much of this responsibility comes from being associated with communities in the long-term. It is clear that many 'estate villages' would look significantly different without the estate. The estates claim that there would be more piecemeal development, less housing available to rent and that they would be less tidy (many estates pick litter and mow or manage communal areas).

Evidence from the case study estates

Estates and community facilities

Estates provide a wide range of facilities, often at no or low cost to the communities:

- Village halls (let at a reduced rate)
- Village playground also let at a reduced rate
- Gardens opened for charity
- Dog clubs and hunt use the estate
- Football pitch let to the local community
- Village hall let to the village amateur dramatic group
- Allotments at below market rent. The gardening group had been looking for land for several years
- Cricket pitch and pavilion is leased to the club
- Sports fields (football fields and pavilion leased to local football club)
- Pub, church and village hall
- Provision for community use in a new lease for a holiday cottage business
- Church / school room

²³ See page 12 for definition of locality.

²⁴ Estates could provide up to 249 village halls if the observed rate of multiple provision is taken into account.

²⁵ ACRE. 1999. Village Halls in England 1998.

- Cricket pitches, playing fields and village halls are provided
- Support charitable events, such as the local gymkhana
- £7-8,000 per annum is raised by the community using estate property rent free
- One estate is going to donate land and £50,000 to relocate a village hall due to lack of parking
- 486 hectares of parkland near Leicester provides access to a historic deer park
- Free access to a sculpture garden during the winter
- Hardwick Hall park is open access to all
- Recreational trails in the Peak District on disused railway lines

Involving the local community

The Peak District National Park Authority aims to involve the local community in the management of the estate. The Stanage Forum was established in 2000 and the community, through a steering group and wider forum, is invited to input its views on the management of the Authority's land. The steering group includes the Authority, farm tenants, local community representatives, ramblers, the British Mountaineering Council, 4WD and trail bikers, hang gliders and a local bird watching group.

This is now a proven model that the Authority is looking to apply to its other land holdings and also to include its neighbouring landowners.

Economic renewal and inclusion

Economic renewal is about encouraging greater economic growth in disadvantaged areas. The RES identifies a number of factors or characteristics in such areas:

- Lack of an extensive and diverse enterprise base
- Poor opportunity for private sector investment
- Sometimes economically marginalised due to physical inaccessibility
- Have poor quality physical and natural environments

Some of the estates are located in disadvantaged areas and are already playing a role in growing the enterprise base, investment and in maintaining or improving the physical environment.

It is clear from the wide range of community engagement activities undertaken by estates that they have, in some communities, the principal capacity to drive economic renewal. A significant number of the case study estates were amongst the most significant land holders (see page 13), employers and providers of workspace (see page 15) and visitor amenities (see page 18) in their specific neighbourhoods. They are engaged in a very significant range of community support activities (see page 37) which provide considerable scope for future engagement with *emda* and partners, particularly in terms of rural regeneration.

The case study estates have provided opportunities for people to volunteer, retrain and learn skills that have increased their self-confidence and employability. The types of activities to which estates can contribute include countryside and land management, visitor management and tourism, catering, retail, gardening and horticulture.

Although some estates clearly do use volunteers and there is mutual benefit, there appears to be an opportunity for more estates to benefit from greater engagement with the voluntary sector. They could learn from organisations that effectively use volunteers (for example, the National Trust and Royal Society for the Protection of Birds) and training seminars, possibly funded through the RDPE.

At present there is little evidence of estates and the public sector (local authorities are the key organisation here) working together to develop and agree long-term economic renewal or economic development plans, although there are some notable exceptions where there are excellent working

relationships. The Welbeck Estates plan, *Redefining Welbeck*, is an example which has been publicly launched.

In many rural areas, estates are the most obvious player in environmental or economic development projects due to their long-term ownership and interest in the land and their communities, and the fact that they tend to own so much of the property that might be needed for a comprehensive development plan.

This type of long-term planning is difficult. Firstly, there needs to be much greater openness and understanding between the estates and public sector (see page 36). Secondly, the case that estates can play this role and that local authorities should engage with them needs to be made. This report provides some of that case but further evidence may be needed. Effective engagement of all authorities may require national and local planning policy changes to allow sustainable development on estates, which are often in areas of the countryside where development might not normally be allowed (see page 37).

Evidence from the case study estates

Volunteering with the National Trust

One volunteer was made redundant from his paid job elsewhere two years ago. After making contact with the regional office of the National Trust, he began volunteering two days a week for a local Trust property on countryside management and wardening activities. He began to enjoy being outdoors which made him fitter and healthier than he had been for some time. In addition his self-confidence increased and he developed new skills. Working with full time wardens and other teams on the estate made him aware of environmental impacts on the countryside. What started out as a short term opportunity has turned into a viable career option. He has spent the past six months on a full time volunteer placement with the Trust, undertaking relevant qualifications and personal development opportunities with the intention of making this a full-time career choice.

Conclusions

The contribution of estates

The current and potential contribution that estates can make to the delivery of regional and sub-regional strategies is far wider and more profound than might have been envisaged.

This project's analysis of the role and function of estates across the East Midlands region shows that as a sector they are active as:

- Employers, often in industries other than agriculture and forestry,
- Providers of workspace, with the potential to provide more
- Innovators, around education, sustainable development, tourism and renewable energy
- Hosts of renewable energy generation and sustainable use of resources
- Protectors and managers of the environment
- Helping to reduce travel to work
- Providers and supporters of community infrastructure such as village halls, pubs, shops, schools and playing fields
- Providers of housing for rental (short and long-term) in the open market
- Providers of social housing (for free and below market level)
- Operators of tourism and visitor businesses, such as heritage property, foodservice, outdoor recreation and leisure
- Event organisers, including some of national and international repute
- Contributors to local distinctiveness, branding and tourism development
- Place shapers, key agents for change and development

There is strong evidence that estates can significantly affect their localities and there are few other businesses with as much ability to do this²⁶. Estates have the ability to make a different contribution to other land owning businesses, such as farms, due to the range of assets that they own.

How estates can help the public sector deliver

What makes estates of interest to the public sector is not that they are involved in this activity per se, but the locations in which this activity takes place. They tend to make things happen where they otherwise would not. Estates also add value in other ways.

They provide seasonal and part time work in areas where local employment is scarce, which adds to the flexibility of labour markets.

They provide workspace in locations where options for 'mainstream' supply is limited, thus increasing the opportunity for people to start and grow businesses close to where they live and providing valuable local employment. They provide around 232,250 m² in the region and had almost doubled the area provided in the last five years – exceeding *emda*'s regional target for employment floor space growth.

They provide and maintain community facilities in settlements too small for local authority provision to reach. Two thirds of estates own and maintain community facilities such as village halls. They also contribute by supporting local shops and businesses and maintaining village streetscapes.

They provide an alternate tenure of housing in areas where owner-occupation is dominant and maintain below market rent housing in increasingly affluent communities. Estates own 23% of houses in their localities. A third of estates voluntarily provide rent free or below market rent housing in locations where

²⁶ See page 12 for definition of locality.

there is no public sector social housing provision. If estates did not do this, there would be a significant cost if provided by the public sector. There is a clear opportunity to bring together estates and housing associations as many estates would consider providing sites or accommodation for affordable social housing.

They attract visitors, and their spending, to places which have no alternate 'attractor'; creating and putting on events at commercial risk in places and at times of the year when no mainstream promoter would, such as snowdrops at Hodsock.

They consider stewardship of the natural and built landscape as a responsibility rather than a commercial transaction and care for a disproportionate number of the region's historic environmental stock. For example, they are responsible for half of the region's Registered Parks and Gardens, and a third of the region's Grade I and II* Listed Buildings. They value and need access to skills, both traditional and modern, and are willing to invest in securing them.

In doing all the above, estates exert a powerful force to improve the sustainability of their local areas. They provide a natural balance to the effect of market forces, reaching where public services do not. Their long-term perspective ensures that their interventions offer continuity – they do not need an exit strategy to compensate for withdrawal of short-term funding.

Estates are able to take a very long term view of their activities and, where there is development potential, this makes them different from the average developer. This requires a different perspective and makes them interesting development partners for the longer term, particularly in recessionary times.

In a sense therefore, estates address market failure. They provide a role that would otherwise fall to the public sector. They should therefore be natural partners for the public sector, enabling them to reach further, and achieve greater impact.

Estates facilitate and fund economic diversification and often enable value-adding and collaborative activity amongst local businesses. They are therefore natural partners in initiatives to promote activity of this nature.

They understand the importance of working with their local communities; of place shaping. Many estates are 'of' their community, and therefore offer a route to engagement for public sector partners that are normally set apart from communities, such as the Environment Agency or English Heritage. Some within the sector have shown great leadership in developing models of community engagement. The Stanage Forum set up by the Peak District National Park Authority is a leading model in community involvement and in the management of a landscape area and community in partnership with its stakeholders. This approach has benefits for the local authority, as it reduces the risk of piecemeal development and loss of character. This is particularly the case in the most rural areas of the region as estates are often the organisations with the greatest critical mass to drive regeneration.

The estate sector could be a hugely valuable partner to the public sector. In some areas, such as tourism, such understanding is well developed. It was extremely pleasing for example to hear one estate owner who described his main commercial activity as running events, explaining how important the National Forest was to his business and complimenting the local authority (South Derbyshire) on their initiative to use his brand to support their marketing activity.

In very many other areas however, this potential is untapped. The vast majority of estates are not part of the public sector, and even some of those that are have only recently been managed to support the place shaping and well being responsibilities of the public owner, rather than as an investment asset. As such they will not engage as partners simply because the opportunity exists – there needs to be a benefit to and for them – either in terms of the community of which they are part, the businesses that pay them rent, or against their own corporate and ownership objectives.

The estate and public sectors share a whole range of objectives around place shaping and improving economic and social well being.

Barriers and constraints

Estates are faced by a number of barriers which prevent them either growing as they would like or developing their assets.

Mutual understanding

Some estates do not fully understand the role and function of parts of the public sector, and vice versa. Estates are either doing more than commonly thought or they have insulated themselves well from the outside and do not welcome any “interference” from the public sector. In both cases, it is difficult for them to understand and engage with the public sector in all its myriad manifestations and language. When estates do engage, the public sector personnel change and so relationships have to be developed again. Where relationships have been built, they have benefited both parties.

Estates may not appear to be natural economic development partners because of their traditions and concerns and image, which do not immediately lend themselves to regeneration. Digging deeper however there is considerable scope to interact with them.

The long term approach and tradition of estates combined with their independent ownership also means that they find it difficult to accept some of the conditions attached to regeneration funding; these conditions have often been designed for public sector partners.

The way decisions are made on estates can vary greatly due to the range of organisational structures. Some estates are managed by their owners, others by managers, others by trusts and other vehicles. Therefore engagement with them should be managed to accommodate this.

There is also a case for some estates, particularly those which want to develop workspace or housing, to be more open to the public sector. By working in collaboration with a public sector partner, more action of mutual benefit should be achieved.

Policy framework

Many estates were not aware of or did not understand the national, regional and sub-regional policy framework they operate in. This needs to be articulated more clearly to them as it prevents them understanding what benefits the public sector wants (and is willing to fund or support). It is also a barrier to the estates clearly communicating the benefit of their proposals to the public sector. As a first step to increase understanding a bespoke version of the policy framework document in Appendix 5 has been sent to all estates to guide them through the framework applicable to their location.

Funding opportunities

Many estates have been recipients of agri-environment scheme funding but they have not been as active or successful in applying for funds for other activities. There is a lack of awareness of what grants or funding is available and estates do not have a track record of successfully applying for it. Funds like the European Regional Development Fund (ERDF) and *emda*'s 'Single Pot' could fund some estate projects but are not used. One estate that did receive Single Pot funding said that the project would not have happened without it.

A further barrier to estates are the terms and conditions that are often applied to grants, which estates view as too demanding and so take the view that it is easier to go without them. These include:

- the paperwork required (and time to do it)
- annual accounting periods, which do not fit with when project phases and invoices occur

- not being able to use estate labour for building work
- requiring costly consultants reports on feasibility or architects drawings before there is any guarantee of success
- eligibility issues relating to estate's property assets taking them over the SME balance sheet definitions

Estates operate on very different principles to the public sector and so many grants that are primarily aimed at the public sector do not 'fit' with estates' ways of operating. Estates are generally not using the business support networks in the region, such as the region's Business Link service, as they are either unaware of it or do not think it will be useful.

Planning

A number of significant issues were raised in relation to the planning system.

Almost all of the estates found the planning process for workspace and housing, particularly in Listed Buildings, complex, difficult, lengthy and unnecessarily costly. It often involved having to produce numerous specialist reports.

There was also a lack of consistency in approach between local authorities, and also between departments within an authority (although there are some notable exceptions which greatly assisted estates). Estates often want to make place-shaping proposals that include housing, workspace and community facilities. These multi faceted applications are more difficult for local authorities to deal with as they require input from a number of departments, which may provide contradictory advice. There was very strong feeling from estates that these planning barriers were frustrating their attempts to encourage sustainable rural settlements.

Some had also experienced difficulties in persuading planning authorities that the villages and locations for proposed workspace were 'sustainable communities' and therefore suitable for new housing or workspace. Preventing development in these locations only exacerbates the situation.

Another significant issue is how national policies are implemented by local authorities. For example, renewable technologies have not been installed on estates as they were rejected by planning authorities. One estate was not allowed to install solar panels or wind turbines as its workspace is within the National Park and another was prevented from installing a wood fuel boiler as a local authority conservation officer did not like the look of a new chimney, despite it being at the back of a house and not visible to the public. There are competing national policies that are weighed against each other by local authorities; how should installing renewable energy be balanced against Listed Building considerations? The strong feeling from estates is that local authorities are too restrictive, unsympathetic and overly weigh development control against economic development.

This report has made the case that estates are different from other rural areas, and have the potential to provide sustainable patterns of development in terms of employment, housing, workspace and community facilities. The evidence for this, including this report, should be presented to planners at national and regional levels so that the role of estates is more widely known, a stronger evidence base developed and ultimately policies changed so their full potential is realised. An outcome of this might be that estates can develop "master planning" documents with their local authority which set out long-term economic and development strategies.

The Government's response to the Taylor Review, *Living Working Countryside*, and its current consultation on the issues to be considered by planners in respect of economic development (Planning Policy Statement 4), along with the proposed duty for local authorities to undertake an economic assessment in 2010, all create opportunities for planners and economic development staff to consider the role of estates in the broad context set out in this study.

Empty building property rates

Some estates had stopped developing rural buildings into offices due to the potential liability to Empty Building Property Rates, for which they would become liable on vacant units. This policy is stifling the rural economy, an unexpected side-effect of this primarily urban targeted policy.

Broadband

Almost 40% of estates said that they did not receive broadband access of suitable speed for modern business purposes. This is a significant constraint and concern for both the estates and the businesses they host. Indeed, it is a factor that has prevented some developments occurring and potential tenants from taking up workspace on estates. Some estates have installed their own solutions and have provided broadband to the estate and wider community. Broadband is becoming an “essential commodity”²⁷, like water or electricity, in modern life and business and estates can play a role in improving communications in rural communities.

Digital Britain²⁸ makes clear the Government’s commitment to enhance broadband speed across the UK. In rural areas the challenge of providing fibre optic links with significant speed, and of suitably enabling rural exchanges, will be greatest. With their relative “critical mass” and often strategic location in terms of rural settlement patterns, estates have considerable potential to act as hubs and distribution points. At least one of the estates identified this as a key role which they felt they could play.

Recommendations

How the public sector and estates can work better together

Estates should be provided with information which summarises the key policies that apply to them and shows the key priorities. This will help bridge the language gap. See Appendix 5 for an example of how this can be done; this policy framework document has been sent to all estates in the region as a token of thanks for their help with this project and also to start to raise awareness of the policy framework they operate in.

A representative group should be established which promotes the role of estates in the East Midlands. It should raise awareness of their contribution and potential. The group should include estates, the Country Land and Business Association (CLA) and key public sector organisations, which should be represented by high level staff.

Evidence of the role and function of estates should be sent to all relevant public sector bodies based on this report’s findings.

The Single Regional Strategy should include a reference to the potential of estates to work as partners to the public sector in local place shaping and improving the sustainability of rural communities.

emda, Business Link and others can **make estates more aware of suitable funding streams** for projects that contribute to regional and sub-regional objectives.

²⁷ The Presidency of the Council of the European Union. (2nd December 2008) Vienna “e-Inclusion” Ministerial Conference conclusions http://ec.europa.eu/information_society/events/e-inclusion/2008/doc/conclusions.pdf.

²⁸ Department for Business Enterprise and Regulatory Reform and Department for Culture Media and Sport, (2009) Digital Britain Interim Report. http://www.culture.gov.uk/images/publications/digital_britain_interimreportjan09.pdf.

Areas with the greatest potential for working between estates and the public sector

Many estates want to work with their local planning authority in **long-term place shaping** to agree a strategy for housing, workspace, community facilities, infrastructure and other development. There is also considerable scope to draw them into the **delivery of RDPE outcomes in LEADER areas**.

The public sector should work with estates to provide **social housing**, subject to resolution of issues about ownership and control.

Local authorities should work with estates to identify how **new workspace** can be provided in rural areas and to ensure that there is suitable local housing provision for employees, to reduce travel to work.

Local authorities should work with estates to identify and fill gaps in the provision of **community facilities**.

Regional and local tourism bodies should identify their role in helping estates to develop their **visitor offers**. They can also link estates to the branding of sub-regions and local promotions, such as local food.

Sub-regional clusters of estates

There should be **greater engagement between estates, emda and other bodies at sub-regional level** on how they can contribute to the Local Area Agreement priorities (see Appendix 4 for sub-regional priorities that estates can contribute to).

Areas for further consideration

Relationship between estates and their localities

This project has raised a number of questions and areas for further consideration; within its scope, the relationship between estates and their localities has been explored but it is not simple. Many estates cover a number of neighbourhoods and have differential levels of impact in each. Looking at the main LSOA for each estate however does support the following high level inferences²⁹.

The local economy around estates

The estates were compared to the districts they sit in, to the East Midlands region and to England. The following results provide a broad picture of the economies that they are located in. Estates have:

- **lower levels of economic activity** than in their districts
- significantly **lower levels of benefit claimants** than their districts
- significantly **higher numbers of people with higher level qualifications** and correspondingly significantly **lower numbers of people with no qualifications**
- very significantly **higher wage levels**
- very significantly **higher ratios of people working from home**, but also of people **travelling longer distances to work**
- **very large proportions of workspace** (on a small number of estates)
- **very large proportions of private rented housing** in their areas (on a small number of estates)

It must be recognised that there are challenges around showing the direct causality between estates and the neighbourhood to which they have been principally linked, and the methodology for doing this could be developed. However, some tantalising questions arise:

How far do estates support local businesses, such as craftsmen, agricultural suppliers and building contractors? It would be revealing to explore the economic footprint of estates to see how far and how deeply they tie into the local and regional economy.

Do the significant proportions of individuals with higher level qualifications and higher wages along with the higher levels of home-workers suggest significant residential desirability triggered, or influenced, by estates? A number of the case study estates say that local house prices are higher due to them.

Does this underlie the potential of estates to attract and sustain wealth generators and creators within their neighbourhoods in the region? This also raises the issue of whether the opportunities for people to live and work in estate locations are available to all sectors of society.

It seems highly likely that in the more deeply rural locations within the case study cohort, the estates have a key role to play in underpinning employment facilities. There are certainly very high levels of workspace in a number of neighbourhoods which are directly attributable to estates.

The not inconsiderable contribution that a number of the case study estates make, at the neighbourhood level, to the stock of private rented housing has already been highlighted. There is real merit in thinking about the broader impact this has on underpinning the sustainability of those rural neighbourhoods with estates.

²⁹ See page 12 for a definition of locality and LSOA.

This housing role is particularly interesting to consider when it is put into the mix with the other indicators around residential desirability and rural workspace above. It points to a key role estates might play, particularly in very rural neighbourhoods, in underpinning the overall sustainability of those settlements. More detailed empirical work would clearly need to be done to validate this assumption.

Other questions raised by this study:

Estates as employers:

- How far do estates support traditional and craft industries in their localities?
- Do estates want to grow more businesses? If so, what type of business and what are the training and skills needs?

Estates as providers of workspace

- What types of business work out of estate-provided workspace?
- Should more Knowledge Based Businesses be encouraged and, if so, how? Are these the type of business that bring most economic activity to their localities? Are there any barriers to Knowledge Based Businesses locating in rural areas and can they be overcome? Broadband speed is an obvious area to explore and has been raised in the *Digital Britain*³⁰ report.
- Are estates suitable hubs for a broadband network, given that many host agglomerations of businesses?
- Is the use of Listed Buildings as workspace an effective way of maintaining them?

Visitor businesses on estates

- Are there opportunities for estates and historic properties which currently do not attract visitors to do so? What would the benefit be to the economy?

Estates as hosts of renewable energy and sustainable use of resources

- Can estates play a role in bringing unmanaged woodland back into sustainable production, possibly for woodfuel and to meet Public Service Agreement targets, such as for woodland birds?
- How can the energy efficiency of historic houses be increased? Can estates be used as exemplars?

Estates as protectors of the environment

- Given the amount of land that estates own (23% of the region) and disproportionate amount of the region's built and natural heritage, should the statutory bodies responsible for these environmental features specifically engage with estates?

Estates as providers of housing

- If more workspace is encouraged on estates, is there enough housing for the users of the workspace to be able to live close by?
- What are the best models to encourage estates to work with the public sector to provide social housing? Are existing models suitable or is something new needed?

Estates as place shapers

- There are some examples of where the public sector and estates have worked together to develop and agree long-term plans ("master plans"). How have these relationships developed and can lessons be learned from them? What is the best method of engagement?

³⁰ Department for Business Enterprise and Regulatory Reform and Department for Culture Media and Sport, (2009) Digital Britain Interim Report. http://www.culture.gov.uk/images/publications/digital_britain_interimreportjan09.pdf.

Appendix 1 Interview questions for case study estates

Twenty one estates were interviewed as case studies with six in more detail. All estates were asked the questions marked 'all estates' and six detailed case study estates were asked all of the questions.

Interview questions for case study estates

Employment, learning and skills (all estates)

What is the level of employment on the estate (direct and hosted)

Sector of employment – different enterprises in which people are employed

Incidence of Knowledge Based Businesses amongst businesses hosted on the estate³¹

Has the number of people employed grown in the last five years?

Does the estate provide work based training?

Does the estate have any links with formal training organisations?

Enterprise and business support (all estates)

Have any businesses hosted on the estate failed or ceased trading within two years of start-up?

Innovation (all estates)

Has the estate developed any new products or services or applied any new techniques to its production in the last 5 years?

Is the estate involved in any research and development activity? Does it have any research links with universities or research institutes?

Has the estate been involved in collaboration projects? Has it supported or facilitated any collaboration amongst tenants and suppliers?

Transport and logistics

Does any of the estate workforce travel to work by public transport, or on cycle / on foot?

How far away from their estate work do your employees live? Are they from the local area or do they travel from nearby towns?

Energy and resources

Does the estate produce or host the production of bio-fuels?

Do you use renewable energy for heat and power on the estate? If so, how much?

Do the businesses hosted on the estate use renewable heat and power?

Environmental protection (all estates)

Have there been any reported incidents of pollution to watercourses on or relating to the estate in the last five years?

Is land in the ownership of the estate included in any agri-environment schemes?

Are there any Sites of Special Scientific Interest or Scheduled Ancient Monuments on the estate?

How many Listed Buildings does the estate own?

Land and development

Does the estate let any premises for office, light industrial, retail or hospitality uses?

If so, how many individual units / what floor area?

Has the estate created any new floor space in the last five years?

³¹ Knowledge Based Businesses are defined as those which are relatively intensive in their inputs of technology and/or human capital. They include communications, finance, insurance, real estate and business services, community, social and personal services and high and medium-high technology manufacturing.

Cohesive communities (all estates)

Does the estate play a role as a social landlord? If so what housing stock do you have that is made available on either Rent Act Tenancies or other arrangements where the rent is lower than the open market?

Do you own and maintain any community facilities (i.e. places of worship, meeting rooms, village halls, sports pavilions, sports fields etc)?

Has the estate taken any steps to provide or maintain services to the communities on the estate?

Are there any permissive footpaths or access arrangements on the estate?

Do you have volunteers working on the estate? If so, in what capacity?

Economic renewal and inclusion

How many part time and seasonal staff do you employ? What proportion of these are from the local area?

Visitor economy, brand and destination (all estates)

Does the estate attract visitors? If so, how many a year? How is that spread across the different enterprises?

What levels of spend per head do you achieve?

Does the estate host any events each year? How many people come to the estate?

How is the estate marketed? Are you involved with your local tourism body or other business led initiatives in marketing the local area?

Does the estate's brand add value to the local area? What sort of contribution does it make to the product offer? What links are there between the estate and other accommodation providers and hospitality businesses?

Local distinctiveness

What is the view of estates within the local authority? Are they considered a driver of economic performance or a key part of the tourism product mix?

Appendix 2 Summary of the focus group held on 14 January 2009

A focus group was held at Friars Well Estate, Wartnaby, Melton Mowbray on 14 January 2009 to test the emerging findings and recommendations of the project with a group of estates and public sector stakeholders. The main points of the discussion are below.

What are estates?

- Clusters of significant built and landscape heritage which should be maintained
- Give an identity to an area or community, which can be an attraction to tourists
- A source of land
- Estates are communities in themselves, but institutional landowners tend to be less engaged with community
- Estates are more community orientated (own Post Offices, housing, community halls etc.) compared to large farms
- Significant contributors to tourism
- Clusters of businesses
- Due to the desire to retain property long-term for a family or trust, estates are often driven by different factors than other businesses (e.g., inheritance tax planning)

Relationship between the public sector and estates

- There is a difference in time scales between estates and the public sector – estates think and work longer-term
- Significant difficulties in getting planning permission for new developments (cost, time, changing planning staff, lack of consistency, lack of long-term approach)
- Estates should develop a good working relationship with planning and / or economic development departments, especially with senior staff. Use pre-application discussions
- A community is perhaps a stronger lobbying force (than estate) in respect of negotiating with planning authorities, therefore “partnership approach” advocated between estate/community/local authority
- Some planning departments have not had the enthusiasm for diversification schemes they would have liked from estates e.g., there was a low uptake from estates to the invitation by a local authority planning department to see examples of diversification
- Need a reliable point of contact between estates and local authorities

How do estates currently contribute to the economy

Regional Economic Strategy priorities	Estates contribution
Employment, skills and learning	<ul style="list-style-type: none"> • Use specialist tradesmen to maintain heritage properties • Develop long-term supply chains with local businesses • Keep jobs in the community
Enterprise and business support	<ul style="list-style-type: none"> • Can let properties at subsidised rents to aid their survival • Develop premises to meet tenants' requirements • Can provide prestige workspace in marginal farming areas, such as Peak District
Innovation	<ul style="list-style-type: none"> • Urgent need for high speed broadband • Clusters of estates have potential for shared skills, social enterprise, procurement • Innovative product development: biomass, biofuel, pharmaceutical crops
Transport and logistics	<ul style="list-style-type: none"> • Planning sustainability criteria can be a barrier (e.g., no bus service) • Tandem development of housing and employment required to reduce travel to work • Can provide live-work opportunities (e.g., Hexgreave Hall) • Can invest in collective facilities for tenants to replace aging individual facilities (e.g., grain storage)
Energy and resources	<ul style="list-style-type: none"> • Can lead on installation of green technology and renewable energy
Environmental protection	<ul style="list-style-type: none"> • Estates have large stock of Listed Buildings, SSSIs, Scheduled Ancient Monuments and manage them well • Maintain and manage natural and built environment
Land and development	<ul style="list-style-type: none"> • Provide workspace, often for Knowledge Based Businesses • Some requirements for like-for-like replacements of materials, especially on Listed Buildings, can be unnecessary and stifle development and ultimately do not protect buildings
Cohesive communities	<ul style="list-style-type: none"> • Act as social landlords by providing houses (but this is often not recognised) • Provide community facilities long-term • Estates' corporate social responsibility not treated with same respect as PLCs • Estate actions can change the demographics of a settlement • Provide social / low cost / below market cost housing but are not required to
Visitor economy, brand and destination	<ul style="list-style-type: none"> • Are important visitor attractions e.g., Burghley • Estates do affect how the landscape / streetscape looks; places look different and there is more piecemeal development where estates have been broken up • Not all estates want to attract visitors

Appendix 3 Methodology used to identify sub-regional estate clusters

As many of the public sector's ways of influencing economic development are targeted at sub-regional areas, the way in which estates could be clustered together in meaningful groups was considered. Four indicators were used to look at the spatial distribution of the estates:

- (i) Rural-Urban Definition
- (ii) Rural Typology
- (iii) Countryside Character Areas
- (iv) Agricultural Land Classification

How the estates related to these four indicators is considered individually and then as a group. Five clusters of estates were identified, which have common socio-economic and landscape characteristics.

(NB: All of the estates have been mapped and much of the analysis in this appendix is based on analysis of the maps, which have been provided to emda but are not included in this report to protect the confidentiality of the estates).

How do estates relate to the Rural-Urban Definition³²?

The vast majority (over 95%) of estates are close to larger urban areas or in the 'less sparse' rural areas of the region. Just over three fifths (61%) of estates are in 'less sparse' rural areas with village and dispersed settlement patterns. The next highest category with just over one fifth (22%) consists of estates in rural towns (including the lower density 'fringes' of such towns) in 'less sparse' rural areas. Sixteen estates, under 5% of the total, are located within the wards in the sparsely populated parts of the region.

Table 8 Distribution of estates by Rural-Urban Definition

Urban Rural Definition		Estates	
		Number	Percent
1	Large Town	11	4%
2	Market Town	4	1%
3	Other Town	12	4%
4	Town Less Sparse	63	23%
5	Town Sparse	1	0%
6	Village & Dispersed Less Sparse	169	62%
7	Village & Dispersed Sparse	13	5%
Total		273	100%

Excludes some dispersed estates that are not allocated to a postcode (17 estates)

³² The Rural-Urban Definition is a method of defining and classifying smaller urban areas and rural settlements in England and Wales for policy purposes. See Bibby, P. and Shepherd, J. (2004). Developing a New Classification of Urban and Rural Areas for Policy Purposes. The Methodology. Office for National Statistics. http://www.statistics.gov.uk/geography/downloads/Methodology_Report.pdf.

How do estates relate to the Rural Typology³³?

In order to give an idea of the local social and economic context of the estates, they have been classified by the Rural Typology. This classification was constructed for rural wards from some 50 variables from the 2001 Census representing their demographic, housing, occupational, skills and access to services characteristics. Wards with similar characteristics have been clustered together. The names of the clusters are a 'short-hand' description and cannot capture every aspect of a cluster. For the purposes of this study we have named the clusters as follows:

Table 9 Rural Typology: characteristics of clusters of wards

Rural Typology: characteristics of clusters of wards		
	Name	Description
1	Younger, Better Off Families	Younger families (age groups 25-44), high levels of qualifications, managerial occupations, public sector jobs and commuting to work over medium to longer distances.
2	Middle Aged Professionals	Middle aged and older age groups, higher professional occupations, semi- and detached housing.
3	Routine Local Workers	Higher than average levels of routine occupations, separated and divorced persons, terraced housing and flats, low levels of car ownership.
4	Affluent Professionals	Young adults and middle aged households, managerial and professional occupations and medium or longer distance commuting by car.
5	Older Childless Households	Higher than average levels of persons aged 45-64, households with no children, poor access to services.
6	Agricultural Workers	Agricultural occupations, households in rented accommodation, lack of household amenities and persons working from home.
7	Older People/Single Person Households	High proportions of persons aged 65 and over, single person households, very low levels of car ownership, accommodation in flats and terraced housing.
8	Disadvantaged Households	High proportions of single person households, young families, separated and divorced persons, routine occupations, no qualifications, long-term unemployment and long-term illness, social housing.

Over three quarters of estates are associated with wards displaying demographically well established or retirement characteristics (Older, Childless Households) and better off households (Affluent Professionals and Middle Aged Professionals). Within such wards there will, of course, be a range of household types but these types are dominant. Moreover, the broad association with better off rural areas is clear from the very small percentages of estates associated with disadvantaged and (generally) 'low skill' wards and even wards where agricultural workers are most prominent.

³³ See Rural Evidence Research Centre. The Construction of a Rural Typology for the Purpose of Identifying Case Study Areas for Research on Rural Disadvantage. Internal report for the Commission for Rural Communities.

Table 10 Distribution of estates by Rural Typology

Rural typology cluster		Estates	
		Number	Percent
1	Young better off families	7	3%
2	Middle aged professionals	47	19%
3	Routine local workers	9	4%
4	Affluent professionals	44	18%
5	Older childless households	89	36%
6	Agricultural workers	34	14%
7	Older people/ Single person households	2	1%
8	Disadvantaged households	13	5%
Total		245	100%
Excludes urban (28 estates)			

The association between estates and the Older, Childless Households is derived from the strong representation of this cluster in Lincolnshire; whilst the association with Affluent Professionals and Middle Aged Professionals is mainly associated with these wards in Northamptonshire and parts of Leicestershire and east Nottinghamshire. Only 13 estates in our sample are associated with (i.e. in or near) the disadvantaged wards located in the more isolated parts of Lincolnshire and on the former Nottinghamshire coalfield.

The distribution of estates by rural definition and rural typology is below.

Table 11 Distribution of estates by Rural-Urban Definition and Rural Typology

Number of estates		Rural typology cluster									
Urban	Rural Definition	Urban	1	2	3	4	5	6	7	8	Total
1	Large Town	11									11
2	Market Town	4									4
3	Other Town	12									12
4	Town Less Sparse	1	2	16	8	23	1		2	10	63
5	Town Sparse				1						1
6	Village & Dispersed Less Sparse		5	31		21	84	26		2	169
7	Village & Dispersed Sparse						4	8		1	13
Total		28	7	47	9	44	89	34	2	13	273

How do estates relate to landscape character?

The estates were also mapped using Countryside Character Area classifications as some policy, such as the RDPE, is partially based on landscape characteristics.

Table 12 Countryside Character Area classifications

Map ref	Countryside Character Name	Map ref	Countryside Character Name
1	Southern Magnesian Limestone	21	Potteries and Churnet Valley
2	Humberhead Levels	22	Needwood and South Derbyshire Claylands
3	Nottinghamshire, Derbyshire and Yorkshire Coalfield	23	Trent Valley Washlands
4	Yorkshire Southern Pennine Fringe	24	Leicestershire and Nottinghamshire Wolds
5	Northern Lincolnshire Edge with Coversands	25	Kesteven Uplands
6	Lincolnshire Coast and Marshes	26	Melbourne Parklands
7	Lincolnshire Wolds	27	The Fens
8	Central Lincolnshire Vale	28	Leicestershire and South Derbyshire Coalfield
9	Manchester Pennine Fringe	29	Mease/Sence Lowlands
10	Dark Peak	30	Charnwood
11	Lincolnshire Coast and Marshes	31	High Leicestershire
12	Lincolnshire Coast and Marshes	32	Leicestershire Vales
13	Lincolnshire Coast and Marshes	33	Rockingham Forest
14	Trent and Belvoir Vales	34	Bedfordshire and Cambridgeshire Claylands
15	Sherwood	35	Northamptonshire Vales
16	South West Peak	36	Northamptonshire Uplands
17	White Peak	37	Dunsmore and Feldon
18	Derbyshire Peak Fringe and Lower Derwent	38	Yardley-Whittlewood Ridge
19	The Fens	39	Cotswolds
20	Southern Lincolnshire Edge		

How do estates relate to agricultural land classification?

Finally, the estates were mapped against agricultural land quality:

Clusters of estates in the East Midlands

Five clusters of estates were identified, which have common socio-economic and landscape characteristics.

The five clusters contain 98 of the region's 290 estates. They show coherent groupings of estates which can be considered as entities in terms of their potential to further interact with their sub-regions economically. They also form a useful starting point for *emda* and the public sector to consider how to structure its interventions with estates in the region in a logical and sub-regional way. There are other ways of categorising estates, for example by size and brand. Therefore this approach may not constitute the only way of thinking about or planning interactions with estates.

East Lincolnshire (Wolds) Cluster

Number of estates: 30

Landscape Character areas: Lincolnshire Wolds, coast and marshes and central Lincolnshire vale

This cluster is on very substantially grade 2 agricultural land. It is predominantly in the village and dispersed sparse spatial classification of the rural/urban definitions, being the only part of the region and one of only two areas within the whole midlands (the other being in Shropshire/Herefordshire) which has a sparse designation. In terms of the Birkbeck Typology of rural settlements it is very substantially in rural typology 6 – containing households comprising significant numbers of people in: agricultural occupations, households in rented accommodation, settlements with a relative lack of household amenities and people working from home.

In essence these estates sit in an isolated and relatively old fashioned land based sub-economy where there is still a considerable focus on agriculture in view of the quality of the land and lack of competing economic activities. This cluster of estates has the potential, in view of the relatively limited range of other economic drivers, to support the economic development of this area if their involvement in local economic development activities can be most nurtured.

Northern Nottinghamshire (Dukeries) Cluster

Number of estates: 13

Landscape Character areas: Humberhead levels and Sherwood

This is a very tight cluster of estates on mainly grade 3 and non agricultural land. In terms of the rural/urban definitions it involves a spatial designation of mainly town less sparse and market town settlements. In terms of the Birkbeck typology, it is made up of a mix of less affluent socio-economic typologies: urban, older childless households, agricultural workers, disadvantaged households.

Historically these estates drew significant income from coal mining. They now have significant deprivation challenges. There is real potential in terms of some of the estates in this area to drive a regeneration agenda and to look at tourism and residential branding opportunities. This is particularly relevant in the context of their proximity to major centres of population and their geographical location in the south east of the Sheffield City region.

Belvoir Cluster

Number of estates: 23

Landscape Character areas: High Leicestershire, Leicestershire Vales, Charnwood

These estates are based in the vale of Belvoir in what might be described as quintessential “middle England”. The land on which they sit is almost all grade 3 agricultural land. In terms of their spatial designation they are categorised as being mainly in large town and village and dispersed less sparse designations. In relation to the Birkbeck typology the area is characterised by very typical patterns of rural dwellers comprising: older childless households, some middle aged professionals and urban fringe.

This is a very strong tourist brand area and has one of the jewels of the region, Belvoir Castle, at its heart. There is also significant positive activity in the context of local food development and branding within this cluster geography.

Rockingham Cluster

Number of estates: 22

Landscape Character areas: Rockingham Forest, Northamptonshire Vales

This cluster and the one which follows represent the high incidence of estates across the whole of Northamptonshire. Whilst there is a good logical premise to split the county into these two clusters, it is possible to see the county as one whole cluster. Almost all the land in this cluster is grade 3 agricultural land. The area is spatially defined in terms of the rural/urban definition as town less sparse and village and dispersed less sparse. In terms of the Birkbeck typology, not unlike the Belvoir cluster, it has a high incidence of dwellers who characterise many relatively well connected rural geographies namely: older persons and single households along with some middle aged professionals.

These estates sit in the Milton Keynes South Midlands Growth area. They have a key role to play as potential sites for rural employment in the context of the overall drive to generate a significant increase in the number of jobs and houses in this area. Their proximity to the relatively more challenged settlement of Corby and its hinterland also gives them interesting potential to become involved in some key aspects of a regeneration agenda.

West Northamptonshire Cluster

Number of estates: 10

Landscape Character areas: Northamptonshire Uplands, Cotswolds

This cluster which sits at the very south western extremity of the region is based almost wholly on grade 3 agricultural land. Its spatial designation is town less sparse and village and dispersed less sparse. In terms of the Rural typology it comprises younger better off families, older people and single people households and is possibly in the most affluent part of the whole region.

The estates in this cluster are in the greater south east economic system and have significant residential desirability.

Appendix 4 Potential contribution to Local Area Agreement priorities

A number of distinct clusters of estates were identified in the region, which provide a useful framework for engagement at sub-regional level, between the estates, *emda* and other public bodies at Local Area Agreement³⁴ level (see Appendix 3). It is clear that there is an opportunity for estates to contribute to the following Local Area Agreement priorities:

Derbyshire

Local Area Agreement priorities: increase employment (in particular for disadvantaged and underrepresented groups), reduce worklessness in disadvantaged communities, increase skills and qualifications, develop the local economy and increase economic productivity, participation in regular volunteering, net additional homes provided, improve the health and life expectancy of people in Derbyshire, increase access to services and facilities, increase the number of affordable homes

Derbyshire has a relatively even distribution of estates with Chatsworth as a major player at its heart. The Peak area is spread quite thinly with estates and there are relatively few in the south of the County.

There is a limited correlation between estates and areas of deprivation which are the main focus of the Derbyshire LAA. There are opportunities linked to the RDPE LEADER designations in both the Peak and in the areas of deprivation around Bolsover / North East Derbyshire to develop an enhanced engagement strategy with estates as economic drivers.

There is clearly scope in terms of employment, workspace and training for a dialogue between those leading the Derbyshire LAA and its estates.

Leicestershire

Local Area Agreement priorities: VAT registered businesses showing growth, Working age population qualified to NVQ2 or higher and NVQ4 or higher, local indicator on the take up of learning diplomas, net additional new homes provided, access to services and facilities by public transport, walking and cycling, number of social rented affordable homes, local defined indicator for employment land, quality parish councils, participation in regular volunteering, young peoples participation in positive activities, local indicator – green infrastructure, access to services for rural communities

There is clearly scope to work with a number of estates to support the growth of new businesses and in the generation of learning activities. One of our detailed case studies in this area already supports a significant number of small businesses through its premises and wants to develop more space. Two of the case study estates undertake education activities, for one of them it is their primary objective.

Lincolnshire

Local Area Agreement priorities: Increase employment and economic stability, Increase the number of successfully accredited qualifications by adults, Provide the infrastructure to transform economic growth, promote growth and sustainability of enterprise and small business in Lincolnshire, Increase economic growth and productivity in Lincolnshire, help people living in Lincolnshire to realise their economic potential, green infrastructure, improved local biodiversity, planning to adapt to climate change, young

³⁴ Local Area Agreement priorities were recast in 2008 and will stay current until 2011.

peoples' participation in positive activities, net additional homes provided, number of affordable homes provided, access to services and facilities by public transport, walking and cycling

Lincolnshire has a significant number of estates albeit with very limited coverage in the south east of the county. Key areas for interaction would involve building on the opportunities for employment generation (in terms of sites and jobs), economic diversification and the formation and support of new small businesses.

The East Lincolnshire (Wolds) cluster (see page 50 for description) is regionally unique in its combination of sparse population pattern and predominantly agricultural workers. It is possible that in this area the scope for estates to make a real difference is enhanced by the lack of a significant number of other economic drivers. These estates are also within the two RDPE LEADER areas, which enhances their scope to help deliver the LAA priorities. A further designation of a LEADER area in Fens Lincolnshire provides additional scope for interaction between estates and *emda*.

Northamptonshire

Local Area Agreement priorities: Increase the number of Northamptonshire residents employed in higher quality employment, VAT registered businesses showing growth, working age population qualified to at least NVQ3 or higher and NVQ4 or higher, increase in the number of people employed in knowledge based occupations in Northamptonshire, Working age population claiming out of work benefits in Northamptonshire's Neighbourhood Renewal Priority Areas, stronger empowered and more cohesive communities, improved life chances for 14+, provision of sufficient housing which is both affordable and meets the needs of Northamptonshire, reduce inequalities in access to accommodation, improved access to services

The two estate clusters in Northamptonshire have considerable potential in terms of their land holdings to support some large scale infrastructure development, particularly in relation to the urban regeneration companies working in the Milton Keynes South Midlands Growth Area.

One case study estate is heavily involved in both learning activities and hosting knowledge intensive businesses and could have a key role to play as an exemplar in these contexts.

The recent designation of an RDPE LEADER area in Northamptonshire provides an additional context for networking between estates and *emda*.

Nottingham, Derby and Leicester

Local Area Agreement priorities: Reduce 16-18 year olds not in education, employment or training, working age population qualified to at least NVQ2 and 3, reduce the working age population on out of work benefits, registered businesses in the area showing growth, VAT registration rate

Derby – local targets on business start up and investment infrastructure levered, participation in regular volunteering, net additional homes provided, improve the health and life expectancy of people in Derbyshire, increase access to services and facilities, increase the number of affordable homes

Nottingham- increase overall employment rate, adults in contact with secondary mental health services in employment, net additional homes provided, adult participation in sport and recreation, local indicator for cultural enrichment, improve housing supply

Leicester- local target for employment land, net additional new homes provided, access to services and facilities by public transport, walking and cycling, number of social rented affordable homes, local defined indicator for employment land, quality parish councils, participation in regular volunteering, young peoples participation in positive activities, local indicator – green infrastructure, access to services for rural communities

Whilst there are very few estates within the boundaries of the three cities in the region, the scope for estates to contribute to the development of learning and employment outcomes for individuals within the cities should be explored. In Nottingham there is a group of estates to the north east of the City which would form a natural target area for discussions. In Leicestershire, the Belvoir cluster has potential to help deliver a number of these outcomes.

Nottinghamshire

Local Area Agreement priorities: overall employment rate, working age people out of work on benefits, new business registration rate, working age people with access to employment by public transport, proportion of population qualified to NVQ2 or higher, Adults with learning difficulties in employment, net additional homes provided, adult participation in sport and recreation, local indicator for cultural enrichment, improve housing supply

There is scope to work with estates in the Nottinghamshire cluster to look at the delivery of the targets set out above.

There are particular benefits linked to working with the Dukeries cluster in terms of employment, business start up and learning opportunities.

In the whole county, there is scope for discussion about the development of the care farm concept, a means of generating day care and supported employment opportunities for people with disabilities.

The recent designation of parts of north Nottinghamshire as an RDPE LEADER area with a strong enterprise theme provides an excellent opportunity for the development of estate activities to support rural business development.

Rutland


Local Area Agreement priorities: Achievement of Level 2 qualification by the age of 19, participation of 17 year olds in education or training, working age population qualified to at least NVQ level 2, VAT registration rate, adult participation in sport and recreation, visits to museums or galleries, engagement in the arts, number of affordable homes delivered

There is a cluster of estates in Rutland which can support learning opportunities for individuals within the area and have the potential to support the development of new businesses, either through business diversification activities or the provision of rural workspace.

Appendix 5 Proforma document of policy context

During the project it was clear that many of the estates did not fully understand the policy framework, from regional to local level, in which they were operating. Many of the estates said that they would welcome a clear, short document that sets out the framework and which also poses questions to them about how they can help achieve the objectives of the policies. This is the purpose of the document below, which can be produced for all estates in the region.

Working positively with rural landowners – East Midlands Development Agency (<i>emda</i>)	
ESTATE INFORMATION SHEET	
Estate	Anonymous
County	Lincolnshire
District	East Lindsey
Postcode	AB12 3CD
Type	Private mainly in hand
Sub-Regional Priorities	Sheet 2
Local Authority (Local Area Agreement) Priorities	Sheet 3
<i>Emda</i> Priorities	Sheet 4
Previous Bidder	No
LEADER Area	Yes - Lincolnshire Coast
RDPE Opportunities	Sheet 5
Other Information	400 Hectares
Background	
<p>1. We have been commissioned by the Regional Development Agency (<i>emda</i>) to think about how estates within the region can contribute to and benefit from the development of the economy.</p>	<p>2. We have looked at the location of your estate and set out the key things which the <i>emda</i> supported local partnership for your area is seeking to achieve (responsibility to transfer to your County or City Council in 2009/10), the current priorities of the councils in your area and <i>emda</i>'s own priorities.</p> <p>Where your estate is in an area with a special designation for support for rural community development, we have included a web link to enable you to access more information if you wish.</p>
<p>3. If you work through the questions set out in relation to each area of priority you will be able to identify where your estate might get involved in a positive dialogue with <i>emda</i> and its partners about mutual benefit for you and them.</p>	<p>4. If you have completed this exercise and would like to discuss your findings, or would like help in completing it, please contact us on:</p>

	
Globe Regeneration Limited Tel: 01522 563515	Smiths Gore Tel: 01733 866562

Rural Development Programme for England	Estate Questions
Axis 1	
Vocational training and information actions for persons engaged in the agricultural, food or forestry sectors	Do you have staff/suppliers or business tenants who would benefit from accessing training support in these areas?
Agricultural Holding Modernisation	Are you engaged in activities on the estate which are modernising your operations to make them more efficient?
Improving the economic value of forests	Do you have forest/woodland you would like to develop more commercially?
Adding value to agricultural and forestry products	Do you have any thoughts/interest in moving into the production of food or other more finished elements of the production process?
Cooperation for the development of new products	Are there others you would like to work with on the above agenda?
Infrastructure related to the development and adaptation of agriculture and forestry	Are there particular areas of interest/expertise that you currently need in relation to the development of your management of the land based aspects of the estate?
Axis 2	
Agri-payments to farmers in areas with other handicaps	What is your level of awareness of this element of RDPE – could it offer something for you – are you eligible?
Agri-environment payments	Are you getting the maximum benefit from the environmental stewardship opportunities open to you?
First afforestation of non-agricultural land	Have you considered this option?
Axis 3	
Diversification into non-agricultural activities	Are there any particular diversification ideas you have where support/funding is needed?
Support for the creation and development of micro enterprises	Can any of the activities lead to the development of new businesses?
Conservation and upgrading of rural heritage	Do you have any premises or managed environments with a heritage component?

emda Priorities for Investment					
Which of these do you think you can contribute to looking especially at the areas in italics					
Employment Learning & Skills					
Engaging schools & colleges with business	Developing the adult workforce (Pathways for Learning)	<i>Stimulating Skills Demand</i>	<i>Matching Skills Provision to employer demand</i>	<i>Exploiting the opportunity of Higher Education</i>	
Enterprise & Business Support					
<i>Harness a culture of enterprise</i>	Targeted provision to improve business creation	<i>Increase business survival</i>	Supporting innovation and diversification in manufacturing	Providing high quality business support	
<i>Increasing international trade</i>	<i>Targeting foreign direct investment</i>	<i>Increasing visitor spend</i>	<i>Targeting growth of creative and cultural industries</i>	Maximising the benefits of public procurement	
Innovation					
<i>Providing business support on resource efficiency</i>	<i>Increasing research and development</i>	<i>Developing research excellence</i>	<i>Developing and applying new technologies</i>		
Maximising the impact of Science City Nottingham	<i>Commercialising scientific excellence through facilitated business collaboration</i>	<i>Development of land and property</i>	<i>Growing the region's key sectors</i>		
<i>Developing research excellence</i>	<i>Growing the region's key sectors</i>				
Transport and Logistics					
Improve transport connectivity and accessibility	Maximise the benefits of Nottingham E Mids Airport and Robin Hood Airport	Travel demand management			
Energy and Resources					
<i>Adaptation to climate change</i>	<i>Reducing the demand for energy and resources</i>	<i>Utilising renewable energy technologies</i>	<i>Exploiting low carbon technologies</i>	Energy and waste capacity	
Environmental Protection					
<i>Environmental infrastructure</i>	<i>Sustainable construction</i>	<i>Cleaner production processes</i>	<i>Improve damaged environments</i>	<i>Protect and enhance green</i>	

emda Priorities for Investment					
Which of these do you think you can contribute to looking especially at the areas in italics					
				<i>infrastructure</i>	

Land and Development					
<i>Secure the supply of quality employment land</i>	<i>Infrastructure for employment related schemes</i>	<i>Previously developed land and buildings</i>	<i>Supporting infrastructure for housing growth</i>	<i>Regeneration in areas of low housing demand</i>	
<i>Range of housing</i>					
Cohesive Communities					
<i>Promoting social capital - helping people help themselves</i>	<i>Collaboration to encourage participation</i>	<i>Develop cohesive communities</i>			
Economic Renewal					
<i>New markets and enterprise opportunities</i>	<i>Effective engagement and involvement of local businesses and residents</i>	<i>Inclusive business support</i>	<i>Built and green environments</i>	<i>Addressing Crime</i>	
<i>Improve access to finance</i>					
Economic Inclusion					
<i>Enhance employability of the most disadvantaged</i>	<i>Address worklessness</i>	<i>Improve the diversity of the workforce</i>	<i>Working with employers to improve the health of the region's workforce</i>	<i>Address ill health as a barrier to employability</i>	
<i>Develop entrepreneurship skills</i>					

emda - Lincolnshire Priorities for Investment	
Employment Learning and Skills	
Increase number of higher level qualifications NVQ4	Do you have scope to support the higher level training of your staff?
Increase number of qualifications to NVQ2 level in areas of deprivation	Is there scope to support those staff you have without qualifications in getting them?
Increase vocational training opportunities in: construction, engineering , retail, food, creative industries, healthcare	Do you employ people in any of the following sectors or provide workspace for them?
Promote enterprise and business development	Are there plans and ideas linked to the development of new areas of business for your estate which you would like to explore?
Enterprise & Business Support	
Improve number of business start ups	Can you think of any ways your estate might support the development of new businesses?
Improve business survival rates	Do you buy "local"? Are there additional ways the estate could benefit by forming long-term relationships with those it trades with for mutual benefit?
Promote self employment	
Promote positive image for Lincolnshire	Have you thought about how the estate could benefit from participating in the lifestyle marketing of Lincolnshire by Lincolnshire Tourism?
Capitalise on Inward Investment (companies investing in the area)	Do you have land and or premises which might be promoted to appropriate relocating businesses? Would you benefit from being involved in promoting Lincolnshire as a high quality location for business?
Support structures (provision of premises) for business growth	Do you have premises which might be developed/adapted as business units?
Encourage Innovation in businesses	Are there opportunities for you to develop interesting and innovative approaches to the management/development of the estate which could benefit your own and other businesses?
Develop Entrepreneurship	Are there any ways the estate might support the development of entrepreneurs locally?
Develop International Trade	Do you trade with overseas companies? Are there elements of image and brand which your estate has which could be used to promote the County and region as a location for overseas trade?
Innovation	
Support relationships with Higher Education which focus on Knowledge & Technology Transfer	Are there agri-environmental or other aspects of activity on your estate which are very innovative and groundbreaking or do you see the potential to try new things? On this basis, would you be interested in partnering with a University?
Help build the capacity of Small & Medium Enterprises to innovate	Do you have small business tenants or suppliers who you could work with to develop new innovative ideas?

Transport & Logistics	
Provide Access to Employment and Training for all, taking account of the rural nature of Lincolnshire	Are there any roles the estate might play in providing outreach training facilities for the local community or groups/individuals with a particular interest in the land based industries?
Resource & Energy Efficiency	
Develop demonstration projects for environmental technology	Do you have ideas or established practices which are at the cutting edge of environmental technology?
Promote business case for energy efficiency	Are you interested in or do you already lead the field in energy efficiency?
Land and Development	
Facilitate identification and release of business parks and employment sites	Have you considered making part of the estate available for the development of business premises?
Identifying ways of the public and private sector working together to encourage investment in rural sites and business premises	Do you have investment interests or ideas which you might be prepared to develop in partnership with the public sector?
Developing Tourism Facilities at established sites and bringing forward new sites	Do you have scope to develop or improve your tourism offer? Are there specific areas where you would like support?
Economic Renewal	
Help create opportunities to train and work in deprived communities	All estates have a community context - can you think of any way you might support the process of helping the long-term unemployed back to work?
Improve economic perception of the region	Are you happy to support efforts to promote the region as a high quality - quality of life destination

All Lincolnshire Council Local Area Agreement Priorities		Please indicate where you feel you might be able, with support, to contribute:
Increase employment and economic stability	Increase the number of vacancies filled and numbers of people in sustained employment	
Increase the number of successfully completed accredited qualifications by adults	The number of adults successfully completing accredited qualifications to improve literacy, numeracy, and English as a second language	
Provide the infrastructure to transform economic growth	Total hectares of industrial sites made available to new and investing companies	
	Total square metres of workspace made available to new and investing companies	
	Increase housing supply in a sustainable way	
Increase economic growth and productivity in Lincolnshire	Number of additional businesses attracted through inward investment	
Help people living in Lincolnshire to realise their economic potential	Number of adults gaining Skills for Life qualifications	
	Number of adults gaining Level 2 qualifications	
	Number of adults gaining Level 3 qualifications	
	Number of adults from hard to reach groups gaining qualifications	
	Number of migrant workers helped to gain skills/start up a business in order to contribute positively to economic growth	

Report preparation

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