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City Regions and Rural Areas in the North East of England

Full Report

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EXECUTIVE SUMMARY

1. Introduction: The Context for the Study

- This study has been commissioned by One North East, the Regional Development Agency (RDA) for the North East of England. It examines the relationship between city regions and rural areas. In particular, the study examines the links between two city regions in the North East region (Tyne & Wear and Tees Valley) and the rural areas within and surrounding them. It identifies the types of linkages and available data sources to quantify the scale of flows. It comments on the current economic significance of such linkages and suggests ways in which their beneficial effects might be enhanced.

- There has been growing interest in the concept of city regions amongst UK urban and regional development specialists in recent years. Academic researchers have long been interested in developing functionally-based definitions of different geographical areas, such as 'functional urban regions', 'daily urban systems' and 'local labour market areas'. Over the past five years or so, the notion of 'city regions' has also gained purchase among civil servants and policy-makers involved in urban and regional development.

- A city regions approach has been adopted as part of the spatial framework for 'the North' under the *Northern Way Growth Strategy*. The *Strategy* encompasses the three administrative regions of northern England (the North East, North West and Yorkshire & Humber) and places eight city regions centre stage in the development of the North.[1] The emphasis on city regions has prompted concerns about those rural parts of the North that fall beyond the city regions.

Rural-Urban Interdependencies

- Although the idea of 'rural' and 'urban' as distinct geographical categories is widespread in public debate, the reality is far from clear-cut. 'Rural' and 'urban' are, and always have been, *relational* categories — that is, they are defined in relation to each other. Efforts to objectively delineate 'urban' and 'rural' areas are always contested and problematic, not least because of the increasing complexity of spatial relations (the flows of people and things between places).

- The geographical spread of housing and labour markets has expanded dramatically in England over the past half-century. In recent years, some of the wider implications of new patterns of living and working have become apparent. Politicians and policy-makers nationally and within the English regions have begun to raise questions about the nature, extent and importance of *rural-urban interdependencies*. This interest has also been fuelled by policy agendas around regional governance and sustainable development. Some important factors affecting the nature of interdependence are as follows:

    - The decline of land-based employment and the rise of the service sector have meant that the economic well-being of people in rural areas is increasingly dependent on conditions that are not specific to traditional land-based industries.

    - The net flow of population from larger towns and cities to smaller settlements and rural areas has brought social change to rural areas, while technological changes in transport and communications have favoured increased mobility and commuting.

[1] These city regions are: Liverpool-Merseyside; Central Lancashire; Manchester; Sheffield; Leeds; Hull & the Humber Ports; Tees Valley; and Tyne & Wear.

- The restructuring of public and private services has concentrated service provision in larger sized settlements, making it increasingly difficult for people in more rural areas to meet their everyday service needs without the use of a private car.

- Recognition of the importance of rural-urban dependencies to rural development has not been confined to the UK. Several studies in continental Europe have explored the nature of rural-urban relationships and the contribution of rural areas to the development of regions and city regions. Recent research by Michael Porter at the Harvard Business School has highlighted the importance of rural-urban linkages in the competitive performance of rural areas in the US.

The North East and its City Regions

- Pragmatic approaches to defining city regions have had to be adopted in the *Northern Way Growth Strategy*, in part because of the tight timescales constraining the Strategy's underpinning analysis, but also because of the nature of available data on economic activity at different spatial scales.

- The regional boundaries for the three northern regions artificially divide much of the rural North which is, in essence, a coherent geographical entity — the Northern Uplands. The administrative geography of the rural North produced by the RDA/Government Office boundaries has particular implications for the ways that rural areas are envisaged within regional development strategies. We might broadly characterise three types of relationship, reflecting the settlement structure within the three component regions of the North. These are:

    - "Separable Rural Periphery": This is typified in the North West Region, where a large rural periphery (in Cumbria) is seen as relatively self-contained, geographically distant and separate from the city regions (Liverpool, Manchester and Central Lancashire) which are located in the southern part of the region. In the North West, regional economic planners are comfortable with a large and separate rural regeneration programme centred on Cumbria.

    - "Interdependent Rural Periphery": This is typified by the North East, where the rural areas surround the two city regions of Tyne & Wear and Tees Valley, and interdependencies are likely to be stronger and more complex. The city regions dominate the surrounding rural hinterlands in the region, largely free from any significant competition from cities in other regions, except at the very margins.

    - "Urban-Rural Mosaic": This is typified by the southern parts of the Yorkshire and Humber region such as the Southern Pennines and South Yorkshire coalfield areas, where rural areas nestle between several city regions (*e.g.* Leeds/Bradford, Manchester, Central Lancashire and Sheffield). Here rural areas are relatively close to urban centres, often with polycentric and overlapping urban labour markets.

- Within this typology, the relationships between the city regions and the wider rural areas of the North East region could develop in one of two ways. At the regional level, rural areas could be considered as suitable for separate programmes and initiatives, which emphasise their distinctiveness and separateness from the city regions (like the North West model). Alternatively, rural areas could be considered as integral to more holistic forms of territorial development, which assess the nature of interconnections between rural and urban areas, and seek to manage and develop these to the maximum mutual benefit. Of course, it is quite possible that there will be a spectrum of views on this question within the North East region too.

- The North East's two city regions (Tyne & Wear and Tees Valley) dominate the region's demography and economic geography. The Tyne & Wear City Region is home to 65% of the region's population and contributes 74% of the region's Gross Value Added (GVA). Tees Valley City Region is home to a further 29% of the region's population. The city regions include some of the region's rural areas but not others. Just 6% of the North East's population live in the rural districts outside the city regions (Alnwick, Berwick-upon-Tweed, Teesdale and Wear Valley).

- Studies of the economic contribution of different geographical areas are hampered by the fact that data on GVA are very difficult to derive below the NUTS3 level (equating to the county level for Northumberland and County Durham). At this level, we can, nevertheless present basic sub-regional GVA information which compares the contributions of these two counties with those of the urban parts of the two city regions.

- Regional GVA for the North East grew by almost a third between 1995 and 2002, and the relative contribution of GVA generated by the counties of Northumberland and Durham fell slightly over this period (from 10.8% to 10.0% and from 17.3% to 16.5% respectively). Over the same period, the contribution to regional GVA generated by Tyneside & Sunderland grew (from 44.5% in 1995 to 48.2% in 2002) while the contribution of Tees Valley (defined here as Hartlepool, Stockton, South Teesside and Darlington) declined from 27.4% in 1995 to 25.1% in 2002. Although these geographical units (counties and sub-regions) are not ideal for considering the two city regions, the data could be taken to suggest that the more rural parts of the region (*i.e.* the counties of Northumberland and Durham) have fared relatively well compared to Tees Valley, but their economic contribution to regional GVA has declined slightly while that of the Tyne & Wear City Region has grown.

2. City Regions and Rural Areas: The Evidence Base

People and Jobs

- Applying the new 2004 rural-urban classification system developed for Defra to population data from the 2001 Census reveals how 16.9% of the North East's population in 2001 lived in a rural ward. Of these, 12.9% lived in a rural ward that lies within a city region, while only 4.0% (101,838 people) lived in rural wards outside the city regions.[2] In addition, there are about 150,000 people living in rural wards in Districts in North Yorkshire that are adjacent to the Tees Valley City Region. These have been included in this study wherever practicable.

- Rural areas outside of the North East's two city regions have lower proportions of younger people (aged under 16) and higher proportions of elderly people (aged 75+) than the North East as a whole, and than the city regions.

- In rural areas, most in-migration into wards came from outside the local authority area, while in city regions more in-migration into wards came from within the same local authority area. This suggests, on the basis of 2000-2001 data, that in-comers to rural wards are moving greater distances (from either within the North East region or beyond).

- The nature of employment differs between the city regions and the wider rural areas. Significantly higher rates of self-employment were recorded in the rural areas outside the

[2] For these purposes, city regions include the coterminous rural local authority districts. Some 41,000 people live in 'non rural' wards in larger settlements outside the city regions — for example, in Berwick.

city regions — twice the regional average. There were also significantly lower proportions of people reporting themselves as unemployed in these rural areas in the 2001 Census.

- During 2000/01, the Tyne & Wear City Region was a net exporter of 350 people who were, or who subsequently became, self employed at the time of the Census. The 'Rural North East' was a net importer of 173 people who were classed as self-employed in 2001.

- Higher proportions of employed people work in financial and business services in city regions than the wider rural areas. At the same time, larger proportions of people in the rural areas work in agriculture, forestry and fishing. Nevertheless, these traditional rural industries still only make up around 7% of the workforce in the rural wards beyond city regions, little more than half the proportion employed in the motor trade.

- Census data on the distribution of employment by occupational classification reveals that slightly larger proportions of employed people are in the higher occupational status categories (managers & senior officials and professional occupations) in the rural areas than the regional average. These proportions are highest in rural North Yorkshire where 27% of residents in employment were in these two categories.

- Rural areas outside the city regions make up just 4.4% of income (gross annual pay) generated by the region's people. Some £1,151million (or 6%) of regional income is earned by residents of areas outside the city regions (*e.g.* the rural wards, plus those urban wards in places like Berwick upon Tweed).

Commuting

- Commuting patterns in Britain are changing markedly. In the ten years since the last census, the average length of British commuting trips grew by 15%. In the North East, the average length of daily commuting is lower than the national average, and lower than any other English region with the exception of the North West.

- In the North East, historically, there has been a tradition of people travelling shorter distances on average to work (*e.g.* to coal-mines and shipyards) than elsewhere the UK. The influence of traditional patterns of commuting has even been presented as a tradition of *resistance to travel*. These regional travel-to-work patterns that place the North East as lagging behind a national trend are sometimes seen as restricting the mobility required for modern economic development.

- Traditional travel-to-work patterns are changing in the North East, however. Recent studies of commuting in the North East have been produced by Alan Townsend and colleagues at the University of Durham using the Special Workplace Statistics from the 2001 Census. These analyse district level data and show a continued shift away from the previous travel-to-work pattern since the 1991 Census. The total number of movements between districts in the region increased from 307,500 to 373,200 between 1991 and 2001, an increase of 21%.

- Increased mobility and commuting is associated with the development of a new economy, although levels of mobility still lag behind the rest of England. The greatest volumes and ratios of commuting are found amongst managers, senior officials, professional workers, and associate and technical occupations.

- The North East still has some large and relatively isolated urban areas, such as Sunderland and Hartlepool, which do not generate extended commuting patterns. In employment terms, Sunderland has become relatively more self-contained between 1991 and 2001. Other places of de-industrialisation (such as the districts of Wansbeck, Blyth, Derwentside and Easington) are generating stronger outward flows of commuters.

- Northumberland has become dependant on other areas for employment and has some distinctive features of a white-collar commuter area. One third of employed residents commute out of the county. Almost half of its out-commuters (48%) fall in the first three social groups, but this is the result of particularly high proportions of 63% from Tynedale, 58% from Castle Morpeth and 53% from Alnwick.

- Going beyond the district level, we have analysed commuting data at ward level to compare the changing patterns of rural-urban commuting in the region between 1991 and 2001 at a more fine grained scale. Commuting by residents of remote and accessible rural areas to the region's urban areas increased quite markedly over the ten year period. Townsend's research found a 21% increase in commuter movements *between districts* during 1991-2001 which gives one general measure of increased commuting in the region. In comparison, our analysis of ward-level data found that increases in commuting from the region's remote rural areas to the urban areas were higher. In North Northumberland such commuting grew by 45%, while the increase was 61% from Upper Tees and Wear Dales and 82% from Upper Tynedale. At the same time, Tyneside, Urban Durham and Teesside all experienced a growth in the proportions of residents commuting to rural areas (27%, 25% and 62% respectively).

- Increased commuting is in part associated with the movement of population from more urban to more rural areas in the region. Data from National Health Service registration records, reported in the recent housing aspirations study conducted for One North East and the Regional Assembly by Nathaniel Lichfield and Partners, suggest that the counter-urbanisation trend is now well-established in the North East. The study also reports how Northumberland and County Durham attract proportionately more in-migrants to the region than elsewhere.

- The housing aspirations study surveyed 3,000 people on the types of developments they would prefer to move to. The survey highlighted the continuing appeal of rural villages and market towns across all socio-economic groups and particularly among the wealthier and more comfortably off.

Leisure and Retailing

- Information on leisure and retailing can be derived from the *North East Regional Retail and Leisure Need Assessment* study, undertaken in 2002 by White Young Green Planning Ltd for the Association of North East Councils. This study assessed the need for new shopping and leisure developments in the North East over the period 2002 to 2016, and its survey information sheds light on the regional geography of leisure and shopping practices.

- Spending on leisure activities in the North East is increasing, particularly in the health and fitness, food and drink and gaming sectors. The region's main leisure facilities are located in two sub-regions, Tyne & Wear (including Newcastle, Sunderland, MetroCentre) and the Tees Valley (including Middlesbrough, Darlington, Hartlepool and Stockton-on-Tees). Over 90% of the region's outstanding leisure commitments in 2002 were in these urban areas, suggesting that the distribution of facilities is becoming more concentrated. Newcastle has grown considerably in the past five years as a major centre for leisure investment.

- Leisure provision in the North Northumberland sub-region caters mainly for tourists and is centred on Alnwick and small coastal resorts such as Seahouses. With the Northumberland National Park and the Northumberland Coast, this sub-region attracts a majority of the region's long-stay tourist trips (0.9 million tourists accounting for 3.3 million visitor nights and spending of about £100 million annually). Existing provision in the sub-region also supports the needs of local residents, although Newcastle attracts some leakage from the area in terms of entertainment spending.

- Formal leisure facilities in the Rural West sub-region are limited and are mainly provided in Barnard Castle and Hexham. The sub-region attracts 0.6 million visitors annually, many on day trips or short breaks to the National Park or passing through on the way to the Northumberland Coast.

- The study asked respondents for information on the locations in which they *normally* do their food, non-food and household items shopping or where they made their last purchase in terms of these goods. It therefore highlights the extent to which different areas within the North East are dependent on locations in the city regions, particularly Newcastle, the MetroCentre and Sunderland.

- In 2002, the population of the North East was estimated to spend about £4.5 billion on non-food goods and £3.6 billion on food. By 2016, these figures are projected to increase to £7.1 billion and £4.4 billion respectively. These projected increases, combined with the expected regional patterns of population decline and ageing, will have significant implications for the level of retail provision and its distribution across the region.

- The region's main retail facilities are located in the urban centres of the two city regions, and more than 90% of the region's outstanding retail commitments in 2002 were focused in the urban areas of the Tees Valley and Tyne & Wear. Again, this suggests that in future there will be a more concentrated distribution of facilities at the expense of the region's rural areas.

- The region as a whole displays a high level of sustainability in association with shopping trips, with 97% of the region's non-food retail expenditure retained within it. However, the region also attracts some expenditure from outside the region, including from North Yorkshire and the Scottish Borders. Provision is concentrated in the urban centres where the population is highest and where accessibility by public transport is greatest.

- Within the North East there are significant flows of spending across the sub-regions. Most households in the region look towards centres in the Tyne & Wear area for non-food shopping, particularly Newcastle (where the city centre attracts about 28% of the North East region's spending on non-food retail goods), the MetroCentre (11%) and Sunderland (8%). The Tyne & Wear and South Northumberland sub-region draws a significant proportion of trade from North Northumberland (60% of that sub-region's spending), the Rural West (51%) and Durham (41%). Tees Valley is the only sub-region to display any independence from the draw of shopping facilities in Tyneside, retaining 91% of non-food spending generated in the area, and also drawing trade from Durham.

- As might be expected, the region's rural areas display the highest leakage rates. As public transport is generally poor, journeys from rural areas to the main shopping centres are also characterised by high rates of car dependency. The population of North Northumberland is served by three main centres, the market towns of Berwick-upon-Tweed (the largest shopping centre accounting for over 13% of trips within the sub-region), Alnwick (6% of trips) and Morpeth (7% of trips). These towns serve extensive (though sparsely populated) rural catchments. In the Rural West sub-region, the population is mainly served by the market towns of Barnard Castle to the south and Hexham to the north. Bishop Auckland lies on the periphery of the sub-region and influences shopping patterns in Barnard Castle.

- Further growth of existing centres such as the MetroCentre and Newcastle may affect the role and growth potential of outlying rural centres. The devolution of some development from Newcastle to nearby suburban centres may prove necessary owing to its limited capacity to accommodate substantial large-scale schemes. The demand registered for outlying centres, such as Hexham and Berwick, will give some commercial impetus for their growth, thereby better serving the every-day needs of their local populations and reducing the frequency of travel required to the region's main urban centres.

- The *North East Regional Retail and Leisure Need Assessment* report notes important gaps in the available data on leisure and retail developments and trends across the region's urban and rural areas, and calls for a co-ordinated and regular appraisal of data on leisure developments to enable more consistent assessments of major leisure and retail proposals and of the viability and vitality of the region's town centres.

- Overall, the research reveals a strong pattern of increasing concentration of leisure and retail services in the region which looks set to continue given planned investments. This has important and challenging implications for the quality of life, levels of service provision and economic vitality in the remoter rural areas and in the region's smaller towns.

Tourism

- In 2003, 4.8 million UK residents visited the North East region spending £825 million. Tyne & Wear attracted the greatest visitor numbers and largest proportion of spend, followed by Northumberland. A significant proportion of the region's leading visitor attractions (Alnwick Castle & Gardens, Hadrian's Wall, Bamburgh Castle, Wallington House and Cragside) are located in the more rural parts of the region.

- Recent detailed visitor surveys conducted in Durham, Newcastle, Barnard Castle and Stanhope suggest that market towns and rural locations have greater proportions of visitors among higher socio-economic classes. They also suggest that, for all types of visitor location, visits made by people from within the region are a very important component of tourism. The surveys revealed how 84% of day visitors surveyed in Barnard Castle and 79% in Stanhope originated from urban areas in the North East.

- A study of the value of protected landscapes in the North East surveyed businesses in the protected areas. It found that over half of the businesses surveyed had started /relocated to the area in the last 20 years, of which 16% stated that the landscape and environmental quality was critical to their location decision, and an influence on a further 33% of businesses. Nearly two-thirds (63%) of businesses believed that landscape and environmental quality impacted positively upon their performance.

- The most recent (1994) visitor survey in Northumberland National Park found that, excluding residents of the Park, 96% of day visitors came from areas within easy reach of the Park: 44% from Tyne & Wear, 6% from the district of Castle Morpeth, 4% from Alnwick, 1% from Berwick and 10% from Blyth and Wansbeck, 7% from the rest of Tynedale district, 9% from County Durham and 1% from Cleveland.[3]

- From the perspective of raising regional GVA relative to other regions, attracting holidaying and short-break tourists is an important part of tourism's contribution to regional development. However, from the perspective of the tourism businesses in the region, day visits are an important contribution to local economies, particularly in rural areas.

[3] The fieldwork for a more recent survey has been conducted but the results are not yet available.

3. Evaluation

Economic Significance

- <u>People, Work and Commuting:</u> The proportion of the North East's economic activity based in the rural areas beyond the city regions is relatively small (around 6%). The rural wards within the city regions contain about 13% of the region's population and account for about 14% of estimated earnings. It is important to note that conventional approaches to estimating the economic significance of sub-regions and local areas, especially those derived from measures based on people's place of work such as Gross Value Added (GVA), will tend to underplay the contribution of rural areas. In broad terms, the people who live in rural wards inside the city regions and in the rural districts beyond might represent about a fifth of the North East's economic activity overall. Furthermore, as flows of rural-to-urban commuters continue to increase, and because these flows contain higher than average proportions of workers in higher paid occupations, conventional GVA-based approaches are likely over time to increasingly under-estimate the contributions of rural areas.

- <u>Retailing, Leisure and Tourism</u>: The region is experiencing the concentration of retail and leisure services within the larger urban areas. This trend poses increasing challenges for retail services and the vitality of the region's smaller towns and rural service centres. The 'travel-to-service' patterns for white goods among the populations in remoter rural areas already tend to by-pass local market towns and gravitate to city region centres. For the region's major shopping centres, consumers from distant rural areas will only be a small part of the market. However, for those residents of the more rural areas, the regional urban centres are becoming more important sources of retail services. At the same time, for the tourism industry, urban-rural flows within the region remain an important component of the market, especially in the early and latter parts of the season, and underpin the viability of many small businesses in the more rural areas.

Strengthening the Beneficial Effects of Rural-Urban Linkages

- We live in an increasingly mobile and interconnected world where people move more readily between rural and urban areas for work, leisure and other services. Some argue that these trends are inherently a bad thing, and what is needed is a return to more localised and self-reliant economic systems. A second perspective sees travel and mobility as a neutral, or even a good thing, symptomatic of social, economic and technological progress. It needs to be acknowledged that the environmental costs of travel should be recognised and better incorporated within the cost of transport. However, it is also possible that those areas that become commuter zones develop their own locally-based growth processes over time.

- Any discussion of how to strengthen the beneficial effects of rural-urban linkages and relationships needs, therefore, to begin with a set of normative judgements about what counts as a benefit. Here, linkages are judged as beneficial if they bring benefits to people in rural and urban areas and to the region as a whole. From our analysis above, we might therefore identify the following areas in which the beneficial effects of strengthened rural-urban linkages may be enhanced.

- <u>Commuting and Modes of Transport</u>: Commuting from rural areas, and from the remotest rural areas, to main urban centres, is increasing. Over time, areas with higher numbers of commuters may go through a positive 'commuting transition' and this might be something to be encouraged in the North East. If we take the view that commuting in itself is not a bad thing, the problem is not the numbers of people involved but the *form* that commuting takes. Large numbers of commuters travelling long distances in single occupant private cars may not be optimal from the perspective of environmental resource use. It may, however, be part and parcel of the economic transition of the North East from a traditional industrial economy to a new economy. The challenge is therefore to enable higher levels of personal mobility, while addressing the environmental costs of increasing use of private cars. One means of achieving this would be **to sustain and improve rail and bus services serving the main commuting routes, and investigate the scope for modal shift (from car to bus or train) for those commuting from outlying rural service centres and remoter rural areas**.

- Countryside Leisure: The utilisation of the amenity value of the rural areas of the North East brings benefits for the populations of both rural and urban areas. People from towns and cities have opportunities to participate in active and healthy leisure pursuits such as walking or cycling in attractive countryside and coastal landscapes. Countryside leisure participants can enjoy the natural heritage of wildlife or wild landscapes, or the built and archaeological heritage of the region's many historic sites in rural areas. At the same time, rural businesses benefit from the spending these visitors generate. Over the past two decades, the quality of the offer in leisure and recreation in the Tyne & Wear City Region in particular has improved considerably. This has had the effect of increasing the competitive pressures on leisure providers in the rural areas of the region. There is therefore a continual need to raise the overall quality of provision in countryside recreation in the region's rural areas. This may be through the development of improved physical infrastructure (rights of way, country parks and so on) but also by overhauling the fragmented and overlapping responsibilities for the development and promotion of countryside leisure. One means of strengthening the beneficial effects of countryside and coastal leisure and recreation within the region would be **to strategically raise the quality of the countryside and coastal recreation offer and improve the co-ordination of marketing of countryside and coastal recreation opportunities within the region.**

- The Vibrancy of Rural Service Centres: The concentration of investment in new leisure and retail facilities in the city regions, coupled with the extension of travel-to-service patterns among rural populations, poses important challenges for the future roles of local rural service centres and market towns. These forces mean there is a need to re-invent market towns as an important niche in the regional economy. Their roles in attracting in-migrants to the region, as destinations for day visitors, and as local service centres for the populations and businesses of their rural hinterlands, require careful consideration in planning the economic development of the region. This is all the more pressing given the uncertainty over the future of national schemes for the development of market towns, following the Government's 2004 Modernising Rural Delivery reforms. The national Market Towns Initiative had usefully focussed on generating activism among citizens and among the business leaderships of market towns as a stimulus to their renaissance. One means of strengthening the beneficial effects of the renaissance of market towns and rural service centres would be **to develop a region-wide strategy for the future development of the region's market towns and rural service centres as a rural development priority within the Regional Economic Strategy.**

4. Conclusions & Recommendations

- The concept of the city region (like that of the 'functional urban region') is based on the idea that different forms of urban development are emerging, and that these new forms are taking urban structure beyond the monocentric or compact city forms of the past. A key characteristic of city regions is therefore that they are socially and economically interdependent, with central urban cores, but also hinterlands of smaller but connected urban centres.

- To date, there has been relatively little consideration of the concept of city regions from the perspective of rural development. This study is a first step in considering the implications of the city region approach to regional development for rural areas in the particular context of the North East of England.

Suggestions for Future Research and Analysis

- Although the material flows and socio-economic relationships between places are increasingly being recognised as important in the functioning of regional and local economies, the existing evidence base does not lend itself easily to rigorous empirical analysis of such flows and relationships. Time and resource constraints have meant that it has only been possible in this study to assess those linkages for which there is the most readily available data. Other types of relationships that may warrant future research would include: participation in higher education and graduate retention; and local primary research on business-to-business linkages. In carrying out this study of rural-urban relationships in the North East, the following areas have also been identified as warranting consideration for further research and analysis.

- Recommendation 1: We endorse the recommendation made in the 2002 *North East Regional Retail and Leisure Need Assessment* that regular retail and leisure usage surveys be undertaken (every five years or so) on a region-wide basis to allow local authorities and regional agencies to better understand the changing patterns of leisure and retail service provision and usage in the region and so assess the implications of these trends for policy and planning.

- Recommendation 2: There is a need for detailed local studies of the future prospects of market towns and rural service centres in the region. These should consider the ways that such centres serve their rural hinterlands, but also the nature of the relationships between local centres and the main urban centres in the region. In particular, detailed local studies could improve our understanding of the relationships and linkages between businesses in market towns and rural service centres and businesses in the larger regional urban centres.

- Recommendation 3: We remain poorly informed about the role of rural areas and their larger settlements such as market towns in attracting entrepreneurial in-migrants into the North East, including the motivations of in-migrants. Yet the *Northern Way Growth Strategy* emphasises the need to attract entrepreneurs into the north. The relationships between in-migration and economic development in rural areas have been investigated by researchers at the University of Aberdeen[4] but there is a need to consider these issues in more detail in the context of the North East.

- Recommendation 4: The Rural Economics Unit at Defra is currently conducting a set of studies on the factors driving productivity in rural areas. It will be useful for the lessons from these studies to be considered by regional agencies and local authorities in the North East particularly in light of questions about the role of rural-urban relationships in the economic development of local rural areas in the English regions.

- Recommendation 5: In the light of the direction of the Regional Spatial Strategy for the North East, there is a need for a study to assess the wider social and economic implications of policies that constrain housing growth in the region's rural areas.

[4] See A. Stockdale and A. Findlay (2004) Rural in-migration: a catalyst for economic regeneration, paper presented at the 2004 Conference of the International Geographical Union, Glasgow.

Mechanisms to Deliver Benefits

- Regional Economic Strategy: The new Regional Economic Strategy (RES) is likely to recognise the need to develop a better understanding of the spatial patterns of economic activity that give shape to the economy of the North East region, and also that the economic conditions of rural areas are interdependent with those of the city regions. From the analysis in this study, we suggest that in developing the RES during 2005, One North East and its partners will need to consider the following four sets of issues:

    - While focusing on those areas with the greatest concentration of employment and economic activity, how will the RES treat the local economies of the more sparsely populated areas of the region (both within and beyond the city regions)?

    - What is the future vision for those rural areas beyond the two city regions and how they relate to the city regions themselves? One option is for these rural areas (effectively the districts of Alnwick, Berwick upon Tweed, Teesdale and Wear Valley) to be gradually drawn into the city regions, such that over time, all areas of the North East are seen as within the sphere of one or other city region. A second option is for them to develop as local rural economies relatively distinct (and separate) from the city regions. Either option will require a clear sense of vision and strategy.

    - If rural economies are to be based on a diverse portfolio of businesses, in agriculture, leisure and tourism, manufacturing and services, how can measures to support rural economic development be more broadly applied beyond the conventional approaches to rural diversification centred on traditional land-based industries?

    - What is the distinctive niche of the market towns and smaller service centres in the rural areas of the region and how do these types of settlement contribute to the regional economy and the vision for its development over the 2006-2016 period?

- Regional Spatial Strategy: The current draft Regional Spatial Strategy (RSS) focuses development on the urban core of the city regions, and proposes a significant decline in average annual rates of house-building in many of the region's rural areas. From the analysis in this study, we suggest that in developing the RSS during 2005, One North East and its partners will need to consider the following three issues:

    - Is the growth of commuting per se symptomatic of positive economic change in the region – and therefore a good thing – or a 'bad' thing environmentally and from the perspective of urban renaissance?

    - How can the Government's vision of 'balanced communities' and vibrant local economies in rural areas be delivered in the context of tight constraints on new house-building in rural areas?

    - How might the urban provision of investment in social housing be more effectively distributed between larger urban areas and the market towns in order to ensure that market towns do not become exclusive and un-balanced communities?

- City Region Development Plans: In developing the *Northern Way Growth Strategy*, the working groups for each city region are developing City Region Development Plans. From the analysis in this study, we suggest that in developing the City Region Development

Plans during 2005, the city region working groups will need to consider the following two sets of issues:

- Is the aspiration of the city region working group that the rural areas in the sub-region which fall beyond the city region (Alnwick and Berwick for the Tyne & Wear City Region, and Teesdale and Wear Valley for the Tees Valley City Region) will eventually become seen as within the sphere of influence of the city region or that the rural areas should develop local economies distinct from the city region?

- How are the distinctive qualities of the offer contributed by the more rural areas of the city region to be presented and exploited in the development strategy for the city region?

- Regional Rural Delivery Framework: Under the Government's Modernising Rural Delivery reforms, new 'Regional Rural Delivery Frameworks' (RRDFs) are being developed in each of the English regions to provide co-ordination of prioritisation and delivery at the regional level. From the analysis in this study, we suggest that in developing the RRDF during 2005, the new strategic group overseeing the framework will need to consider the following three sets of issues:

    - How can the revision of the region's Rural Action Plan better reflect the role of rural-urban relationships in the context of the *Northern Way* and the likely role of the city region approach in the new Regional Economic Strategy?

    - How best can the RRDF and a revised Rural Action Plan contribute to a strategic overhaul of the countryside leisure and environmental services infrastructure in the region, especially in the light of the up-coming new programming round of the England Rural Development Programme?

    - How can the synergies between agri-environmental schemes, local food initiatives and sustainable rural tourism be creatively captured to develop innovative and distinctive schemes in the North East?

- The Northern Way: This study has focussed on the two city regions in the North East. However, some of its findings may be useful in informing the development of the *Northern Way Growth Strategy* across the three regions of the North. The role of rural areas in the *Northern Way* has been considered in a separate study completed in March 2005.[5] The summary and recommendations from this study are reproduced in Appendix III for information.

[5] Ward, N. (2005) *The Northern Way and the Rural North: Proposals for Next Steps*. Centre for Rural Economy, March 2005.

1. INTRODUCTION: THE CONTEXT FOR THE STUDY

Introduction

This study has been commissioned by One North East, the Regional Development Agency (RDA) for the North East of England. It examines the relationship between 'city regions' and their surrounding rural areas. City regions are a concept increasingly used in regional development in England and elsewhere and have been adopted as an important spatial framework within the *Northern Way Growth Strategy* for the north of England (the North East, North West and Yorkshire & Humber regions). This study examines the links between two city regions (Tyne & Wear and Tees Valley) in the North East region and the rural areas within and surrounding them. The objectives of the study were set out as follows:

1. To describe the definitions of the two city regions in the North East region (Tyne & Wear & Tees Valley) and examine the rationale for these definitions;

2. To identify the types of relationships between these city regions and the wider rural areas beyond;

3a. To identify available data sources and use these to quantify the scale of flows within some of these relationships, and;

3b. To comment on the current economic benefits within city regions and for the wider rural areas;

4. To make recommendations on: a) what future research and analysis may be required; b) what types of economic benefits might be generated by strengthening rural-urban relationships; and c) what types of mechanism might deliver these benefits?

Cities, City Regions and the Northern Way

City regions have been an increasing focus for urban and regional development research and policy.[6] This has been in part as a result of the recognition of the functional relationships between different types of local areas (city centres, suburban residential areas, edge of town commercial and industrial areas, commuting towns and so on) and of the limitations of analyses that take conventional administrative areas as the basic unit of analysis.

Recent growth patterns in the UK have also been taken as evidence of the role of 'clusters' in explaining urban and regional economic growth. As a result, central government departments have commissioned numerous studies of the economic performance of England's core cities – cast as the "powerhouses of the knowledge economy."[7]

> "The economic influence of larger cities extends much wider into the regions around them. The exact range of this influence differs in terms of travel to work patterns, housing markets, retail catchments etc. But economists increasingly now define 'city regions' as the main drivers of growth"[8]

[6] See for example, Centre for Sustainable Urban & Regional Futures (2004); Townsend, A & Tully, J. (2004); Parkinson, M *et al*. (2004).
[7] ODPM (2004) p.4.
[8] ODPM, op. cit, p.5.

This increasing interest among government departments and regional development bodies in clusters, core cities and city regions has begun to spawn a new wave of studies of the functional relationships between urban areas and their surroundings. One recent example is a study commissioned by the Yorkshire and Humber Assembly on the relationships between Leeds and the surrounding areas within its economic 'sphere of influence.[9]

The use of the city region concept in regional development in the North of England has been given impetus by the development of the *Northern Way Growth Strategy*. The preparation for the *Strategy* was launched in February 2004 by the Deputy Prime Minister. The three northern RDAs were invited to show how the North could raise its rate of economic growth through the three RDAs and partners working together on a pan-regional basis. Much of the analysis underpinning the *Strategy* has been carried out in a series of work-streams. The output to date from these work-streams has been published through 17 technical annexes to the *Strategy*, including diagnostic reports for each of the 8 city regions.[10]

The *Growth Strategy* was published in September 2004. The overall approach has been broadly welcomed. However, local authorities, statutory agencies and pressure groups have expressed concerns about the *Strategy's* poor articulation of the means by which it might bring benefits to, and benefit from, businesses and communities located in the rural areas of the North.[11]

In its Introduction *Northern Way Growth Strategy* mentions the quality of the countryside and its contribution to the overall quality of life across the three northern regions. It explains:

> "Whilst the *Growth Strategy* focuses on the eight city regions, the *Northern Way* also takes account of the fact that rural areas in the North make significant contributions to the UK economy …. Sustaining the vitality of rural areas is important both to sustain rural businesses and because the rural environment helps make the city regions more attractive places to live and work" (para 1.8).

The *Strategy* sets out some of the strengths of the North, and identifies the proximity of rural and urban areas as a distinctive strength of the north. The eight city regions are identified as key to the success of the *Strategy*. They contain 90% of the North's population and more than 90% of its economic activity and current economic assets.

In assessing the socio-economic and environmental situation facing the North today, the *Strategy* underlines how environmental quality, and particularly the countryside, are important assets for the region. It identifies the quality and extent of countryside as "real strengths", pointing out that the North has more land area designated as national park than any area of England (p.17).

It then sets out 10 priorities to accelerate economic growth across the North's city regions in order to bridge the gap in output between the region and the rest of the UK. These are: i) Bring more people into work (C1); ii) Strengthen the knowledge base to support innovation (C2); iii) Build a more entrepreneurial culture (C3); iv) Support the expansion of key clusters (C4); v) Invest in meeting employers' skills needs (C5); vi) Develop northern airports and access to them (C6); vii) Improve access to the North's sea ports (C7); viii) Create better integrated public transport within and between city regions (C8); ix) Create truly sustainable communities (C9); and x) Market the North to the world (C10).

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[9] Llewelyn Davies *et al*. (2002).
[10] These are for: Liverpool-Merseyside; Central Lancashire; Manchester; Sheffield; Leeds; Hull & the Humber Ports; Tees Valley; and Tyne & Wear.
[11] See for example, Campaign to Protect Rural England (2005).

Rural-Urban Interdependencies[12]

Although the idea of 'town' & country' as distinct geographical categories still holds great popular purchase, social changes over the last 200 years have meant that rural and urban areas in England are intricately interconnected. In particular, the reversal in the net flow of population from rural to urban areas in the 1960s and 1970s has meant that counterurbanisation — the movement of population from larger cities to smaller towns and more rural areas — has become the single most important social and demographic trend affecting the rural areas of England. Several factors make it important to better understand rural-urban interdependencies. These involve: socio-economic trends; recent policy trends; and recent policy controversies.

In a UK context, we might point to the following key socio-economic trends which are affecting the relationships between rural and urban areas:

- *Economic change*: The decline of land-based employment and the rise of the service sector have meant that the sectoral composition of employment in rural areas is less distinctive compared to urban areas. The economic well-being of people in rural areas is increasingly dependent on conditions that are not specific to traditional rural sectors.

- *Counterurbanisation, mobility and commuting*: There has been a net flow of population from larger towns and cities to smaller settlements and more rural areas in recent decades, bringing social change in rural areas. At the same time, travel-to-work journeys are lengthening, and changes in transport and communications have encouraged commuting.

- *Public and private services*: The restructuring of public and private services has led to a geographical concentration of service provision in larger sized settlements. This has made it increasingly difficult for people in smaller rural settlements to meet their everyday service needs without the use of a private car.

Overall, more people's everyday 'life-worlds' are much more likely to span rural and urban areas than in the past. This is because of increasing geographical mobility (*i.e.* choice/opportunity-driven), but also because of the centralisation of services (*i.e*. need/necessity-driven). At the same time, policy trends are focusing increasing attention on more integrated forms of territorial development. These trends apply at the European, national and sub-national scales.

- *European rural policy*: Reform of the Common Agricultural Policy (CAP), the introduction of the Rural Development Regulation and the development of the Structural and Cohesion Funds have brought a new and more territorial approach to European rural policy. As a result, the integrated planning of rural development is likely to grow over time[13].

- *European spatial planning*: European trends in spatial planning and spatial development are beginning to focus attention on rural-urban interdependencies across the EU. This is in part as a result of the practical experience of Structural Funds programmes and cohesion policy, but also the European Spatial Development Perspective[14] which highlights the functional inter-dependencies between urban areas and their rural surroundings.

- *National rural policy*: The Rural White Paper[15] emphasises the interdependence of urban and rural areas and the need for 'joined up' approaches. RDAs have become increasingly important agencies in the delivery of rural development support in the English regions.

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[12] This sub-section draws on work conducted for the Government Office for Yorkshire & the Humber (Thompson and Ward, 2003).
[13] See Dwyer, J. *et al*. (2002).
[14] Committee for Spatial Development (1999).
[15] Dept of the Environment, Transport & the Regions & Ministry of Agriculture, Fisheries & Food (2000).

- *The regional agenda*: Since 1994, institutional reforms and the establishment of new regional bodies have produced an increasingly co-ordinated approach to regional governance. Across England, attention has been increasingly focussed on 'the region' as a spatial unit for addressing economic development, land use planning, and sustainable development objectives. Regional economic and spatial strategies have required that 'urban' and 'rural' areas be considered together. Regionalisation has also been an important process in encouraging the general growth in partnership working at the regional and sub-regional levels.

- *Water Framework Directive*: Developments in European environmental policy are driving the introduction of a more integrated approach to catchment management planning. Over the next ten years, WFD implementation is likely to raise the profile of rural-urban relationships in water resources management.

Recognition of the importance of rural-urban dependencies to rural development has not been confined to the UK. Several studies in continental Europe have explored the nature of rural-urban relationships and the contribution of rural areas to the development of regions and city regions. In the US, recent research by Michael Porter at the Harvard Business School has highlighted the importance of rural-urban linkages in the competitive performance of rural areas in the US.[16]

The North East and its City Regions

Defining City Regions

The Northern Way has imported the concept of city regions from academic research. Academics have developed classification systems for city regions for which there is a functional basis. For example, work for the Economic and Social Research Council by Mike Coombes at CURDS identified 43 city regions and 307 other localities for Britain, defined on the basis of information on functional linkages and areal associations. The 307 localities typically comprise at least one urban centre and adjacent linked areas, delineated using a Synthetic Data method drawing on many different strands of evidence on area linkages. The 43 City Regions are centred on localities with 'regional city' characteristics, and containing others linked by commuting and migration.

Amongst spatial analysis specialists, two contrasting approaches can be identified to defining functional areas based on travel-to-work information. The first is nodal. This starts with a given list of cities/urban areas, and looks to cover the whole territory by classifying areas which relate most strongly to each city, through travel-to-work patterns. The second, 'non-nodal', approach is to look for 'self-containment' by maximising the density of internal relationships within clusters of small areas. This may result in 'city regions' but also in other types of self-contained areas. Under this latter approach, analyses can produce outcomes which group areas of Alnwick and Berwick Districts in North Northumberland with areas in the Scottish Borders as relatively self-contained peripheral rural areas, with relatively little connection to the city regions of the North East.[17]

For the analysis underpinning the *Northern Way*, city regions are defined pragmatically, based on research in CURDS using a 'non-nodal' approach. The research yielded several alternative sets of boundaries illustrating that boundaries could include either more or less of the rural periphery depending on essentially technical decisions. As such this approach is influenced by administrative boundaries and data availability at different spatial scales (*e.g.* district versus ward). One result of using the city region term, but employing a pragmatic approach to defining these areas, is that the impression of a clear analytical grounding is given, while potential confusion

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[16] M Porter *et al*. (2004).
[17] Source: Personal communication with Mike Coombes.

arises in the data analysis as definitions vary. What counts as the city region, and why, are important and legitimate questions. However, the tight timescale for analysis within the *Northern Way* process has meant that pragmatics have to rule the day.

The North East's Two City Regions

The North East is the smallest of the three regions covered by the *Northern Way Growth Strategy*. The relationships between city regions and rural areas differ in each of the three regions under the *Northern Way*. In the North East, the city regions (Tyne & Wear and Tees Valley) are centred on two large urban areas at the mouths of the Tyne & Wear and Tees rivers. The rural areas are mainly to the north and west of the region, but surround the city regions. In the North West, the city regions (Liverpool, Manchester and central Lancashire) are concentrated in the southern part of the region, with the bulk of the rural areas, and the rural development needs, concentrated north of Lancaster. City regions and rural areas seem more separate, and far apart. In Yorkshire and the Humber, the county of North Yorkshire in the north of the region has extensive areas of uplands remote from major cities, while the rural areas of industrial west Yorkshire and the coalfield areas of south Yorkshire nestle between several city regions (Leeds/Bradford, Central Lancashire, Manchester and Sheffield).

The *Northern Way* embraces the three administrative regions of northern England. This administrative geography artificially divides much of the rural North which is, in essence, a coherent geographical entity — the Northern Uplands. This administrative geography of the rural North has particular implications for the ways that rural areas are envisaged within regional development strategies. We might identify three types of relationship, broadly reflecting the settlement structure within the three component regions of the North. These are:

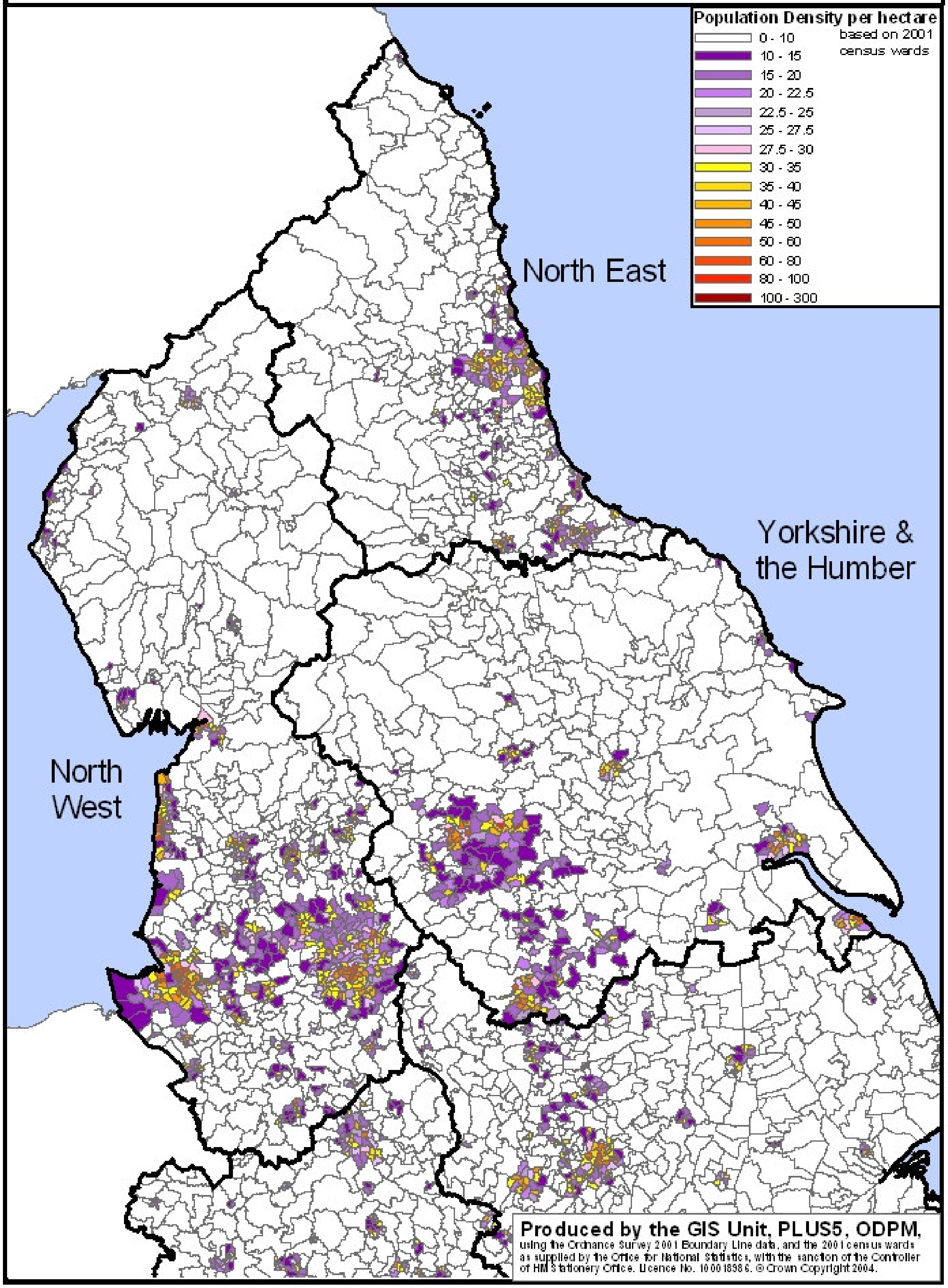
- "Separable Rural Periphery": This is typified in the North West Region, where a large rural periphery (in Cumbria) is perceived as relatively self-contained and relatively geographically distant and separate from the city regions (Liverpool, Manchester and Central Lancashire) which are located in the southern part of the region. In the North West, regional economic planners are comfortable with a large and separate rural regeneration programme centred on Cumbria.

- "Interdependent Rural Periphery": This is typified by the North East, where the rural areas surround the two city regions of Tyne & Wear and Tees Valley, and interdependencies are likely to be stronger and more complex. The city regions dominate the surrounding rural hinterlands in the region, free from any significant competition from cities in other regions, except at the extreme margins.

- "Urban-Rural Mosaic": This is typified by the southern half of the Yorkshire and Humber region, such as the Southern Pennines or South Yorkshire coalfield areas, where rural areas nestle between several city regions (*e.g.* Leeds/Bradford, Manchester, central Lancashire, Sheffield etc). Here rural areas are relatively proximate to urban centres, often with polycentric and overlapping urban labour markets.

Within this typology, the relationships between the city regions and the wider rural areas of the region could develop in one of two ways. At the regional level, rural areas could either be considered as suitable for separate programmes and initiatives, which emphasise their distinctiveness and difference from the city regions (like the North West model) or rural areas could be considered as integral to more integrated forms of territorial development, which assess the nature of interconnections between rural and urban areas, and seek to manage and develop these to the maximum mutual benefit. Of course, it is quite possible that there will be a spectrum of views on this question within the North East region too.

Population Density in Northern England - 2001



The Tyne & Wear City Region[18]

The Tyne & Wear City Region dominates the economic and cultural life of the North East. It crosses municipal boundaries, comprising Newcastle, Gateshead, Sunderland, North and South Tyneside and adjacent parts of Northumberland and Durham Counties. It has a population of approximately 1,650,000, of which around 1,000,000 are of working age, and so is home to 65% of the population of the North East.

Whilst 65% of the population live in the urban core (which consists of the five local authorities of Newcastle-upon-Tyne, Gateshead, South Tyneside, North Tyneside and Sunderland), 15% live in the towns, which make up South East Northumberland and the Tyne Valley. A further 20% live in the North Durham sub-region. The city region generates 74% of the North East's Gross Value Added (GVA).

In the technical annexes to the *Northern Way Growth Strategy,* the Tyne & Wear City Region report explains that the city region "offers a distinctive quality of life embracing contemporary urban living, rural market towns and villages all with ready access to dynamic city centres and beautiful countryside and coastline".

The Tees Valley City Region[15]

The Tees Valley City Region has a population of 720,000 people clustered around the lower Tees. It includes a conurbation comprising the five unitary authority areas of Stockton, Middlesbrough, Redcar & Cleveland, Darlington and Hartlepool, together with the district of Sedgefield. Almost 400,000 people live in the contiguous built-up area stretching from Stockton through Middlesbrough to Redcar.

The city region's area of influence extends well beyond the boundaries of its six constituent authorities. The housing market extends well into North Yorkshire and County Durham, and these hinterland areas are, to a large extent, dependent on the city region for employment, shopping and leisure. The population of this wider area extends to 875,000.

Measuring the Economic Contribution of City Regions

Studies of the economic contribution of different geographical areas are hampered by the fact that data on Gross Value Added (GVA) are very difficult to derive below the NUTS3 level (equating to the county level for Northumberland and County Durham). At this level, we can, nevertheless present basic sub-regional GVA information which compares the contributions of these two counties with those of the urban parts of the two city regions.

As Table 3.1 shows, regional GVA grew by almost a third between 1995 and 2002, but the relative contribution of GVA generated by the counties of Northumberland and Durham generally remained constant over this period (at around 10% and 16.5% respectively). Over the same period, the contribution to regional GVA generated by Tyneside & Sunderland grew (from 44.5% in 1995 to 48.2% in 2002) while the contribution of Tees Valley (defined here as Hartlepool, Stockton, South Teesside and Darlington) declined from 27.4% in 1995 to 25.1% in 2002. The geographical units are not ideal, but this data suggests at the most crude spatial scale that the more rural areas of the region (the counties of Northumberland and Durham) have maintained their economic contribution to regional GVA at a time when the Tyne & Wear City Region has grown in significance, while Tees Valley has declined in *relative* terms within the region.

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[18] These sections draw on the *Northern Way* annexes. [http://www.thenorthernway.co.uk/app_sept04.html].

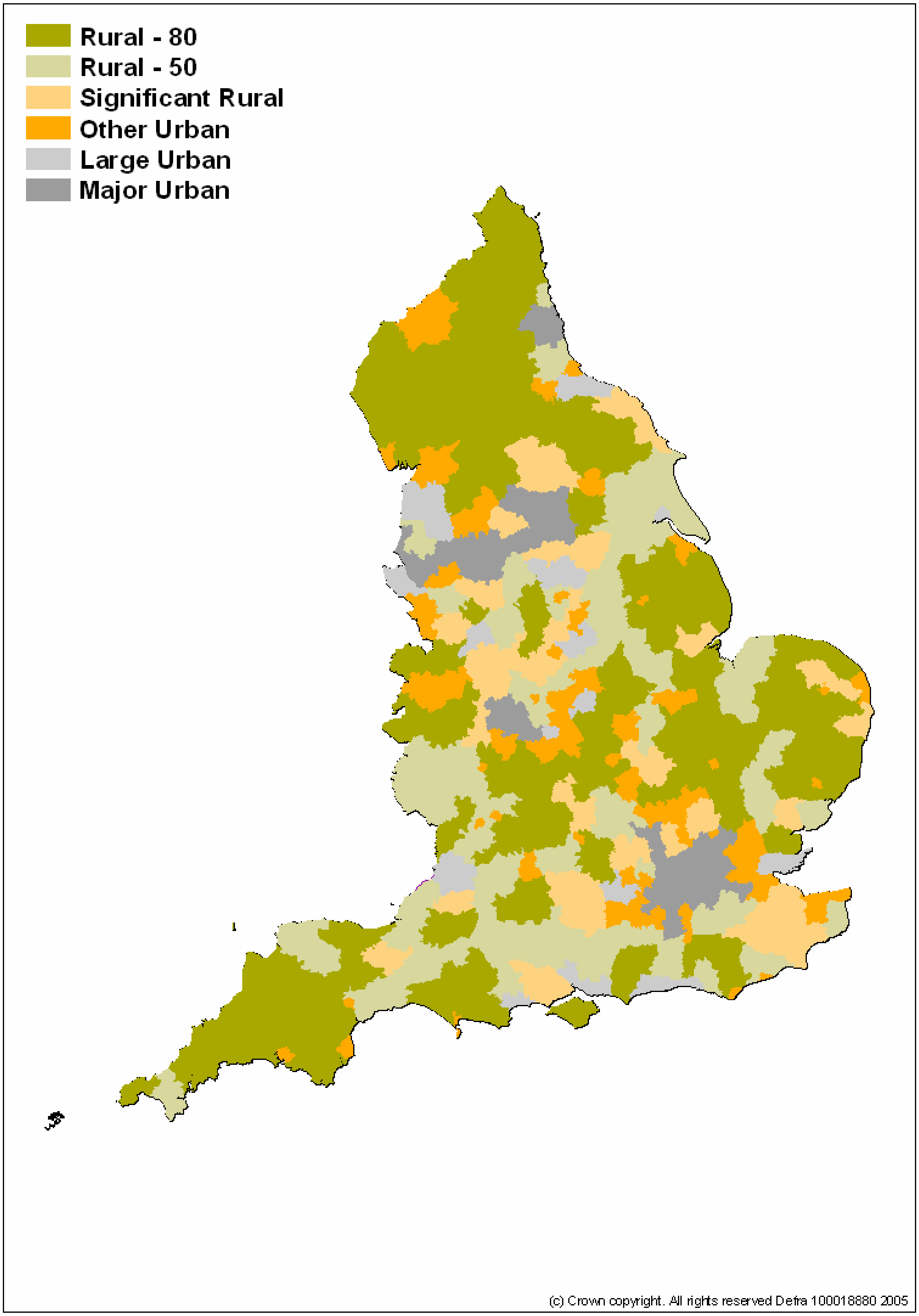
Table 3.1 – Gross Value Added in the North East Region

	1995	1996	1997	1998	1999	2000	2001	2002
UNITED KINGDOM	639115	679526	719565	761539	797116	838490	881163	926275
England	529959	562368	599231	638802	668857	698369	736233	776107
North East	23282	24210	25253	26219	26959	27910	29287	30655
Tees Valley & Durham	**10402 (44.7%)**	**10736 (44.3%)**	**11102 (44.0%)**	**11388 (43.4%)**	**11649 (43.2%)**	**11939 (42.8%)**	**12381 (42.3%)**	**12816 (41.8%)**
Hartlepool & Stockton on Tees	2834 (12.2%)	2886 (11.9%)	2984 (11.8%)	3043 (11.6%)	3075 (11.4%)	3224 (11.6%)	3290 (11.2%)	3311 (10.8%)
South Teesside	2446 (10.5%)	2549 (10.5%)	2684 (10.6%)	2787 (10.6%)	2798 (10.4%)	2186 (10.1%)	2823 (9.6%)	2888 (9.4%)
Darlington	1087 (4.7%)	1135 (4.7%)	1181 (4.7%)	1201 (4.6%)	1241 (4.6%)	1303 (4.7%)	1425 (4.9%)	1488 (4.9%)
Durham CC	4034 (17.3%)	4166 (17.2%)	4253 (16.8%)	4357 (16.6%)	4535 (16.8%)	4596 (16.5%)	4842 (16.5%)	5129 (16.7%)
N'berland and Tyne & Wear	**12880 (55.3%)**	**13474 (55.7%)**	**14151 (56.0%)**	**14831 (56.6%)**	**15310 (56.8%)**	**15971 (57.2%)**	**16906 (57.7%)**	**17839 (58.2%)**
Northumberland	2518 (10.8%)	2590 (10.7%)	2629 (10.4%)	2697 (10.3%)	2666 (9.9%)	2786 (10.0%)	2924 (10.0%)	3077 (10.0%)
Tyneside	7793 (33.5%)	8191 (33.8%)	8680 (34.4%)	9181 (35.0%)	9568 (35.5%)	9982 (35.8%)	10625 (36.3%)	11211 (36.6%)
Sunderland	2569 (11.0%)	2693 (11.1%)	2841 (11.3%)	2953 (11.3%)	3076 (11.4%)	3203 (11.5%)	3358 (11.5%)	3551 (11.6%)

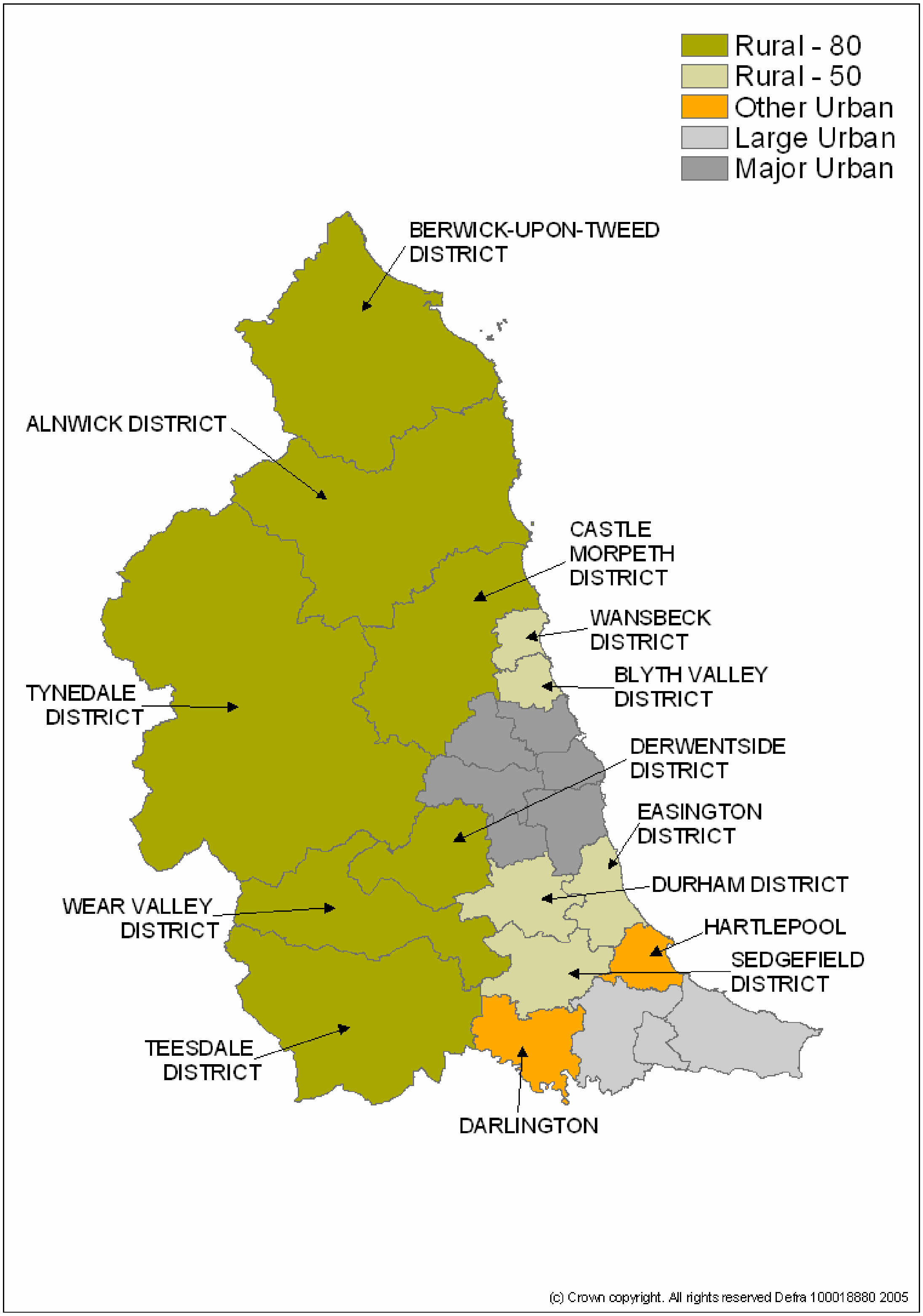
Note: Percentages are as percent of the North East. Figures are £million at current basic prices.[19]

[19] Source: Office of National Statistics (2004) Local Gross Value added. First release. www.statistics.gov.uk/pdfdir/gval1204.pdf

Urban and Rural England Under the New (2004) Defra Definitions



North East Region under the New Defra Rural Definitions



2. CITY REGIONS AND RURAL AREAS: THE EVIDENCE BASE

This section examines available data to quantify some of the key relationships between the Tyne & Wear and Tees Valley city regions in the North East and their surrounding rural areas.[20] The first section — people and jobs — draws on data from the 2001 Census of Population.

2.1 People and Jobs

Population

- The vast majority of the region's population in 2001 were resident in wards within the Tyne & Wear or Tees Valley City Regions (94.3%). Tyne & Wear accounted for more than double the population of Tees Valley City Region (equivalent to 65.5% and 28.9% of the North East's population). Some 16.9% of the region's population live in a rural ward.

- In 2001, 12.9% of the North East's population lived in a rural ward that lies within a city region, while only 4% lived in rural wards outside the city regions. (Some 41,000 people also live in 'non rural' wards in larger settlements outside the city regions — for example, in Berwick upon Tweed). There are about 150,000 people living in rural wards in Districts in North Yorkshire that are adjacent to the Tees Valley City Region.

- When the age structure of the region is presented in three categories (young: economically active: aged population age groups), then the ratio within each category roughly approximates to 2:7:1 for each type of area (the region; city region; rural wards inside city regions; rural areas outside city regions).[21] The age structure in the rural areas of North Yorkshire was also very similar to those of areas inside the North East's city regions and rural areas within the North East in general.

- There were some notable differences in age structure between some types of area[22]:

    - All rural areas had lower proportions of younger residents than the regional average, whereas the Tees Valley City Region had above the regional average.

    - Only Tees Valley had below the regional average of residents in the economically active age group. Rural North East, rural wards within city regions, and Tyne & Wear all had higher than average proportions in this group.

    - Areas outside the city regions, and all rural areas, had higher than average proportions of people aged 75 years or over. This was most marked in rural areas outside the city regions. The proportion of people aged 75 years or over in the neighbouring North Yorkshire districts, and the rural areas of these districts, were also above the level observed for the North East as a whole.

[20] Table A1 in Appendix 1 explains the city regions and rural categorisations used throughout this section.
[21] It is important to note that the Census only tabulates the economic position of people aged 16-74 years. For the purposes of analysis and writing this age group is referred to as 'economically active', although not all individuals within this group will be economically active.
[22] Possible explanations for the disparities cannot be directly inferred from the Census data.

Table 2.1.1 - Total population and age structure (2001)

	North East	Rural North East	Rural North East inside city regions	Rural North East outside city regions	North East city regions	Tees Valley city region	Tyne & Wear city region	North East outside city regions	North Yorkshire (part)	Rural North Yorkshire (part)
Young (0-15 years)	497,319 (19.77%)	79,344 (18.67%)	60,936 (18.85%)	18,408 (18.08%)	470,893 (19.85%)	152,851 (21.05%)	318,042 (19.31%)	26,426 (18.51%)	44,778 (18.86%)	28,211 (18.83%)
Economically active age group (16-74 years)	1,831,355 (72.80%)	311,172 (73.20%)	237,045 (73.33%)	74,127 (72.79%)	1,727,801 (72.82%)	522,125 (71.91%)	1,205,676 (73.22%)	103,554 (72.53%)	171,367 (72.20%)	109,323 (72.99%)
Aged (75 years and over)	186,771 (7.42%)	34,567 (8.13%)	25,259 (7.81%)	9,308 (9.14%)	173,972 (7.33%)	51,074 (7.03%)	122,898 (7.46%)	12,799 (8.96%)	21,219 (8.94%)	12,246 (8.18%)
Total population	2,515,442	425,079	323,241	101,838	2,372,668	726,050	1,646,618	142,774	237,364	149,780

Source: 2001 Census (Key Statistics Table 2) Crown Copyright.

Table 2.1.2 - Population movements (2000-2001)

	North East	Rural North East	Rural North East inside city regions	Rural North East outside city regions	North East city regions	Tees Valley city region	Tyne & Wear city region	North East outside city regions	North Yorkshire (part)	Rural North Yorkshire (part)
Resident at same address 1 year ago	2,230,952	383,404	292,288	91,116	2,103,155	647,109	1,456,046	127,797	205,147	129,231
Resident in same ward 1 year ago	66,698	12,472	9,715	2,757	62,818	18,200	44,618	3,880	5,605	3,476
Resident in associated area (LA or UA) 1 year ago	111,917	11,207	11,449	2,878	107,370	34,490	72,880	4,547	10,279	4,682
Resident elsewhere in UK 1 year ago	78,801	15,752	19,778	4,304	73,306	19,030	54,276	5,495	12,683	9,676
Total in-migrants to ward area	190,718	26,960	19,778	7,182	180,676	53,520	127,156	10,042	22,962	14,358
out-migrants	100,189	14,391	10,567	3,824	94,763	28,222	66,541	5,426	23,485	14,935
*** Total Population**	2,515,442	425,079	323,241	101,838	2,372,668	726,050	1,646,618	142,774	237,364	149,780
In-migrants as proportion of total population	7.58%	6.34%	6.12%	7.05%	7.61%	7.37%	7.72%	7.03%	9.67%	9.59%

Source: 2001 Census (Keys Statistics Table 2 and Standard Table Theme Table 33) Crown Copyright.
*Figures do not add up to total population for area because those without addresses or moving in from outside UK were not included in the analysis.

- Table 2.1.2 presents figures for population movements for 2000-2001. The figures suggest that the proportions of people moving into rural wards in neighbouring districts in North Yorkshire were higher than for the rural parts of the North East.[23]

- In rural areas, most in-migration into wards came from outside the local authority area, while in city regions more in-migration into wards came from within the same local authority area. This suggests, on the basis of 2000-2001 data, that in-comers to rural wards are moving greater distances (from either within the region or from outside).

Economic activity

- Some 56.4% of the North East region's population aged 16-74 years was employed in 2001. This could roughly be broken down into a ratio of 2:7:1 part-time: full-time: self-employed respectively. A further 4.5% of this age group classified themselves as unemployed. A further small proportion (2.3%) were full-time students. If these figures are taken as a regional average some distinctive differences within the region are evident.

- All rural areas and all areas outside the city regions had higher proportions in employment than elsewhere in the region.

- Relatively little variation was observed in part-time employment rates, although the Tees Valley City Region, areas outside the city regions in the North East, and those parts of North Yorkshire neighbouring Tees Valley City Region had higher rates of part-time employment.

- Areas with lower full-time employment rates were all areas outside the city regions in the North East and also the Tees Valley City Region (with correspondingly higher proportions of self-employment in rural areas).

- Rates of self-employment showed the strongest variations. All rural areas and all areas outside the North East's city regions and those neighbouring areas of North Yorkshire, had a rate of self-employment that was not only higher but often at least double that of the North East region as a whole or the city region areas.

- In addition, unemployment was lowest in rural areas and areas outside the city regions both in the North East and neighbouring areas of North Yorkshire. The highest rates of unemployment were recorded within the Tees Valley City Region.

This suggests that labour market engagement, and the form employment takes, is distinctive in rural areas (both inside and outside the city regions) (*i.e.* highest overall employment rates and highest rates of self-employment).

[23] The patterns of employment and mobility and employment mobility (Table 2.1.5) in the North Yorkshire districts sometimes show distinctive trends and features. Without further research we can only speculate that this could be the effect of the significant military presence at Catterick and Fylingdales. More than 11,000 people work at Catterick with a further 400 at Fylingdales.

Table 2.1.3 - Economic activity rates

	North East	Rural North East	Rural North East inside city regions	Rural North East outside city regions	North East city regions	Tees Valley city region	Tyne & Wear city region	North East outside city regions	North Yorkshire (part)	Rural North Yorkshire (part)
Population in employment	1,033,004 (56.41%)	182,297 (58.58%)	138,251 (58.32%)	44,046 (59.42%)	971,765 (56.24%)	292,896 (56.10%)	678,869 (56.31%)	61,239 (59.14%)	110,966 (64.75%)	73,015 (66.79%)
Part-time employees	217,455 (11.87%)	35,848 (11.52%)	27,180 (11.47%)	8,668 (11.69%)	205,018 (11.87%)	67,594 (12.95%)	137,424 (11.40%)	12,437 (12.01%)	22,780 (13.29%)	13,965 (12.77%)
Full-time employees	684,414 (37.37%)	116,360 (37.39%)	89,876 (37.92%)	26,484 (35.73%)	646,888 (37.44%)	191,088 (36.60%)	455,800 (37.80%)	37,526 (36.24%)	64,421 (37.59%)	42,176 (38.58%)
Self employed	96,482 (5.27%)	25,795 (8.29%)	17,769 (7.50%)	8,026 (10.83%)	86,462 (5.00%)	25,026 (4.79%)	61,436 (5.10%)	10,020 (9.68%)	20,619 (12.03%)	15,102 (13.81%)
unemployed	82,987 (4.53%)	11,249 (3.62%)	8,469 (3.57%)	2,780 (3.75%)	78,920 (4.57%)	26,383 (5.05%)	52,537 (4.36%)	4,067 (3.93%)	4,809 (2.81%)	2,450 (2.24%)
Full-time students	41,585 (2.27%)	4,949 (1.59%)	3,960 (1.67%)	989 (1.33%)	40,151 (2.32%)	11,089 (2.12%)	29,062 (2.41%)	1,434 (1.38%)	3,498 (2.04%)	1,931 (1.77%)
Total population in economically active age group (16-74 years)	1,831,355	311,172	237,045	74,127	1,727,801	522,125	1,205,676	103,554	171,367	109,323

Source: 2001 Census (Key Statistics Tables 9a & 11a) Crown Copyright
All figures in parentheses given as proportion of total population in the economically active age group.
Part-time employees are individuals who work 30 hours or less per week, full-time employees are those who work 31 or more hours per week.

Movements of people in work in 2000-01

Tables 2.1.4 – 2.1.6 present data on how those in employment moved around the region in the 2000-2001 period. Changes were considered for all part-time employees, full-time employees, and all self-employed, in Tables 2.1.4, 2.1.5 and 2.1.6 respectively.[24]

- For all part-time employees in 2001 well over nine-tenths of residents who were in part-time employment had been resident in the area one year previously, a general level observed in all areas. When those part-time employees who had moved into the ward were subtracted from those who had left – net change – all rural areas in the North East and neighbouring North Yorkshire districts (whether inside or outside the city regions) made a net gain of part-time employees. So too did Tees Valley City Region, although to a lesser extent than elsewhere in the North East.

- For full-time employees, approximately nine-tenths in full-time employment in 2001 had been resident in the same area one year previously, a figure common to all types of area, except those in North Yorkshire where the rate was 83%. All types of area experienced a net loss as more full-time employees left each area type than moved in, with far greater absolute figures being seen for the city regions and thus the North East as a whole. The figures underline how people in work are relatively more mobile. The only areas experiencing a net gain in full-time employees were the rural wards in North Yorkshire neighbouring the Tees Valley City Region.

- Well over nine-tenths of those self-employed in 2001 had been resident in the area one year previously for all area groupings (Table 2.1.6). When the net change in self-employment through residential movements was explored the only areas to make a net loss were the North East and the Tyne & Wear City Region. All other rural and/or areas outside the city regions, and Tees Valley City Region, made a net gain, although in the latter case this was comparatively small when the size of the self-employed population is considered. The Tyne & Wear City Region was a net-exporter of more than 350 people who were self-employed or who became self-employed. The 'Rural North East' was a net importer in 2000-01 of 173 people who were classed as self-employed at the time of the Census.

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[24] Within Census data a distinction is made between part-time and full-time self employment, however for the purposes of analysis part-time and full-time self employment were amalgamated to create a 'self employed' category.

Table 2.1.4 - Economic movements (2000-2001) - all part-time employees

	North East	Rural North East	Rural North East inside city regions	Rural North East outside city regions	North East city regions	Tees Valley city region	Tyne & Wear city region	North East outside city regions	North Yorkshire (part)	Rural North Yorkshire (part)
Part-time employees resident in 2001	217,455	35,848	27,180	8,668	205,018	67,594	137,424	12,437	22,780	13,965
Economically active in ward area 1 year ago	203,772	33,856	25,799	8,057	192,171	63,051	129,120	11,601	20,757	1,2732
Part-time employees resident in 2000 as proportion of 2001	93.71%	94.44%	94.92%	92.95%	93.73%	93.28%	93.96%	93.28%	91.12%	91.17%
Economically active elsewhere in UK 1 year ago	12,385	1,931	1,356	575	11,595	4,110	7,485	790	1,814	1,080
Economically active out-migrants	12,517	1,677	1,195	482	11,808	4,076	7,732	709	1,762	1,044
Net change in economic activity (out-migrants – in-migrants)*	-132	+254	+161	+93	-213	+34	-247	+81	+52	+36

Source: 2001 Census (Standard Table Theme Table 33) Crown Copyright.
Part-time employees are individuals who work 30 hours or less per week.
* - indicates net loss and + indicates net gain.

Table 2.1.5 - Economic movements (2000-2001) - all full time employees

	North East	Rural North East	Rural North East inside city regions	Rural North East outside city regions	North East city regions	Tees Valley city region	Tyne & Wear city region	North East outside city regions	North Yorkshire (part)	Rural North Yorkshire (part)
Full-time employees resident in 2001	684,414	116,360	89,876	26,484	646,888	191,088	455,800	37,526	64,421	42,176
Economically active in ward area 1 year ago	619,064	106,685	82,575	24,110	584,890	172,554	412,336	34,174	54,362	34,976
Full-time employees resident in 2000 as proportion of 2001	90.45%	91.69%	91.88%	91.04%	91.42%	90.30%	90.46%	91.07%	84.39%	82.93%
Economically active elsewhere in UK 1 year ago	58,992	9,081	6,904	2,177	55,917	16,683	39,234	3,075	8,523	5,942
Economically active out-migrants	65,268	9,339	6,948	2,391	61,843	17,918	43,925	3,425	8,544	5,785
Net change in economic activity (out-migrants – in-migrants)*	-6,276	-258	-44	-214	-5,926	-1,235	-4,691	-350	-21	+157

Source: 2001 Census (Standard Table Theme Table 33) Crown Copyright.
Full-time employees are individuals who work 31 hours or more per week.
* - indicates net lost and + indicates net gain.

Table 2.1.6 - Economic movements (2000-2001) - all self-employed (part-time and full-time)

	North East	Rural North East	Rural North East inside city regions	Rural North East outside city regions	North East city regions	Tees Valley city region	Tyne & Wear city region	North East outside city regions	North Yorkshire (part)	Rural North Yorkshire (part)
Self-employed resident in 2001	96,482	25,795	17,769	8,026	86,462	25,026	61,436	10,020	20,619	15,102
Economically active in ward area 1 year ago	89,932	24,247	16,719	7,528	80,555	23,274	57,281	9,377	19,181	14,120
Self-employed resident in 2000 as proportion of 2001	93.21%	94.00%	94.09%	93.80%	93.17%	93.00%	93.24%	93.58%	93.03%	93.50%
Economically active elsewhere in UK 1 year ago	5,853	1,452	1,017	435	5,280	1,594	3,686	573	1,296	875
Economically active out-migrants	6,097	1,279	904	375	5,605	1,568	4,037	492	1,057	680
Net change in economic activity (out-migrants – in-migrants)*	-244	+173	+113	+60	-325	+26	-351	+81	+239	+195

Source: 2001 Census (Standard Table Theme Table 33) Crown Copyright.
* - indicates net lost and + indicates net gain.

Distribution of employment between sectors and occupational categories

The distribution of employment between economic sectors and across occupational categories and socio-economic classes can also be considered using Census data (Tables 2.1.7, 2.1.8 and 2.1.9).

- When the distribution of employment by the industry of employment was considered (Table 2.1.7) the three major industrial sectors of employment in the region were 'manufacturing' (17%), 'motor trade' (16%) and 'health & social work' (13%). Within the city regions, the proportion of employment within these sectors was equivalent to, or above, that observed for the North East as a whole. Conversely, lower rates were observed in all rural areas and those areas outside the city regions within the North East and those neighbouring areas of North Yorkshire.

- Proportions employed in industrial sectors were usually broadly equivalent across the region. However, some distinctive patterns can be observed:

    - Employment in 'financial intermediation', 'real estate', 'transport', 'energy and water' sectors was noticeably below the regional average in areas outside the city regions.

    - Areas outside the city regions (including rural wards outside city region and neighbouring parts of North Yorkshire) had substantially higher rates of employment in hotels and catering (tourism).

    - 'Agriculture and fishing' represented a higher proportion of employment in areas outside the city region. To put these figures in context, the highest rate (7.2% recorded for rural areas in the North East outside the city regions, and 7.3% in the rural parts of North Yorkshire neighbouring Tees Valley) accounted for approximately one-in-fourteen jobs. For Rural North East wards outside the city regions, this proportion was roughly comparable to those employed in 'public administration & defence' or 'real estate & business activities'. Notably, the numbers employed by 'Agriculture and fishing' have declined over the last decade in the region's rural areas. In rural North Yorkshire, 7.3% of employment was in 'agriculture and fishing' yet this was only half the proportion accounted for by 'public administration & defence'.

Table 2.1.7 - All residents in employment by industry of employment (Standard Industrial Classification 1992)

	North East	Rural North East	Rural North East inside city regions	Rural North East outside city regions	North East city regions	Tees Valley city region	Tyne & Wear city region	North East outside city regions	North Yorkshire (part)	Rural North Yorkshire (part)
A.B. agriculture, hunting & forestry and fishing	12,901 (1.17%)	7,212 (3.96%)	4,029 (2.91%)	3,183 (7.23%)	8,556 (0.88%)	2,301 (0.79%)	6,255 (0.92%)	3,535 (5.77%)	6,079 (5.48%)	5,314 (7.28%)
C. mining & quarrying	5,772 (0.56%)	1,907 (1.05%)	1,407 (1.02%)	500 (1.14%)	5,206 (0.54%)	2,066 (0.71%)	3,140 (0.46%)	566 (0.92%)	603 (0.54%)	379 (0.52%)
D. manufacturing	175,491 (16.99%)	30,088 (16.50%)	23,053 (16.67%)	7,035 (15.97%)	164,871 (16.97%)	55,722 (19.02%)	109,149 (16.08%)	10,620 (17.34%)	13,662 (12.31%)	7,957 (10.90%)
E. electricity, gas & water supply	10,455 (1.01%)	1,601 (0.88%)	1,346 (0.97%)	255 (0.58%)	10,052 (1.03%)	3,061 (1.05%)	6,991 (1.03%)	403 (0.66%)	555 (0.50%)	354 (0.48%)
F. construction	75,582 (7. 32%)	13,941 (7.65%)	10,331 (7.47%)	3,610 (8.20%)	70,401 (7.24%)	23,265 (7.94%)	47,136 (6.94%)	5,181 (8.46%)	7,494 (6.75%)	5,029 (6.89%)
G. wholesale motor & retail trade & repairs	167,222 (16.19%)	26,232 (14.39%)	20,150 (14.57%)	6,082 (13.81%)	157,954 (16.25%)	48,960 (16.72%)	108,994 (16.06%)	9,268 (15.13%)	17,425 (15.70%)	10,363 (14.19%)
H. hotels & catering	52,706 (5.10%)	9,579 (5.25%)	6,894 (4.99%)	2,685 (6.10%)	49,008 (5.04%)	14,371 (4.91%)	34,637 (5.10%)	3,698 (6.04%)	8,530 (7.69%)	4,901 (6.71%)
I. transport, storage & communication	69,851 (6.76%)	10,712 (5.88%)	8,494 (6.14%)	2,218 (5.04%)	66,657 (6.86%)	19,925 (6.80%)	46,732 (6.88%)	3,194 (5.22%)	4,884 (4.40%)	3,188 (4.37%)
J. financial intermediation	31,417 (3.04%)	4,276 (2.35%)	3,517 (2.54%)	759 (1.72%)	30,288 (3.12%)	7,576 (2.59%)	22,712 (3.35%)	1,129 (1.84%)	2,327 (2.10%)	1,462 (2.00%)
K. real estate, renting & business activities	94,590 (9.16%)	16,036 (8.80%)	12,532 (9.06%)	3,504 (7.96%)	89,973 (9.26%)	26,362 (9.00%)	63,611 (9.37%)	4,617 (7.54%)	8,869 (7.99%)	6,368 (8.72%)
L. public administration & defence	76,789 (7.43%)	13,793 (7.57%)	10,306 (7.45%)	3,487 (7.92%)	72,357 (7.45%)	17,795 (6.08%)	54,562 (8.04%)	4,432 (7.24%)	12,946 (11.67%)	10,436 (14.29%)
M. education	82,872 (8.02%)	15,802 (8.67%)	12,242 (8.85%)	3,560 (8.08%)	78,227 (8.05%)	22,844 (7.80%)	55,383 (8.16%)	4,645 (7.59%)	8,523 (7.68%)	5,813 (7.96%)
N. health & social work	131,613 (12.74%)	22,958 (12.59%)	17,804 (12.88%)	5,154 (11.70%)	124,428 (12.80%)	36,350 (12.41%)	88,078 (12.97%)	7,185 (11.73%)	13,512 (12.18%)	7,996 (10.95%)
OPQ. Other	46,553 (4.51%)	8,160 (4.48%)	6,146 (4.45%)	2,014 (4.57%)	43,787 (4.51%)	12,298 (4.20%)	31,489 (4.64%)	2,766 (4.52%)	5,559 (5.01%)	3,455 (4.73%)
TOTAL	1,033,004	182,297	138,251	44,046	971,765	292,896	678,869	61,239	110,966	73,015

Source: 2001 Census (Key Statistics Table 11a) Crown Copyright. All figures in parentheses given as proportion of total population employed in each area grouping. Agriculture, hunting and forestry (sector A) was combined with fishing (sector B) due to the small numbers employed in fishing.

- Looking at the distribution of employment by occupational classification (Table 2.1.8), notable differences within the region were observed.

  - Greater proportions of employment in the higher status occupational categories such as ‘managers & senior officials’ and professional occupations were observed for rural areas of the North East than elsewhere. These proportions are highest in rural North Yorkshire where 27% of residents in employment were in these two categories. Notably higher rates of ‘skilled trades’ were employed in areas outside the city regions (rural and non-rural) than in the region as a whole or within city regions.

  - Lower rates of employment in the majority of other occupation classifications (such as ‘sales & customer services’, ‘administrative & secretarial’) were observed within rural areas of the North East and those neighbouring areas of North Yorkshire than elsewhere in the North East. However, regarding ‘process and machine plant operations,’ higher rates of employment were seen in areas outside the city region but far lower rates were observed in North Yorkshire.

  - In other occupational classifications, equivalent employment rates were seen across all groupings such as ‘personal services’ and ‘elementary occupations’.

Table 2.1.8 - Occupations of all residents in employment (Standard Occupational Classification 2000)

	North East	Rural North East	Rural North East inside city regions	Rural North East outside city regions	North East city regions	Tees Valley city region	Tyne & Wear city region	North East outside city regions	North Yorkshire (part)	Rural North Yorkshire (part)
managers & senior officials	118,986 (11.52%)	24,129 (13.24%)	18,184 (13.15%)	5,945 (13.50%)	111,103 (11.43%)	33,266 (11.36%)	77,837 (11.41%)	7,883 (12.88%)	17,247 (15.54%)	12,104 (16.57%)
professional occupations	99,037 (9.59%)	19,174 (10.52%)	14,835 (10.73%)	4,339 (9.86%)	93,533 (9.63%)	26,480 (9.04%)	67,053 (9.88%)	5,504 (8.99%)	10,814 (9.74%)	7,918 (10.84%)
associated professional & technical occupations	129,296 (12.52%)	23,056 (12.65%)	17,906 (12.95%)	5,150 (11.70%)	122,352 (12.59%)	36,564 (12.48%)	85,788 (12.65%)	6,944 (11.34%)	16,449 (14.82%)	12,119 (16.59%)
administrative & secretarial	131,703 (12.75%)	20,617 (11.31%)	16,214 (11.73%)	4,403 (10.00%)	125,509 (12.92%)	34,426 (11.75%)	91,083 (13.43%)	6,194 (10.12%)	11,592 (10.45%)	7,419 (10.16%)
skilled trades	127,263 (12.32%)	25,213 (13.83%)	18,030 (13.04%)	7,183 (16.32%)	117,570 (12.10%)	37,659 (12.86%)	79,911 (11.78%)	9,693 (15.83%)	16,629 (14.99%)	11,388 (15.59%)
personal services	78,254 (7.58%)	14,201 (7.79%)	10,691 (7.73%)	3,510 (7.97%)	73,427 (7.56%)	22,680 (7.74%)	50,747 (7.48%)	4,827 (7.89%)	7,876 (7.10%)	4,801 (6.57%)
sales & customer services	97,995 (9.49%)	13,157 (7.22%)	10,407 (7.53%)	2,750 (6.25%)	93,603 (9.63%)	27,707 (9.46%)	65,896 (9.71%)	4,392 (7.17%)	7,515 (6.77%)	4,048 (5.54%)
process plant & machine operations	110,286 (10.68%)	19,682 (10.80%)	14,805 (10.71%)	4,877 (11.08%)	102,974 (10.60%)	33,354 (11.39%)	69,620 (10.26%)	7,312 (11.94%)	8,424 (7.59%)	4,801 (6.57%)
elementary occupations	140,148 (13.57%)	23,040 (12.64%)	17,171 (12.42%)	5,869 (13.33%)	131,683 (13.55%)	40,755 (13.91%)	90,928 (13.40%)	8,465 (13.83%)	14,424 (13.00%)	8,435 (11.55%)
TOTAL	1,032,968	182,269	138,243	44,026	971,754	292,891	678,413	61,214	110,970	73,033

Source: 2001 Census (Key Statistics table 12a) Crown Copyright.
All figures in parentheses given as proportion of total population employed in each area grouping.

- When the socio-economic class of residents was explored (Table 2.1.9) a similar distinction between the rural and non-rural areas of the region was evident. However, the pattern was far from clear cut.

- Higher rates of employment within higher socio-economic classes ('large employers & higher management', 'higher professional', 'lower management & professional occupations') were observed for the rural North East, rural North East inside city regions and for neighbouring areas of North Yorkshire.

- Higher rates of employment within the 'small employers and own account workers' category were observed for all areas that were not part of a city region (and these in some instances were double).

- A greater proportion of workers in lower socio-economic occupational classes were observed within the city regions, with Tees Valley often having the greatest rates.

- When the proportions of long-term unemployed residents within the economically active age group (*i.e.* those that had been continually unemployed since April 1999) were considered, the average for the North East was 1.6%. However, in all rural areas, and areas outside the city region, this proportion was lower. As the percentages are small and the Census is a self-reporting survey, considerable potential for the under-reporting of this experience exists. Consequently, limited reliance should be placed on these figures. Nevertheless, the figures do suggest a clear pattern in the nature of employment between city regions and wider rural areas.

To summarise, the distribution of employment, however measured, suggests that individuals employed in higher status occupations and socio-economic classes are represented more strongly in rural areas and are often resident outside of the city regions. In turn, while the same industrial sectors dominate all the different area groupings considered, there is variation in industrial composition between rural areas and city regions.

Table 2.1.9 - Socio-economic classification (NeSec) of all residents aged 16-74 years

	North East	Rural North East	Rural North East inside city regions	Rural North East outside city regions	North East city regions	Tees Valley city region	Tyne & Wear city region	North East outside city regions	North Yorkshire (part)	Rural North Yorkshire (part)
Large employers & higher management occupations	41,520 (3.43%)	8,411 (3.92%)	6,551 (4.03%)	1,860 (3.58%)	39,119 (3.43%)	11,842 (3.41%)	27,277 (3.44%)	2,401 (3.32%)	5,843 (4.63%)	4,637 (5.64%)
Higher professional occupations	60,795 (5.02%)	11,802 (5.50%)	9,216 (5.67%)	2,586 (4.98%)	57,523 (5.05%)	14,941 (4.30%)	42,582 (5.38%)	3,272 (4.53%)	6,611 (5.24%)	4,954 (6.03%)
Lower management & professional occupations	277,208 (22.88%)	50,925 (23.75%)	39,402 (24.24%)	11,523 (22.21%)	261,651 (22.96%)	78,761 (22.67%)	182,890 (23.09%)	15,557 (21.52%)	31,001 (24.59%)	21,424 (26.08%)
Intermediate occupations	162,386 (13.40%)	25,017 (11.67%)	19,833 (12.20%)	5,184 (9.99%)	155,160 (13.62%)	42,804 (12.32%)	112,356 (14.18%)	7,226 (10.00%)	14,407 (11.43%)	9,922 (12.08%)
Small employers & own account workers	87,549 (7.23%)	23,167 (10.80%)	15,662 (9.64%)	7,505 (14.47%)	78,129 (6.86%)	23,167 (6.67%)	54,962 (6.94%)	9,420 (13.03%)	18,632 (14.78%)	13,283 (16.17%)
Lower supervisory & technical occupations	144,716 (11.94%)	24,875 (11.60%)	18,959 (11.66%)	5,916 (11.40%)	136,177 (11.95%)	45,402 (13.07%)	90,775 (11.46%)	8,539 (11.81%)	13,250 (10.51%)	7,736 (9.42%)
Semi-routine occupations	232,932 (19.22%)	36,666 (17.10%)	27,688 (17.03%)	8,978 (17.30%)	219,456 (19.26%)	69,587 (20.03%)	149,869 (18.92%)	13,476 (18.64%)	20,946 (16.62%)	11,567 (14.08%)
Routine occupations	204,618 (16.89%)	33,561 (15.65%)	25,230 (15.52%)	8,331 (16.06%)	192,221 (16.87%)	60,847 (17.52%)	131,374 (16.59%)	12,397 (17.15%)	15,376 (12.20%)	8,630 (10.50%)
TOTAL IN EMPLOYMENT	1,211,724	214,424	162,541	51,883	1,139,436	347,351	79,2085	72,288	126,066	82,153
Long term unemployed	29,325	3,684	2,794	890	28,026	9,485	18,541	1,299	1,539	707
Full-time students	125,072	14,535	11,440	3,095	120,785	30,888	89,897	4,287	8,200	4,699
'Never worked' and 'Not classifiable'*	465,238	78,532	60,269	18,263	439,553	134,401	305,152	25,685	35,564	21,766
TOTAL	1,831,359	311,175	237,044	74,131	1,727,800	522,125	1,205,675	103,559	171,369	109,325

Source: 2001 Census (Key Statistics Table 14a) Crown Copyright.
All figures in parentheses given as proportion of total population employed in each area grouping.
*Never worked and Not Classifiable categories are merged following advice from Office of National Statistics due to a coding error.

The relative economic contribution of rural and urban employment

Using the number of residents employed by occupational group (Table 2.1.8), these figures were multiplied by the mean annual gross income for the North East region and, where applicable, the Yorkshire & Humber region as provided by the ASHE (Annual Survey of Hours and Earnings - 2004) to provide an estimate of the mean income generated by each area category and the breakdown by Standard Occupational Classification.

Figures have been rounded to nearest million, so for all managers and senior officials in the North East an annual average gross income of £3,682,854,672 was generated (£3,683m as reported here). For the same occupational class in the rural areas outside the city regions, £184,009,640 income was generated by residents (reported as £184m here). Thus, due to rounding the totals may not sum accordingly.

- Approximately £17,857 million was generated (as gross annual earned income) by residents within the city regions (apportioned two-thirds to the Tyne & Wear City Region and one-third to the Tees Valley area).

- Rural areas contribute roughly £3,476 million in gross annual earned income to the region (just under one-fifth [18.3%] of the region's total). Within rural areas, the vast majority of this amount comes from those areas found within the city regions, in comparison to rural areas outside the city regions (£2,635m as compared to £841m). Rural areas outside the city regions make up just 4.4% of income (gross annual pay) generated by the region's people. Some £1,151million (or 6%) of regional income is earned by residents of areas outside the city regions (e.g. the rural wards, plus those urban wards in places like Berwick upon Tweed).

Table 2.1.10 - Income (gross annual pay) generated by all residents in employment according to occupational class (Standard Occupational Classification 2000) – all figures rounded to nearest £ million

	North East	Rural North East	Rural North East inside city regions	Rural North East outside city regions	North East city regions	Tees Valley city region	Tyne & Wear city region	North East outside city regions	North Yorkshire (part)	Rural North Yorkshire (part)
managers & senior officials	3,683m	746m	563m	184m	3,439m	1030m	2,395m	244m	591m	415m
professional occupations	2,868m	555m	430m	126m	2,709m	767m	1,942m	159m	325m	238m
associated professional & technical occupations	2,809m	501m	389m	112m	2,658m	794m	1,864m	151m	374m	275m
administrative & secretarial	1,851m	290m	228m	62m	1,764m	848m	1,280m	87m	158m	101m
skilled trades	2,577m	511m	365m	145m	2,381m	763m	1,618m	196m	335m	229m
personal services	827m	150m	113m	37m	776m	240m	536m	51m	78m	48m
sales & customer services	945m	127m	100m	27m	903m	267m	635m	42m	72m	39m
process plant & machine operations	2,066m	369m	277m	91m	1,929m	625m	1,304m	137m	155m	88m
elementary occupations	1,384m	227m	170m	56m	1300m	402m	898m	84m	155m	90m
TOTAL	**19,009m**	**3,476m**	**2,635m**	**841m**	**17,857m**	**5,371m**	**12,473m**	**1,151m**	**2,242m**	**1,523m**

Source: 2001 Census (Key Statistics table 12a) Crown Copyright. ASHE 2004 Table 3.7a (Office of National Statistics).
All figures in parentheses given as proportion of total population employed in each area grouping.

2.2 Commuting in the North East

Introduction

Commuting patterns in Britain are changing markedly. In the ten years since the last Census, the average length of British commuting trips grew by 15%.[25] In the North East, the average length of daily commuting is lower than the national average (7.2 miles and 8.4 miles respectively), and lower than any other English region with the exception of the North West (7.0 miles).[26]

According to the Department for Transport analysis of personal travel[27], the North East has a relatively distinctive urban structure compared to other English regions in the North and Midlands. As Table 2.2.1 shows, some 19% of households in the region are located in small to medium sized urban centres (of 10,000 to 25,000 population), compared to just 5% in the North West and 10% in Yorkshire and the Humber regions. However, a more common explanation for the North East's commuting patterns lie in the legacy of the industrial structure of the region.

Some recent analysis of commuting patterns in the North East region has been conducted by Alan Townsend and colleagues using the Special Workplace Statistics published from the Census.[28] The Census asks where people live, where they work, and their predominant mode of transport to work, and these data provide a very useful resource for analysing commuting patterns. These statistics are usually published some time after the rest of the Census data and, as a result, they have tended to be utilised less by Census analysts.

In this section, we set out the key findings from the work by Townsend and colleagues, to provide the context for our own analysis. The Townsend analysis was conducted using district-level data. In this study, we have worked at the ward level in order to provide a more fine-grained picture of commuting patterns between the rural areas and the city regions of the North East.

In the North East, historically, there has been a tradition of people travelling shorter distances to work on average than elsewhere in the UK. Employment in coal-mines and shipyards usually involved the workforce walking a short distance to their place of work. This pattern in commuting statistics has even been presented as a tradition of *resistance to travel*. A legacy of the North East's industrial structure is an expectation that work should be close by. Travel-to-work patterns in the region are then seen as restricting the mobility required for modern economic development.

Townsend's analysis of the 2001 Census shows a continuing shift away from the previous travel-to-work pattern, but with increased mobility (accelerated in some areas through industrial closures) still lagging behind the rest of England. Unsurprisingly, perhaps, the greatest volumes and ratios of commuting are found amongst managers, senior officials, professional workers, and associate and technical occupations.

Townsend's analysis also highlights Tyne & Wear's increasing dominance of the region's commuting patterns. Between 1991 and 2001, workers travelling into Tyne & Wear increased by 28% (from 64,500 to 82,600), principally from County Durham and Northumberland.

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[25] Department for Transport (2001).
[26] DfT, 2001, Table 6.1, p.73.
[27] DfT, 2001.
[28] Reports for the region, counties and districts can be downloaded from: http://www.nerip.com.

Table 2.2.1 - Percentage of households by region, country and area type: 1998/2000

Percentage of NTS Sample

	London Borough	Metropolitan, Large and Medium	Small/medium Urban 10 to 25k	Small Urban 3 to 10k	Rural	All Areas
GORs in England:						
North East	-	74	19	5	3	100
North West	-	85	5	4	5	100
Yorkshire and the Humber	-	72	10	6	13	100
East Midlands	-	73	9	13	14	100
West Midlands	-	89	6	3	3	100
East of England	-	68	17	18	14	100
London	100	100	-	-	-	100
South East	-	64	20	9	6	100
South West	-	45	20	21	14	100
England	14	59	11	9	8	100
Wales	-	42	29	14	15	100
Scotland	-	47	25	20	7	100
Great Britain	12	57	14	10	8	100

Source: Derived from Table 6.15, p69, Department for Transport (2001) *Focus on Personal Travel*, London: DfT.

Some other key findings from Townsend's analysis are as follows:

- Journey lengths have increased between 1991 and 2001. There was a reduction in the total number of short-distance movements below 5km from 1991 to 2001, and increases at all longer distances, with 3% of journeys extending over 60km and 5.6% over 30km.

- Only eight local authority districts have a net attraction of commuters (Table 2.2.2) and these are dominated by Newcastle (Castle Morpeth is a net attractor too). The leading outward commuting areas are mainly those on the Tyne & Wear Metro, although the more rural districts also 'export' significant numbers of out-commuters.

- The larger conurbations, Tyne & Wear and Tees Valley, are most self-sufficient for jobs with 90% and 88% of their residents having jobs within the respective sub-region. Northumberland has become dependant on other areas to the extent of one third of all jobs.

- Northumberland has some features of a white-collar commuter area. Almost half of its out-commuters (48%) fall in the first three social groups, but this results from high proportions of no less than 63% in Tynedale, 58% in Castle Morpeth, and 53% from Alnwick.

- Levels of self-containment (Table 2.2.3) in terms of the proportions of people who live and work in the same district, have reduced in a relatively even trend across the region (typically by about 6-8 percentage points).

- The total number of movements between districts in the region increased from 307,500 to 373,200, an increase of 21%. Internal travel within districts reduced in nearly all cases. Townsend examined the 39 greatest increases in terms of proportionate increases (100 percent gain and over in one direction or the other) between pairs of areas. These were all fairly small flows between non-contiguous districts.

- Lengthening of commuter patterns is occurring in the region. About six of the 39 inter-district journeys could be undertaken by train, and about seven along the A1(M) Corridor. A further significant number seem to depend on use of the Tyne Tunnel, with smaller numbers along the rest of the A19 or the A66. Trunk road links are therefore likely to have extended journeys in these corridors. However, Townsend describes the remaining 14 pairs of areas which saw increases of greater than 100 percent, as 'cross-country' (*e.g.* from say Durham to Middlesbrough or Gateshead to South Tyneside).

Table 2.2.2 - Net 2001 district flows by gender

District	Male	Female	Total
Alnwick	-1,700	-1,200	-3,000
Berwick-upon-Tweed	-600	-100	-700
Blyth Valley	-5,700	-6,000	-11,700
Castle Morpeth	700	300	1,000
Tynedale	-2,900	-2,500	-5,400
Wansbeck	-5,000	-2,900	-7,900
Gateshead	6,600	-700	5,900
Newcastle upon Tyne	24,100	33,200	57,200
North Tyneside	-8,500	-8,200	-16,700
South Tyneside	-7,000	-5,700	-12,700
Sunderland	800	2,100	2,900
Chester-le-Street	-7,000	-5,600	-12,600
Derwentside	-5,700	-5,700	-11,400
Durham	4,100	6,100	10,200
Easingtaon	-3,300	-2,700	-6,000
Sedgefield	-1,200	-3,700	-5,000
Teesdale	-700	-1,000	-1,800
Wear Valley	-3,600	-900	-4,500
Darlington	400	2,100	2,500
Hartlepool	-1,600	-100	-1,700
Middlesbrough	400	7,700	8,100
Redcar and Cleveland	-3,200	-5,500	-8,600
Stockton-on-Tees	1,700	-1,300	400

Source: Townsend, A. (2005) *Commuting and Workplace Research: Section A Main Report*, p.29.

Table 2.2.3 – Changes in Self Containment 1991-2001: people who live and work in a district

District	% of residents in employ		% of workplace population	
	1991	2001	1991	2001
Alnwick	73	65	84	83
Berwick-upon-Tweed	87	81	90	86
Blyth Valley	46	42	68	62
Castle Morpeth	52	45	48	43
Tynedale	70	64	84	79
Wansbeck	53	47	72	68
Gateshead	59	55	58	51
Newcastle upon Tyne	75	69	48	44
North Tyneside	57	50	66	63
South Tyneside	64	57	78	72
Sunderland	74	72	76	70
Chester-le-Street	35	30	68	60
Derwentside	60	52	83	76
Durham	75	62	57	49
Easingtaon	64	57	78	69
Sedgefield	65	54	68	63
Teesdale	69	61	81	73
Wear Valley	64	56	74	69
Darlington	75	70	74	66
Hartlepool	76	72	78	75
Middlesbrough	66	59	54	51
Redcar and Cleveland	66	60	75	71
Stockton-on-Tees	69	65	69	65

Source: Townsend, A. (2005) *Commuting and Workplace Research: Section A Main Report*, p.31.

The Experience of Commuting: the North East's Rural Districts

Townsend's work provides key statistics for the destination and origin of commuters by each district in the North East region. In this section we summarise the key findings for the North East's more rural districts (based on the new Defra classification of Districts).

Berwick-upon-Tweed: Some 11,460 residents of Berwick-upon-Tweed District are in employment and of these 2,150 (19%) work outside the District. The main destinations of those who commute out of Berwick are: Scotland (42%) and Alnwick (18%). Overall, 15% of Berwick-upon-Tweed's out-commuters work within the Tyne & Wear City Region. Of the 1,487 workers who commute into Berwick-upon-Tweed, 61% live within the Tyne & Wear City Region.

Townsend's commentary explains: "Due to its relatively isolated location, Berwick is notable for both a very local pattern of movement within the district, with little use of public transport, the highest regional proportions of residents travelling on foot, and also less than 2 km and high proportions working at home and self-employed. Although there are significant, and increasing, exchanges of workers with Alnwick, the greatest flows lie in and out of Scotland, involving two-thirds of in-commuters and 42 percent of those travelling out".

Alnwick: Some 13,847 residents of Alnwick District are in employment and of these 4,856 (35%) work outside the District. The main destinations of those who commute out of Alnwick are: Castle Morpeth (33%); Newcastle upon Tyne (21%); Wansbeck (10%). Overall, 74% of Alnwick's out-commuters work within the Tyne & Wear City Region. Of the 1,893 workers who commute into Alnwick, 66% live in Scotland and 21% live in Berwick.

Townsend's commentary explains: "Alnwick is notable for both a very local pattern of movement within the district, with the second lowest proportion of in-commuters in the region, and for longer distance outward travel of white collar staff, which has increased to Newcastle upon Tyne from 1991 to 2001. There is little use of public transport, with high proportions walking to work or working at home and a high proportion of self-employed".

Castle Morpeth: Some 21,128 residents of Castle Morpeth District are in employment and of these 11,565 (55%) work outside the District. The main destinations of those who commute out of Castle Morpeth are: Newcastle upon Tyne (38%); Wansbeck (15%) and North Tyneside (10%). Overall, at least 79% of Castle Morpeth's out-commuters work within the Tyne & Wear City Region. Of the 12,575 workers who commute into Castle Morpeth, 76% live within the Tyne & Wear City Region.

Townsend's commentary explains: "The district is one of only eight in the North East which shows a net inflow of commuters for both sexes. The inward flow is closely associated with the presence here of the offices of Northumberland County Council, involving heavy female flows from the former Northumberland Coalfield to associate professional and technical occupations and public administration. Exchanges with Tyne & Wear have increased markedly in the 1990s and are dominated by car movements and professional and managerial staff".

Tynedale: Some 27,583 residents of Tynedale District are in employment and of these 10,004 (36%) work outside the District. The main destinations of those who commute out of Tynedale are: Newcastle upon Tyne (42%) and Gateshead (16%). Overall, at least 64% of Tynedale's out-commuters work within the Tyne & Wear City Region. Of the 4,578 workers who commute into Tynedale, 64% live within the Tyne & Wear City Region.

Townsend's commentary explains: "Tynedale as a whole is similar to Alnwick in its level of self-containment, but has in the 1990s shown a mounting development of commuting to Tyne & Wear, in particular to Newcastle upon Tyne which receives 42 percent of its out commuters. No less than

63 percent of out-commuters (the highest district figure of the region) are in managerial and professional groups, in a range of white-collar industries. There is low use of public transport, with only two percent travelling to work by train on the Tyne Valley services. On the other hand, a fifth or more of those who live and work in the area are self-employed, and a fifth walk to work".

Derwentside: Some 36,009 residents of Derwentside District are in employment and of these 17,200 (48%) work outside the District. The main destinations of those who commute out of Derwentside are: Durham (24%); Gateshead (21%); and Newcastle upon Tyne (19%). Overall, at least 80% of Derwentside's out-commuters work within the Tyne & Wear City Region. Of the 5,784 workers who commute into Derwentside, the vast majority live within the Tyne & Wear City Region.

Townsend's commentary explains: "Following the well-known closure of industry in the last 20 years, Derwentside has lost its previous levels of self-containment, reducing from 60 percent in 1991 to 52 percent in 2001, when it sustained the fifth largest net outflow of any authority area of the region (having a particularly low inflow of females). There is both an element of short distance movement, and a high dependence on driving motor vehicles – a level of 60 percent among all residents being the third highest of the region".

Durham: Some 36,923 residents of Durham City District are in employment and of these 14,050 (38%) work outside the District. The main destinations of those who commute out of Durham are: Sunderland (17%); Sedgefield (13%); and Newcastle upon Tyne (10%). Overall, approximately half of Durham's out-commuters work within the Tyne & Wear City Region. Of the 24,256 workers who commute into Durham, almost half live within the Tyne & Wear City Region (*e.g.* Derwentside 17%; Chester-le-Street 15%; Sunderland 11%).

Townsend's commentary explains: "Durham City's growth of service industries, many in the public sector, is clearly responsible for its emergence as the second most important area for in commuting after Newcastle upon Tyne, with a net inflow increasing from 7,100 to 10,200 from 1991 to 2001, or 51 percent of the workforce. At the same time, it has increased outflows of its own residents to other areas, so that it suffered the greatest loss of self-containment from 1991 to 2001, from 75 percent living and working in the area to 62 percent, with increased flows to Sunderland and Derwentside. Due to the nature of the place, both in and out commuting are focussed on professional work, with the highest specialisation in the region on education and a strong position in health".

Easington: Some 33,432 residents of Easington District are in employment and of these 14,489 (43%) work outside the District. The main destinations of those who commute out of Easington are: Sunderland (37%); Durham (16%); and Hartlepool (11%). Overall, at least a half of Easington's out-commuters work within the Tyne & Wear City Region, but a significant proportion (more than 20%) work in the Tees Valley City Region. Of the 8,463 workers who commute into Easington, more than 40% live within the Tyne & Wear City Region and more than 25% live in the Tees Valley City Region.

Townsend's commentary explains: "The closure of mining work in Easington over the period 1991-2001 was marked by increased outflows to Sunderland. However, replacement industries have kept a level of self-containment of 57 percent of residents working in the area, with an inflow of 31 percent of the workforce population. No less than 30 percent of that population work in industry, the second highest of any local authority area of the region. Employment is still biased towards routine and semi-routine tasks. One unusual feature of both inward and outward flows is the use of car sharing which is the highest of any district in the region".

Sedgefield: Some 36,620 residents of Sedgefield District are in employment and of these 16,767 (46%) work outside the District. The main destinations of those who commute out of Sedgefield are: Darlington (23%); Durham (20%); and Wear Valley (15%). Overall, at least a third of Sedgefield's out-commuters work within the Tees Valley City Region, and at least 20% work in the Tyne & Wear City Region. Of the 11,810 workers who commute into Sedgefield, more than a quarter live in Wear Valley and more than a quarter live in the Tees Valley City Region.

Townsend's commentary explains: "Sedgefield lacks major service centres but retains large sections of post-war manufacturing industry. Thus, while sustaining a significant outward flow of workers, mainly of females, it attracts heavy flows particularly of male factory workers from adjoining districts, notably Wear Valley (26% of in commuters). It has the highest proportion of industrial jobs (41%) in the region, and 46 percent of inward commuters are to these posts, with the biggest proportions of semi-routine and routine jobs in the region. Growth of outward commuting has been to Durham City and Tyne & Wear, with high proportions of car drivers".

Teesdale: Some 11,063 residents of Teesdale District are in employment and of these 4,317 (39%) work outside the District. The main destinations of those who commute out of Teesdale are: Wear Valley (27%); Darlington (25%); and Sedgefield (12%). Overall, more than a third of Teesdale's out-commuters work within the Tees Valley City Region. Of the 2,522 workers who commute into Teesdale, more than a third live in Wear Valley and around two-fifths live in the Tees Valley City Region".

Townsend's commentary explains: "For the most part, Teesdale stands out for a local pattern of movement, with the lowest regional usage of buses, 22 percent of residents travelling under 2 km and 17 percent working mainly at home, along with the highest proportion of small enterprise and own account workers. However, its exchanges with neighbouring Wear Valley and Darlington are marked by an outflow of females (involving a higher proportion of female resident workers than males), and a greater proportionate inflow to industrial jobs than any other local authority of the region (due to a particular factory)".

Wear Valley: Some 24,844 residents of Wear Valley District are in employment and of these 10,821 (44%) work outside the District. The main destinations of those who commute out of Wear Valley are: Sedgefield (29%); Durham (22%) and Darlington (13%). Overall, more than 40% of Wear Valley's out-commuters work within the Tees Valley City Region. Of the 6,282 workers who commute into Wear Valley, around a half live in the Tees Valley City Region.

Townsend's commentary explains: "The position of Wear Valley is complementary to its neighbours. It has a strong outward flow of 50 percent of its male workers to adjoining districts, principally to machine-working and other manual jobs in the factories of Sedgefield. Of its out-commuters, 31 percent are to industrial jobs, the highest proportion in the region. Net outward flows of females are smaller due to modestly increasing volumes of workers into the area, in health and education, and in routine occupations. From 1991 to 2001, there were increases in outward flows led by Durham City, followed by equal sized increases to Sedgefield, Darlington and Sunderland".

Changing commuting patterns and urban-rural links 1991-2001

The availability of the Special Workplace Statistics for the 2001 Census allows the analysis of how changing commuting patterns affect rural-urban relationships in the North East over the period 1991 to 2001. Here we can update analysis carried out by Mike Coombes and colleagues on 1991 Census data as part of a larger study of the rural economy of the North East.[29] This analysis was carried out using ward–level data and therefore enables a more fine-grained definition of rural and urban areas than is possible through the use of district level data.

To shed light on the variety of rural-urban relationships, both rural and urban areas are grouped to emphasise some key contrasts within the region:

- the rural areas have been sub-divided so as to distinguish between the more remote areas and those which are more accessible to urban areas;
- the remote and accessible sets of rural areas have each been further broken down into three groups covering the north, the middle and the south of the region; and
- four groups of urban areas have been distinguished so that, for example, flows to Tyneside or Teesside can be measured separately.
- Appendix II gives the precise definitions of the zones that make up these area groupings[30].

Table 2.2.4 sets out the findings of the analysis of 1991 data on where people work. This includes whether they work in the zone where they live, and whether the zone is urban or rural. The first data column shows the expected contrast between the three remote rural zones and those rural zones that are located near to urban areas — people who live in remote rural areas are much more likely to work there, compared to their accessible rural counterparts. In 1991, over 70% of the workers living in each of the remote rural zones worked in the same zone, whereas in the more accessible areas less than half the residents work locally.

The third column shows a strong flow of commuters to urban areas from the accessible rural areas. Even so, in 1991 the residents of these zones still found 40-60% of their jobs in rural areas, and almost always in the zone where they lived. By comparison 80-90% of remote rural zone residents also worked in a rural area, but with rather more of them commuting to another rural zone (NB. the large flow out of Upper Tynedale was predominantly to Lower Tynedale).

Table 2.2.4 also shows the extent to which the residents of urban areas were dependent on jobs in rural areas. The second column indicates that relatively few urban residents commuted to work in rural areas. The main exception was Urban Northumberland's substantial flow to Lower Tynedale and Morpeth. More clear-cut cases of urban out-commuting were from the 'Urban Durham, etc.' zone which includes Sunderland and Hartlepool as well as Darlington and the medium-sized County Durham towns. This zone relied on rural areas for 6.4% of its residents' jobs.

Table 2.2.5 reverses the analysis by expressing the flows as proportions of all those who worked in each zone's workplaces. For all the rural zones, except for Upper Tees and Wear Dales, the proportion of jobs that were held by locals was higher than the proportion of working residents that worked locally. This reflected the fact that for these rural zones the resident workforce exceeded the number of local jobs (compare the final columns of Tables 2.2.4 and 2.2.5).

[29] Whitby M *et al.,* (1999).

[30] The 'North Northumberland' and 'Upper Tees and Wear Dales' zones roughly approximate to those areas outside the North East city regions, as some wards in Teesdale and Wear Valley are included within 'Rural Durham etc' and 'Urban Durham etc' (see Appendix II). NERIP plan to publish an extension of their earlier commuting analysis exploring commuting into and out of the Northern Way city regions soon.

Table 2.2.4 - Destinations of Commuters 1991

Destinations of workers living in:		Per cent who work in:				Total* resident workforce
		the same Zone	(other) rural Zones	(other) urban Zones	outside North East	
remote rural areas	North Northumberland	**80.3**	**6.9**	8.0	4.8	21,800
	Upper Tynedale	**71.2**	**17.6**	5.9	5.3	5,630
	Upper Tees & Wear Dales	**74.0**	**6.0**	17.4	2.6	9,860
accessible rural areas	Lower Tynedale & Morpeth	**57.0**	**4.3**	36.4	2.2	37,680
	Rural Durham etc	**39.2**	**2.0**	56.5	2.2	87,670
	Rural East Cleveland	**46.3**	**0.1**	47.1	6.4	17,370
urban areas	Urban Northumberland	55.4	**11.2**	31.8	1.5	55,220
	Tyneside	88.7	**2.1**	7.4	1.9	290,020
	Urban Durham etc	76.0	**6.4**	15.1	2.6	262,310
	Teesside	89.3	**2.7**	4.6	3.3	142,670

[BOLD: flows to rural Zones] * after grossing-up the 10 per cent sample

Table 2.2.5 also shows that rural residents made up a proportion of the workforce at urban workplaces which rose from the 5% across the Tyneside conurbation to over 15% in Durham's urban areas. The third column shows that around a third of all the people working in the accessible rural areas of Northumberland and Durham in fact lived in urban areas in 1991.

Table 2.2.6 considers the ward level locations of employed residents' origins (where they lived) and destinations (where they worked) in 2001:

- Residents in employment who live in a rural ward are most likely to work in a rural area, especially those in remote rural zones, with approximately four-fifths of employed residents working in a rural area. This replicates the pattern observed in 1991 (Table 2.2.4). Only a small proportion (roughly 10%) of residents in remote rural zones in Northumberland worked in an urban area, while the figure for residents in remote rural zones in Durham was 28%.

- In accessible rural areas, between one-third and one-half of the population lived and worked in a rural zone. Strong employment connections are again represented by the high proportions of residents working in urban areas in the region. This again replicates the pattern observed in 1991 (Table 2.2.4).

- In urban zones a high proportion, again roughly four-fifths of residents in employment, live and work within an urban area. Very small proportions work in the rural North East, for example 2.67% of Tyneside residents work in a rural ward. Again this reproduces the commuting pattern observed in 1991 (Table 2.2.4).

- Table 2.2.6 suggests that the remote rural and urban areas of the region are more self-contained in that residents are much more likely to work within their area. Accessible rural areas in the region and Urban Northumberland display a greater level of connectivity, represented by residence and employment than other zones.

Table 2.2.5 - Origins of Commuters 1991

Workers working in:		Per cent who live in the same Zone	Per cent who live in (other) rural Zones	Per cent who live in (other) urban Zones	Per cent who live in outside North East	Total* jobs at work places
remote rural areas	North Northumberland	**88.3**	**5.1**	2.6	4.0	19,820
	Upper Tynedale	**83.0**	**12.2**	2.3	2.5	4,830
	Upper Tees & Wear Dales	**73.2**	**15.2**	10.1	1.4	9,970
accessible rural areas	Lower Tynedale & Morpeth	**59.8**	**7.7**	32.1	0.4	35,900
	Rural Durham etc	**63.9**	**1.2**	33.7	1.2	53,870
	Rural East Cleveland	**75.4**	**0.4**	19.2	5.1	10,660
urban areas	Urban Northumberland	80.2	**8.1**	11.3	0.5	38,130
	Tyneside	79.2	**5.2**	14.7	0.8	324,490
	Urban Durham etc	74.3	**15.8**	8.4	1.5	268,190
	Teesside	81.2	**8.1**	6.5	4.2	156,960

[BOLD: flows from rural Zones)
* after grossing-up the 10 per cent sample Occupation groupings

- In comparison to 1991 (Table 2.2.4), the figures show that for all rural areas there has been a movement towards more residents working in urban areas of the region. For example, in 1991 5.9% of Upper Tynedale residents worked in urban zones, by 2001 the proportion had almost doubled to 10.69%. Some of this may be accounted for by the 2001 data being a complete survey of the population rather than a 10% sample as in 1991, but a doubling still suggests a marked underlying trend for increased commuting from rural wards (whether accessible or remote) to locations of urban employment.

- In comparison to 1991, in 2001 there was a movement towards more residents commuting out of the region to work. This trend is evident across all rural and urban categories.

Table 2.2.7 considers the ward level locations of employee locations (where they worked) and their origins (where they lived) in 2001:

- For all remote rural areas the proportion of jobs taken locally is higher than the proportion of employed residents who work locally (Table 2.2.6). For example, in North Northumberland 92.35% of jobs are taken by people living in the zone, while only 74.7% of residents work in the same zone.

- Some disparity occurs within accessible rural areas. Castle Morpeth and Lower Tynedale appear to have a more open labour market and strong rural/urban linkages suggested by the figures. Whereas in Rural East Cleveland the proportion of jobs taken locally is substantially higher than the proportion of residents who work locally.

- In urban areas more jobs are taken locally than the proportion of residents who work locally. This reflects the deindustrialisation of these districts and the increased distance and connection to other urban areas in the region.

Table 2.2.6 - Destinations of Commuters – 2001

Destinations of workers living in:		Per cent who work in:				Total resident workforce
		the same Zone	(other) rural Zones	(other) urban Zones	outside North East	
remote rural areas	North Northumberland	**74.65**	**6.97**	11.62	6.76	25,471
	Upper Tynedale	**52.42**	**29.30**	10.69	7.60	5,250
	Upper Tees & Wear Dales	**56.06**	**13.74**	27.96	5.10	11,639
accessible rural areas	Lower Tynedale & Morpeth	**52.15**	**3.12**	40.05	4.67	45,243
	Rural Durham etc	**33.95**	**2.04**	60.46	3.56	96,889
	Rural East Cleveland	**44.29**	**1,02**	45.29	9.41	17,915
urban areas	Urban Northumberland	51.53	**9.65**	35.72	3.10	62,442
	Tyneside	84.48	**2.67**	9.38	3.48	326,246
	Urban Durham etc	71.89	**8.02**	15.31	4.77	295,840
	Teesside	80.90	**4.37**	7.75	6.99	161,562

Source: Origin-Destination Statistics-Wards, Table 6, Census 2001, data supplied by Office of National Statistics
Table includes all individuals in employment (full or part-time) within economically active (16-74 years) age group.

Table 2.2.7 - Origins of Commuters – 2001

Workers working in:		Per cent who live in				Total jobs at work places
		the same Zone	(other) rural Zones	(other) urban Zones	outside North East*	
remote rural areas	North Northumberland	**92.35**	**3.68**	0.04	-	20,587
	Upper Tynedale	**80.40**	**15.31**	4.29	-	3,423
	Upper Tees & Wear Dales	**68.08**	**15.83**	16.09	-	9,584
accessible rural areas	Lower Tynedale & Morpeth	**58.33**	**9.25**	32.42	-	40,455
	Rural Durham etc	**53.21**	**3.10**	43.68	-	61,814
	Rural East Cleveland	**73.00**	**0.17**	26.82	-	10,868
urban areas	Urban Northumberland	74.88	**10.00**	15.12	-	42,970
	Tyneside	77.45	**6.76**	15.80	-	355,852
	Urban Durham etc	71.45	**16.53**	12.02	-	297,669
	Teesside	83.45	**8.75**	7.80	-	156,624

Source: Origin-Destination Statistics-Wards, Table 6, Census 2001, data supplied by Office of National Statistics
Table includes all individuals in employment (full or part time) within economically active (16-74 years) age group.
*Individuals who lived outside the North East but worked within the region were not included in this analysis.

The analysis in this section shows how commuting by residents of remote and accessible rural areas to the region's urban areas increased quite markedly over the ten year period. Townsend's research found a 21% increase in commuter movements *between districts* during 1991-2001 which gives one general measure of increased commuting in the region. In comparison, our analysis of ward-level data found that increases in commuting from the region's remote rural areas to the urban areas were higher. In North Northumberland such commuting grew by 45%, while the increase was 61% from Upper Tees and Wear Dales and 82% from Upper Tynedale. At the same time, Tyneside, Urban Durham and Teesside all experienced a growth in the proportions of residents commuting to rural areas (27%, 25% and 62% respectively).

Commuting, Housing Aspirations and the New Economy in the North East

An important underlying theme in Alan Townsend's analysis of changing commuter patterns in the North East is that increased mobility, in terms of travel-to-work patterns, is associated with the changing economic structure of the region, and particularly the shift from traditional heavy industries to 'new' types of businesses. Our development of Townsend's analysis, using ward-level data for the 2001 Census to assess changing rural-urban commuting patterns over time, suggest that commuting from rural to urban areas has become an increasing feature of the world of work in the North East over the past decade. What are the implications of this trend for housing, transport and spatial planning?

A Regional Housing Aspirations study was prepared by Nathaniel Lichfield and Partners (NLP) for ONE North East and the North East Regional Assembly in late 2004. The aim of the study was to better understand housing aspirations in the North East and how these relate to the current housing stock in order to inform the approach to be taken in relation to future housing provision. The study provides evidence to inform policy currently being developed within the Regional Spatial Strategy (RSS). It will support work to ensure that planning policies do not act as a constraint on the Region's economic growth.

The study presented data on migration trends within the region based on patient registration and de-registration data from the National Health Service. Figure 2.2.1 illustrates all flows of population over 100 people in the period 2003-04 from towns and cities within the region. The net population loss/gain is represented by the size of the circle for each location. The study underlines how the counterurbanisation process in the North East is now well-established. Dominant flows from Newcastle are north and west into Northumberland.

The study also identified patterns among new in-migrants to the region. Proportionately more of the economically-active in-migrants are moving to Northumberland and County Durham than to other parts of the region (p.28). There is also a trend towards the retired moving to these counties.

The analysis of the regions current housing aspirations is based on the findings of the housing aspirations survey conducted by on behalf of NLP.[31] Overall the survey revealed a strong demand for houses as the region's preferred dwelling type and far less demand for flatted developments than expected. This has implications for many urban areas, particularly Tyneside that has experienced a major expansion of flatted accommodation over the last few years.

Respondents were classified according to the ACORN classification system to differentiate between the socio-economic groups. The highest socio-economic group are the Wealthy Achievers, followed by the Urban Prosperity, Comfortably Off, Moderate Means and finally the Hard-pressed. The proportions of these groups in the region is set out in Table 2.2.8 below:

[31] The telephone survey was based on 3000 households within the region. The numbers of households questioned were distributed evenly throughout the sub-regions and by socio-economic status. There were additionally two 'booster' samples, both of 300 households, to obtain specific information relating to the Newcastle / Gateshead pathfinder area and a known travel to work area of the Tees Valley, North Yorkshire.

Table 2.2.8 – ACORN socio-economic classification of respondents within the region

Sub-area	Acorn Category					
	All	Wealthy Achievers	Urban Prosperity	Comfortably Off	Moderate Means	Hard-Pressed
Durham	484524	15.4	1.5	21.3	27.3	34.5
Northumberland	308744	30.8	1.6	24.8	16.3	26.6
Tees Valley	636397	18.1	1.4	30.9	17.1	32.5
Tyne & Wear	1063809	9.3	8.3	23.9	14.7	43.8
NE	**2493474**	15.4	4.4	25.3	18.0	36.9

Households were asked to consider the types of developments they would prefer to move into and were given a number of options from which to choose from. The results are shown in the Table below.

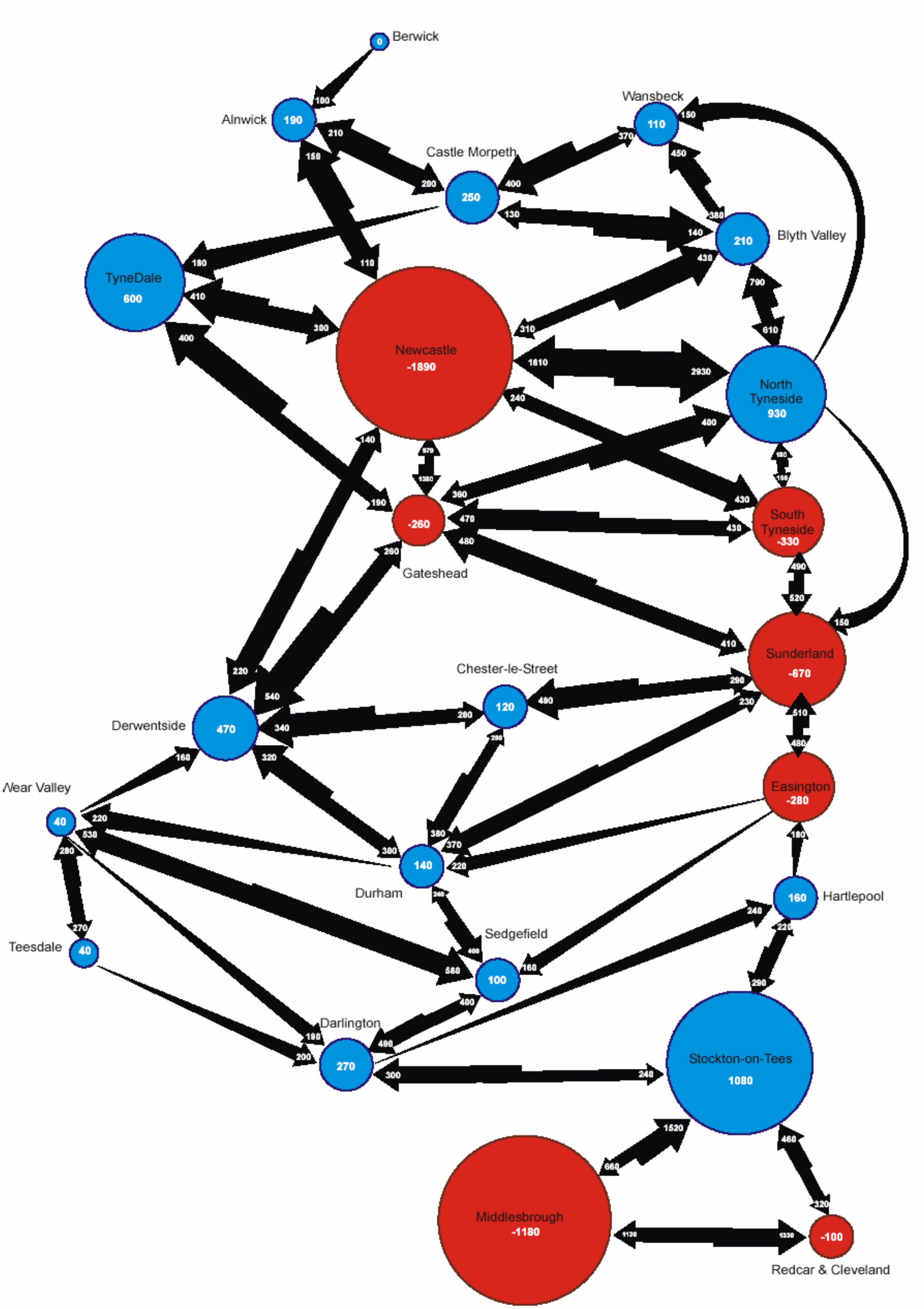
Table 2.2.9 - Types of development people would consider

Development type	% Would consider by ACORN Group					
	Wealthy Achievers	Urban Prosperity	Comfortably Off	Moderate Means	Hard-Pressed	All
Waterfront apartments e.g. Hartlepool Marina	*6.7*	27.4	26.2	*7.1*	35.3	*21.6*
New developments in town centres	18.2	*16.7*	16.6	29.6	33.0	23.9
New developments within areas of older terraced housing	15.6	51.9	28.5	50.4	42.4	34.8
New developments within existing suburbs of predominantly Council/rented housing	9.5	34.6	*7.7*	55.1	48.1	29.8
New developments within existing suburbs of predominantly private housing	42.7	**58.5**	**50.9**	**79.5**	56.6	**55.1**
New houses or flats in new estates on the edge of existing towns	12.7	38.7	20.8	32.6	*24.0*	23.3
New urban developments near to open space/parkland/woodland	33.9	56.0	47.1	61.1	**61.1**	50.9
Rural market towns e.g. Barnard Castle, Great Ayton	52.7	31.6	17.7	29.1	41.2	38.2
Rural village	**56.3**	41.7	30.1	36.3	46.1	44.9

NB: least favourite option for each ACORN group highlighted in italics, favourite in bold

The survey results underline the strength of the aspiration for living in rural areas, or areas close to park and woodland. The most popular type of development across all the ACORN groupings was new developments within existing suburbs of predominantly private housing. This was most strongly preferred by the intermediate socio-economic groups (urban prosperity, comfortably off, moderate means). The next most popular preference for all groups was new urban developments near to open space/ parkland / woodland. This was the favourite option of the Hard Pressed. The third most popular development type amongst all groups was the Rural Village. This was the option most favoured by Wealthy Achievers. Rural market towns were also favoured strongly by Wealthy Achievers but were also popular across all the ACORN classifications.

Figure 2.2.1 – Migration Flows within the North East (from Nathaniel Lichfield and Partners)



The 'Self-Containment' of Rural and Urban Employment at the Ward Level

Census data enables analysis of the workplace location of the employed residents of wards (i.e. whether they lived and worked within the same ward, lived in a ward area and worked elsewhere (out-commuter), or worked in the ward area but lived elsewhere (in-commuting). This data provides an indication of employment composition within each area type and the self-containment of employment. In interpreting the following statistics, the location and consequent category type of residence or workplace location will not be known for in or out commuters. In other words, 48,996 residents of rural wards in the North East live and work in the same ward. We do not know, however, how many of the 133,760 residents of rural wards who commute out of their ward of residence work within another <u>rural</u> ward in the region or elsewhere. This can only be considered through more extensive investigation of commuter flows through Census 2001 origin and destination matrices.

- Over one-half of employed residents from areas outside the city regions (in the North East and neighbouring North Yorkshire districts) live and work within the same local area (*i.e.* the same ward). This suggests a very strong degree of employment self-containment.

- This contrasts markedly with the approximate one-quarter of rural residents in the North East who lived and worked in the same area, and just under one-fifth of city region residents (and the North East on average) who lived and worked in the same area. This may reflect the higher rates of self-employment noted outside the city regions and in rural areas and also a potential distance from employment opportunities, which could explain why two-fifths of all residents employed in rural wards of North Yorkshire lived and worked in the same area.

- Approximately four-fifths of the North East's total workplace population was accounted for by in-commuters (at ward level). This rate was replicated in the city regions. For all areas outside the city region and all rural areas this proportion was much lower — around two-thirds for the Rural North East, Rural North East inside city regions and North Yorkshire neighbouring districts, falling to approximately one-half for rural areas outside the city regions in the North East and North Yorkshire.

- Approximately four-fifths of the North East's residents in employment were out-commuters. This level was replicated in the city regions. The proportion within the Rural North East and the Rural North East inside the city regions was only marginally lower, approximately three-quarters. However, in all North East and North Yorkshire areas outside the city region, somewhere around two-thirds of all residents in employment were out-commuters.

Table 2.2.10 - Workers, residents and commuters (2001)

	North East	Rural North East	Rural North East inside city regions	Rural North East outside city regions	North East inside city regions	Tees Valley city region	Tyne & Wear city region	North East outside city regions	North Yorkshire (part)	Rural North Yorkshire (part)
Residents in employment	1,032,968	182,756	138,730	44,026	971,754	292,891	678,863	61,214	110,990	73,033
Lives and works in same ward area	202,005	48,996	33,279	15,717	181,805	53,924	127,881	20,200	39,885	29,771
Lives and works in same ward area as proportion of residents in employment	19.56%	26.81%	23.99%	35.70%	18.71%	18.41%	18.84%	33.00%	35.94%	40.76%
Out commuters (lives in ward area works elsewhere)	830,963	133,760	105,451	28,309	789,949	238,967	550,982	41,014	71,105	43,262
In commuters (lives outside ward but works inside area)	808,677	79,390	62,669	16,721	778,593	234,745	543,848	30,084	64,142	32,288
Workplace population	1,010,682	128,386	95,948	32,438	960,398	288,669	671,729	50,284	104,027	62,059
Net commuters (out commuters less in commuters)	-22,286	-54,370	-42,782	-11,588	-11,356	-4,222	-7,134	-10,930	-6,963	-10,974
In commuters as proportion of total workplace population	80.01%	61.84%	65.32%	51.55%	81.07%	81.32%	80.96%	59.83%	61.66%	52.03%
Out commuters as proportion of residents in employment	80.44%	73.19%	76.01%	64.30%	81.29%	81.59%	81.16%	67.00%	64.06%	59.24%

Source: 2001 Census (Standard Table Theme Table 10) Crown Copyright.

What types of workers are more likely to be commuting?

The distribution of employment by standard occupational class (SOC) categories was then investigated for workplace population, in-commuter and out-commuters (Tables 2.2.11-13).

- In a number of occupational classes there was little difference between the workplace populations by the various area groupings – for example, 'professional occupations', 'personal services', 'elementary occupations' – as was the case for residents in employment.

- In contrast to Table 2.1.8 which suggested that a higher proportion of residents in employment from rural areas and areas outside the city region were employed in the highest occupation class, the disparity is far less marked when workplace populations are considered, although notably rural wards outside the city regions (both within the North East and North Yorkshire) had greater proportions of their workplace population within this classification. This suggests that within rural areas outside the city regions many of those residents employed in higher occupational classes are perhaps self-employed.

- A higher proportion of workplace population in 'skilled trades' was found in all rural areas and all areas outside the city regions (reflecting a pattern observed for residents in employment). In all other occupational classes the proportions of workplace populations were higher in the city regions.

- Notably, levels of in-commuting to, and out-commuting from, wards did not vary to any large extent between different types of area. The only notable exceptions were the lower proportions of workplace populations in rural areas of the North East and North Yorkshire by in-commuting from 'administrative & secretarial occupations' and conversely the higher rates of in-commuting for 'process plant & machine operations' that were seen in all rural areas of the North East. For out-commuters, the exceptions to the North East average were the slightly higher rates of out-commuting in 'associated professional & technical occupations' that lived within the 'Rural North East' and the 'Rural North East' within city regions, and also the higher rate of out-commuting for 'process plant and machine operations' observed in areas of the North East outside city regions.

Table 2.2.11 - Occupation workplace population (lives and works in area plus in-commuters) (SOC 2000)

	North East	Rural North East	Rural North East inside city regions	Rural North East outside city regions	North East inside city regions	Tees Valley city region	Tyne & Wear city region	North East outside city regions	North Yorkshire (part)	Rural North Yorkshire (part)
managers & senior officials	117,024 (11.58%)	15,786 (12.30%)	11,429 (11.91%)	4,357 (13.44%)	110,624 (11.52%)	33,466 (11.59%)	77,158 (11.49%)	6,400 (12.73%)	14,868 (14.29%)	9,066 (14.60%)
professional occupations	98,914 (9.79%)	10,427 (8.12%)	7,677 (8.00%)	2,750 (8.48%)	94,916 (9.88%)	28,430 (9.85%)	66,486 (9.90%)	3,998 (7.95%)	8,129 (7.81%)	4,354 (7.01%)
associated professional & technical occupations	124,381 (12.31%)	13,843 (10.78%)	10,471 (10.91%)	3,372 (10.40%)	119,039 (12.39%)	34,724 (12.03%)	84,315 (12.55%)	5,342 (10.63%)	15,942 (15.32%)	10,498 (16.91%)
administrative & secretarial	131,034 (12.96%)	11,463 (8.93%)	8,578 (8.94%)	2,885 (8.90%)	126,229 (13.14%)	33,885 (11.74%)	92,344 (13.75%)	4,805 (9.56%)	10,658 (10.24%)	5,251 (8.46%)
skilled trades	121,323 (12.00%)	22,049 (17.18%)	15,920 (16.59%)	6,129 (18.91%)	112,930 (11.76%)	35,936 (12.45%)	76,994 (11.46%)	8,393 (16.70%)	16,762 (16.11%)	11,651 (18.77%)
personal services	77,118 (7.63%)	10,627 (8.28%)	7,793 (8.12%)	2,834 (8.74%)	72,757 (7.58%)	22,199 (7.69%)	50,558 (7.53%)	4,361 (8.68%)	7,876 (7.57%)	4,090 (6.59%)
sales & customer services	97,150 (9.61%)	9,535 (7.43%)	7,669 (7.99%)	1,866 (5.76%)	93,204 (9.70%)	27,090 (9.38%)	66,114 (9.84%)	3,946 (7.85%)	7,217 (6.94%)	3,123 (5.03%)
process plant & machine operations	106,017 (10.49%)	16,061 (12.51%)	12,612 (13.15%)	3,449 (10.64%)	100,444 (10.46%)	32,809 (11.36%)	67,635 (10.07%)	5,573 (11.09%)	8,006 (7.69%)	5,293 (8.53%)
elementary occupations	137,724 (13.63%)	18,568 (14.47%)	13,794 (14.38%)	4,774 (14.73%)	130,280 (13.56%)	40,149 (13.91%)	90,131 (13.42%)	7,444 (14.81%)	14,596 (14.03%)	8,761 (14.11%)
TOTAL	1,010,685	128,359	95,943	32,416	960,423	288,688	671,735	50,262	10,405	62,087

Source: 2001 Census (Standard Table Theme Table 10) Crown Copyright.

All figures in parentheses given as proportion of total population employed in each area grouping.

Table 2.2.12 - Occupations of all in-commuters (lives outside ward but works inside) (SOC 2000)

	North East	Rural North East	Rural North East inside city regions	Rural North East outside city regions	North East inside city regions	Tees Valley city region	Tyne & Wear city region	North East outside city regions	North Yorkshire (part)	Rural North Yorkshire (part)
managers & senior officials	92,432 (11.43%)	8,832 (11.13%)	6,840 (10.92%)	1,992 (11.93%)	88,989 (11.43%)	27,310 (11.63%)	61,679 (11.34%)	3,443 (11.45%)	8,411 (13.11%)	4,427 (13.70%)
professional occupations	84,710 (10.48%)	7,189 (9.06%)	5,438 (8.68%)	1,751 (10.49%)	81,952 (10.53%)	24,791 (10.56%)	57,161 (10.51%)	2,758 (9.17%)	5,574 (8.69%)	2,471 (7.65%)
associated professional & technical occupations	104,685 (12.95%)	9,493 (11.96%)	7,409 (11.82%)	2,084 (12.48%)	101,022 (12.97%)	29,550 (12.59%)	71,472 (13.14%)	3,663 (12.19%)	9,543 (14.87%)	5,087 (15.74%)
administrative & secretarial	113,633 (14.05%)	7,706 (9.71%)	5,938 (9.48%)	1,768 (10.59%)	110,302 (14.17%)	29,512 (12.57%)	80,790 (14.86%)	3,331 (11.08%)	7,722 (12.03%)	3,165 (9.79%)
skilled trades	84,963 (10.51%)	10,823 (13.64%)	8,759 (13.98%)	2,064 (12.36%)	81,559 (10.47%)	26,269 (11.19%)	55,290 (10.17%)	3,404 (11.32%)	7,966 (12.41%)	4,715 (14.59%)
personal services	57,850 (7.15%)	6,266 (7.90%)	4,686 (7.48%)	1,580 (9.46%)	55,131 (7.08%)	16,992 (7.24%)	38,139 (7.01%)	2,719 (9.04%)	5,019 (7.82%)	2,087 (6.46%)
sales & customer services	79,312 (9.81%)	6,330 (7.98%)	5,286 (8.44%)	1,044 (6.25%)	76,557 (9.83%)	22,058 (9.40%)	54,499 (10.02%)	2,755 (9.16%)	4,983 (7.77%)	1,726 (5.34%)
process plant & machine operations	86,953 (10.75%)	11,961 (15.07%)	9,772 (15.59%)	2,189 (13.11%)	83,114 (10.67%)	27,564 (11.74%)	55,550 (10.21%)	3,839 (12.77%)	5,829 (9.08%)	3,759 (11.63%)
elementary occupations	104,139 (12.88%)	10,760 (13.56%)	8,534 (13.62%)	2,226 (13.33%)	99,990 (12.84%)	30,718 (13.08%)	69,272 (12.74%)	4,149 (13.80%)	9,122 (14.22%)	4,879 (15.10%)
TOTAL	808,677	79,360	62,662	16,698	778,616	234,764	543,852	30,061	64,169	32,316

Source: 2001 Census (Standard Table Theme Table 10) Crown Copyright.
All figures in parentheses given as proportion of total population employed in each area grouping.

Table2.2.13 - Occupations of all out-commuters (lives in ward but works elsewhere) (SOC 2000)

	North East	Rural North East	Rural North East inside city regions	Rural North East outside city regions	North East inside city regions	Tees Valley city region	Tyne & Wear city region	North East outside city regions	North Yorkshire (part)	Rural North Yorkshire (part)
managers & senior officials	94,393 (11.36%)	17,246 (12.89%)	13,666 (12.96%)	3,580 (12.65%)	89,467 (11.33%)	27,110 (11.34%)	62,357 (11.32%)	4,926 (12.01%)	10,790 (15.17%)	7,645 (17.60%)
professional occupations	84,837 (10.21%)	15,985 (11.95%)	12,645 (11.99%)	3,340 (11.80%)	80,573 (10.20%)	22,841 (9.56%)	57,732 (10.48%)	4,264 (10.40%)	8,259 (11.61%)	6,035 (13.89%)
associated professional & technical occupations	109600 (13.19%)	18761 (14.03%)	14899 (14.13%)	3862 (13.64%)	104,335 (13.21%)	31,390 (13.14%)	72,945 (13.24%)	5,265 (12.84%)	10,050 (14.13%)	6,708 (15.44%)
administrative & secretarial	114,302 (13.76%)	16,923 (12.65%)	13,637 (12.93%)	3,286 (11.61%)	109,582 (13.87%)	30,053 (12.58%)	79,529 (14.43%)	4,720 (11.51%)	8,656 (12.17%)	5,333 (12.28%)
skilled trades	90,903 (10.94%)	14,048 (10.50%)	10,930 (10.37%)	3,118 (11.02%)	86,199 (10.91%)	27,992 (11.71%)	58,207 (10.56%)	4,704 (11.47%)	7,833 (11.02%)	4,452 (10.25%)
personal services	58,982 (7.10%)	9,882 (7.39%)	7,628 (7.23%)	2,254 (7.96%)	55,799 (7.06%)	17,473 (7.31%)	38,326 (6.96%)	3,183 (7.76%)	5,039 (7.09%)	2,798 (6.44%)
sales & customer services	80,155 (9.65%)	9,999 (7.48%)	8,071 (7.65%)	1,928 (6.81%)	76,954 (9.74%)	22,675 (9.49%)	54,279 (9.85%)	3,201 (7.81%)	5,285 (7.43%)	2,655 (6.11%)
process plant & machine operations	91,220 (10.98%)	15,616 (11.67%)	11,999 (11.38%)	3,617 (12.78%)	85,642 (10.84%)	28,109 (11.76%)	57,533 (10.44%)	5,578 (13.60%)	6,245 (8.78%)	3,265 (7.52%)
elementary occupations	106,565 (12.82%)	15,296 (11.44%)	11,975 (11.36%)	3,321 (11.73%)	101,395 (12.84%)	31,324 (13.11%)	70,071 (12.72%)	5,170 (12.61%)	8,950 (12.59%)	4,553 (10.48%)
TOTAL	830,957	133,756	105,450	28,306	789,946	238,967	550,979	41,011	71,107	43,444

Source: 2001 Census (Standard Table Theme Table 10) Crown Copyright.
All figures in parentheses given as proportion of total population employed in each area grouping.

2.3 Leisure and Retailing

Leisure

Much of the information contained within this section of the report is taken from *"The North East Regional Retail and Leisure Need Assessment"* study undertaken in 2002 by White Young Green Planning Ltd for the Association of North East Councils. The main aim of the study was to assess the need for a new shopping and leisure development in the North East over the period 2002 to 2016, and the report makes recommendations as to where new retail and leisure investment should be directed in order to best meet quantitative or qualitative deficiencies, and to best further the joint objectives of sustainability and urban renaissance.

The report also contains some useful information as to the links from rural to urban areas of the region in terms of accessing leisure facilities. By collecting data on the town centre or leisure park that residents of the North East *most frequently* visit for entertainment, the report highlights the extent to which different areas within the North East are dependent on the city regions. However, the data does not allow an adequate assessment of the extent to which residents of the city regions visit the small towns and rural areas of the region for leisure purposes. Further research would be required to assess the degree to which such patterns are evident in the North East. The following points summarise the main findings of the report which are particularly pertinent to rural-urban links and leisure and entertainment activities.

- Spending on leisure activities in the North East is increasing, particularly in the health and fitness, food and drink and gaming sectors. However, the comparatively small regional population and the dispersed nature of tourism mean that the North East struggles to attract major regional leisure investment, such as ski villages, although health and fitness centres are continuing to seek sites within the region.

- The region's main leisure facilities are located in two sub-regions, Tyne & Wear (including Newcastle, Sunderland, MetroCentre) and the Tees Valley (including Middlesbrough, Darlington, Hartlepool and Stockton-on-Tees). Over 90% of the region's outstanding leisure commitments in 2002 were in these urban areas, suggesting that a more concentrated distribution of facilities will occur over the coming years unless policy seeks to alter this trend. Newcastle has grown considerably in the past five years as a major centre for leisure investment.

- Leisure provision in the **North Northumberland** sub-region caters mainly for tourists and is centred on Alnwick and small coastal resorts such as Seahouses. With the Northumberland National Park and the Northumberland Coast, this sub-region attracts a majority of the Region's long-stay tourist trips (0.9 million tourists accounting for 3.3 million visitor nights and spending of about £100 million annually on all goods). Nevertheless, the three centres of Berwick-upon-Tweed, Alnwick and Morpeth do have limited facilities to meet local needs, including small cinemas and health and fitness or leisure centres.

    - Nearly half of the sub-region's population reported that they do not regularly visit cinemas, theatres or nightclubs (a proportion in line with the Region as a whole). Of those that do, the largest proportion (though only 19%) visit Newcastle, whilst Alnwick and Berwick are used by 6% of residents. The report argues that there is no real prospect of future cinema development in the sub-region.

    - In terms of evening entertainment such as pubs, clubs and restaurants, the majority of respondents visiting such venues used local facilities, with only 12% using facilities outside the sub-region. Morpeth was especially popular, attracting 18% of residents from the sub-region.

  - Over half of North Northumberland's population do not regularly engage in cultural pursuits. The majority of those that do (32%) visit Newcastle for museums or galleries. Within the sub-region, Berwick is regularly visited by 2% of households.

  - Existing provision in the sub-region adequately supports the need of local residents and visitors, although Newcastle does attract some leakage in entertainment spending, as a result of greater choice and better quality accommodation. Some scope for small-scale increases in provision is noted, particularly as leisure activities do tend to be relatively localised. However, no specific demand was recorded at the time of the report from major operators for leisure development in the sub-region as a result of the limited population, the dispersed nature of tourism and poor inter-regional accessibility, making day trips less likely.

- Leisure facilities in the **Rural West** sub-region are mainly provided in Barnard Castle and Hexham. Formal leisure facilities in the sub-region are relatively limited and comprise mainly food and drink uses within these towns, though the Teesdale Leisure Centre on the edge of Barnard Castle is an important facility, and there is a health and fitness club and cinema in Hexham. The sub-region attracts 0.6 million visitors annually (a slightly smaller number than the North Northumberland sub-region), many on day trips or short breaks to the National Park or passing through on the way to the Northumberland Coast or Cumbria.

  - Most of the 44% of the sub-region's residents who regularly go to the cinema, theatre or nightclubs look to Newcastle (14%) for such activities. Darlington attracts 4% of such trips from this sub-region. Hexham is the only venue in the sub-region which registers as attracting visits of this type (12%).

  - Very few trips to galleries or museums are undertaken in the sub-region, with Hexham again being the only town used for such purposes (3%). Many residents go to Newcastle (24%).

  - Hexham is again the most popular destination in the sub-region for dining out and drinking (attracting 18% of households), with Barnard Castle attracting 3%. Some 14% are attracted to Newcastle.

  - Analysis of leisure patterns suggests very limited scope for further development in the commercial leisure sector in this sub-region. As with North Northumberland, no specific demand was registered at the time of the study from commercial leisure developers. The study cites Hexham as being the town with the best potential for future developments, particularly through enhancements to existing leisure facilities, given its strategic location on the regional road network and relatively healthy market demand for its size.

- The report notes that there are important gaps in the available data on leisure development across the region's urban and rural areas, and calls for a co-ordinated and regular appraisal of data on leisure developments on either an annual or biannual basis. It is important that such development is monitored in order to ensure how provision matches the future needs of the region. The report also argues the need for regular, Region-wide surveys (possibly every five years) to supplement the data currently collected at the local authority level. This would lead to a better understanding of the cross-flows of expenditure between sub-regions and the relationships between various classes of centre. Such surveys would clearly allow a better assessment of the number and frequency of visits by urban residents to the region's rural areas and small towns.

Retailing

Again, much of the information contained within this section of the report is taken from *"The North East Regional Retail and Leisure Need Assessment"* study. Whilst the main aim of the study was to assess the need for a new shopping and leisure development in the North East, it does contain some useful information on the links between rural and urban areas in the region specifically in relation to retailing.

The study asked respondents for information on the locations in which they *normally* do their food, non-food and household items shopping or where they made their last purchase in terms of these goods. It therefore highlights the extent to which different areas within the North East are dependent on locations in the city regions, particularly Newcastle, the MetroCentre and Sunderland. Again, however, the approach adopted does not allow for an adequate measurement of the number and frequency of retail trips made from the urban to the rural areas of the region. Again, further research is required to assess the degree to which these patterns are evident in the North East. The following points summarise the main findings of the report with reference to rural-urban links and retailing.

- In 2002, the population of the North East (approximately 2.65 million) was estimated to spend about £4,471 million on non-food goods and £3,568 million on food. By 2016, these figures are projected to increase to £7,125 million and £4,437 million respectively. These projected increases, combined with the expected regional patterns of population decline and ageing, have implications for the level of retail provision and its distribution across the region.

- The region's main retail facilities are located in the urban centres in two sub-regions, Tyne & Wear and South Northumberland (Newcastle, Sunderland and MetroCentre) and the Tees Valley and the North York Moors (Middlesbrough, Darlington, Hartlepool and Stockton-on-Tees). Together these two sub-regions provide about 86% of the entire North East's total non-food retail floor space. Furthermore, more than 90% of the region's outstanding retail commitments in 2002 were focused in the urban areas of Tees Valley and Tyne & Wear, suggesting a more concentrated distribution of facilities at the expense of the region's rural areas, if policy does not seek to alter this trend.

- The region as a whole displays a high level of sustainability in association with shopping trips. Some 97% of the region's non-food retail expenditure is retained within it, and the region also attracts some expenditure from outside the region, including from North Yorkshire and the Scottish Borders. Provision is concentrated in the urban centres where the population is highest and where accessibility by public transport is greatest.

- However, within the North East there are significant cross-flows of spending across the sub-regions. Most households in the region look towards centres in the Tyne & Wear area for their non-food shopping requirements, most particularly Newcastle (28%, that is the city centre attracts about 28% of the North East region's spending on non-food retail goods), the MetroCentre (11%) and Sunderland (8%). The Tyne & Wear and South Northumberland sub-region draws a significant proportion of trade from North Northumberland (60%), the Rural West (51%) and Durham (41%).[32] The Tees Valley is the only sub-region to display any independence from the draw of shopping facilities in Tyneside, retaining 91% of non-food spending generated in the area, and also drawing trade from Durham. As expected, rural areas within the region display the highest leakage rates. As public transport is generally poor, journeys from the region's rural areas to the main shopping centres are characterised by high rates of car dependency.

[32] Recent retail developments in Durham City may reduce the level of leakage from Durham in future.

- The population of **North Northumberland** is served by three main centres, the market towns of Berwick-upon-Tweed (the largest shopping centre accounting for over 13% of trips within the sub-region), Alnwick (6% of trips) and Morpeth (7% of trips). These towns serve extensive (though sparsely populated) rural catchment areas, which themselves are mainly served by convenience and tourist goods and from which accessibility by non-car modes is poor.

    - As a whole, the sub-region experiences 71% non-food retail leakage to Newcastle and the MetroCentre, therefore retaining only about 29% of the spending generated by its residents on non-food goods.

    - The sub-region has a relatively low proportion of national multiple stores compared to other parts of the North East, and most people shop in the sub-region's centres as a result of proximity and convenience rather than the quality of the centre itself.

    - Some 42% of residents of the North Northumberland sub-region travel for over half an hour to access their main shopping centre, with shopping patterns characterised by long car journeys and high car dependency.

    - Berwick-upon-Tweed is the only market town in the sub-region that succeeds in retaining a significant proportion of bulky, non-food goods shopping expenditure. Just over half of Berwick's residents shop for bulky goods in the town with 21% using Newcastle. The town also attracts limited trade from Alnwick, where 50% of residents use Newcastle and only 12% of households use Alnwick itself.

    - Food shopping displays a far more localised, and therefore sustainable, pattern of expenditure with 68% of such shopping retained in the sub-region. The largest proportion of this (24%) is directed to Morpeth. Newcastle attracts 11% of trips, a pattern likely to be associated with working patterns. Food shopping is mainly undertaken in town centre locations and therefore plays a key role in underpinning the vitality of the main town centres.

    - The report argues that there is clear scope to enhance the quality and diversity of the sub-region's three main centres, particularly in terms of non-food retail provision. This would help to increase sustainability and to reduce (though not eliminate) the need for residents to make long journeys to the main centres.

    - Whilst Alnwick is best placed geographically to serve the sub-region, the report identifies Berwick as the town where modest expansion could be focused to enable it to retain a greater proportion of local shopping, and perform a greater sub-regional role, thereby reducing the need for long-distance travel for non-food shopping. Qualitative improvements to retail accommodation are likely to be more important (particularly in attracting national multiples) than expanding floor space.

- In the **Rural West** sub-region, the population is mainly served by the historic market towns of Barnard Castle to the south and Hexham to the north. Bishop Auckland lies on the periphery of the sub-region and influences shopping patterns in Barnard Castle.

    - The Rural West sub-region retains a slightly lower proportion (26%) of its non-food shopping trips than North Northumberland. The sub-region's most popular centre is Hexham (attracting 22% of households), followed by Barnard Castle (attracting a considerably lower proportion of only 2% of households). Most of the retail leakage from the sub-region (74%) is attracted to Newcastle (29%), the MetroCentre (20%), Darlington (9%) and Bishop Auckland (4%). There is some evidence that residents in the south of the sub-region around Barnard Castle do use Newcastle but a large proportion of non-food retail trade is also directed to Darlington.

- Overall, the region retains about 24% of its bulky goods spending with most leakage again directed towards Newcastle, Darlington, the MetroCentre and Bishop Auckland. Hexham is the most popular bulky goods shopping destination within the sub-region.

- The Rural West sub-region retains a lower proportion (49%) of the food expenditure generated within it than the North Northumberland sub-region. The largest proportion of this is directed to Hexham (20%) and of the leaked spending, 20% goes to Newcastle (principally from the Tynedale area).

- As with North Northumberland, the high level of non-food retail leakage from the Rural West sub-region suggests that there is scope for qualitative improvements to local provision. The relative lack of national multiples to cater for anything other than day-to-day non-food shopping encourages long shopping journeys to be taken regularly to Newcastle, the MetroCentre and Darlington. Improvements to the diversity and quality of non-food retail provision could assist in curtailing the regularity with which such journeys need to be undertaken.

- Again the scope for improvements is limited by the commercial demand for further investment in the centres, and by the historic nature of the settlements which restricts site availability. Whilst Barnard Castle may only be able to accommodate modest, incremental growth, Hexham, with its relatively healthy market demand and location in a strategic position on the regional road network, potentially has scope to accommodate increased retail floor space to serve the Tynedale area (although the town's catchment population size is still relatively modest), thereby reducing the journeys made in and from the north of the sub-region, both in terms of length and frequency.

- Further growth of existing centres such as the MetroCentre and Newcastle may affect the role and growth potential of nearby suburban centres and outlying rural centres, such as Blyth, Ashington and Cramlington. The devolution of some development from Newcastle may prove necessary owing to its limited capacity to accommodate substantial large-scale schemes. However, the demand registered for smaller suburban centres and outlying centres, such as Hexham and Berwick, will give some commercial impetus for their growth thereby better serving the every-day needs of their local populations and reducing the frequency of travel required to the region's main urban centres.

- The report's authors again call for a more co-ordinated and regular (annual or biannual) appraisal of retail data in the region to enable better, more consistent assessments of major retail proposals and of the viability and vitality of the region's town centres. Their call for more regional-scale surveys of leisure provision and developments is also echoed in terms of retail services to take account of cross-flows of expenditure between sub-regions and the relationships between different classes of centre. Again, such surveys would allow a far more detailed and accurate assessment of the extent to which urban residents in the region take advantage of retail provision in other parts of the region. A different and more fine-tuned approach than that taken in the White Young Green Planning Ltd. study would be required as questions which ask about 'normal' shopping and leisure patterns or for details of locations where people do their 'main' food shopping, for example, will not capture less frequent visits, including day trips, made by residents of the region's urban areas to small towns and rural areas.

2.4 Tourism

This section explores the role of tourism in rural-urban linkages in the North East and within districts of North Yorkshire neighbouring the Tees Valley City Region. The North East region is marketed to tourists as 'Northumbria', drawing on the ancient historic connections and unity of the region. The North York Moors fall within Yorkshire region's tourism marketing. Because of the way tourism information is collected and released, rural-urban linkages can be difficult to establish. One reason is that tourism spend generated from within the region (essentially day visits), tends to be seen as of less value because of lower average spend than those visitors staying in the area (through accommodation and other spending such as food). However, when day visitor numbers are large this can generate significant income and associated employment.

In 2003, 4.8 million UK residents visited the region spending £825 million. As Table 2.4.1 shows, Tyne & Wear attracted the greatest visitor numbers and largest proportion of spend, followed by Northumberland. In addition, 31 million day trips were made within the region, producing an estimated spend of £800 million (Day Visits Survey 2002/3, One North East Tourism Team, 2005).

Table 2.4.1 - Tourism volume and value to the North East 2003

Tourism destination	UK resident trips (millions)	UK resident spending (£ millions)	Overseas trips (thousands)	Overseas spending (£ millions)
Northumberland	1.1	151	50	11
Durham	0.6	137	70	62
Tyne & Wear	2.2	421	320	122
Tees Valley	0.9	116	70	19
Northumbria	**4.8**	**825**	**510**	**214**
England	121.3	20,278	21,200	10,461

Source: One North East Tourism Team, 2005

Comparing 2003 figures with those for 2002 (Table 2.4.2), the same number of UK residents visited the region as staying visitors (4.8 million), but these generated a larger spend of £868 million in 2002. Between 2002 and 2003 it is estimated that average UK visitor spend to the region fell. Overseas visitors in 2002 accounted for 530,000 trips, spending £169 million. Respective figures for 2003 were 510,000 visitors spending £214million, suggesting significant growth in the overseas visitors' spending in 2003. The number of day visits in 2002 stood at 32.6 million, which was greater than the figure for 2003 (31 million). However, the income generated by day visitor spend increased from £604m in 2002 to £800m in 2003[33].

Table 2.4.2 - Tourism volume and value to the North East 2002

Tourism destination	UK resident trips (millions)	UK resident spending (£ millions)	Overseas trips (thousands)	Overseas spending (£ millions)
Northumberland	1.1	166	60	24
Durham	0.7	83	0	30
Tyne & Wear	2.3	519	350	100
Tees Valley	0.8	100	50	15
Northumbria	**4.8**	**868**	**530**	**169**
England	134.9	20, 788	20,540	10,313

Source: Northumbria Tourist Board, 2002

[33] Note that day visit surveys are completed every 5 years (1998 and 2003). Thus 2002 figures provided by ONE Tourism are based on estimates derived from the 1998 survey, while 2003 figures relate to the 2003 survey.

If the origin of UK tourists to the North East in 2003 is explored, the majority (19%) came from the North East, with the North West and Merseyside accounting for the next highest proportion of visitors (15%). This position had changed from 2002 where the greatest proportion of domestic visitors came from outside the region, 18% from Yorkshire & Humber, followed by 15% from the North East. This suggests a growth in North East tourism from within the region (Source: One North East Tourism Team, 2005; Northumbria Tourist Board, 2002).

The most popular visitor destinations for 2003 (where visitor numbers were recorded) are reported in Table 2.4.3. This highlights that the most popular visitor attractions that charge admission are found equally within the North East city regions (italicised) and outside the city region boundaries, whereas a greater proportion of free visitor attractions are found inside the conurbations.

Table 2.4.3 - Most popular visitor attractions in the North East 2003

Admission charging		**Free admission**	
Attraction name	**Visitor numbers**	**Attraction name**	**Visitor numbers**
New Metroland, Gateshead	*1,200,000**	*Baltic, the Centre for Contemporary Arts, Gateshead*	*714,329*
The Alnwick Garden, Alnwick	*515,613*	*Sunderland Museum and Winter Gardens*	*305,869*
Beamish, The North of England Open Air Museum, County Durham	336,134	St Aidans Winery, Berwick-upon-Tweed	225,000*
Alnwick Castle, Alnwick	272,312	*Castle Eden Walkway Country Park, Stockton-0n-Tees*	*200,000**
Cragside House & Gardens, Rothbury	160,655	Barter Books, Alnwick	200,000*
High Force Waterfall, Teesdale	142,952*	*Discovery Museum, Newcastle*	*199,914*
Bamburgh Castle, Bamburgh	120,030*	*Carlisle Park, Castle Morpeth*	*195,000**
Wallington House & Walled Garden, Cambo	*116,754*	*Bolam Lake, Castle Morpeth*	*175,000**
Housesteads Roman Fort, Hexham	*115,631*	*Dorman Museum, Middlesbrough*	*160,617*
National Glass Centre, Sunderland	*100000**	*Northumbria Craft Centre and Chantry Bagpipe Museum, Morpeth*	*158,250*

Source: One North East Tourism Team, 2005
* estimated figures.

In 2004 the strengths of attracting domestic visitors to holiday within England were 'unspoilt countryside', interesting 'villages and market towns', and 'cities', 'facilities for walking and rambling' and 'history and heritage'. Other important features that were important to visitors but in which England was not seen as excelling were 'beaches and coastline' and the 'opportunity to see wildlife in its natural habitat' (VisitBritain, 2004). This has lead to a 'Sea Britain' campaign in 2005, in which Lindisfarne castle, part of rural Northumberland, forms a prominent visual component of the campaign's advertising. All of the above are potential factors and strengths that could impact on the North East's future tourism growth, in both city regions and their surrounding rural areas.

Day Visitors within the Region 2004

Each year a survey of visitors to a selected number of locations in the region is carried out for national benchmarking, considering visitors within and outside the region and their opinion on the areas they are visiting. Four authorities (out of a possible five) provided their interim figures for inclusion within this report; the locations covered are Barnard Castle, Durham, Newcastle, and Stanhope. Here, the data is being used to illustrate the variety and different tourist experiences of towns and cities in the Tyne & Wear city region (Durham and Newcastle) and those outside the conurbations (Barnard Castle and Stanhope), whereas the original intention of the survey benchmarking exercise would be to compare Durham with other 'historic' locations and Stanhope with other 'market towns' nationally.[34]

Table 2.4.4 shows that Newcastle was the most popular location for staying visitors to be based within the region. More people surveyed in Durham and Stanhope were day visitors. The survey findings suggest that there are differences between tourists, classified by visitor type, visiting locations inside and outside the city regions, in rural and non-rural areas. Importantly, staying visitors may stay in the city region (for example, Newcastle) because of transport connections and accommodation availability and use this as a base from which to visit other locations, rural and non-rural, within the region.

Table 2.4.4 - 2004 Visitor Type by location visited

Location	Staying overnight in survey location	Day visitor (arriving from and returning home that day)	Visitor on day visit (staying elsewhere but on day visit)
Barnard Castle	20%	36%	44%
Durham	18%	61%	21%
Newcastle	30%	38%	32%
Stanhope	15%	57%	28%

Source: courtesy of Teesdale, Durham City, Newcastle, and Wear Valley councils, 2005.

Table 2.4.5 reveals that Barnard Castle and Stanhope, both rural market towns outside the North East conurbations, have a higher proportion of visitors in higher socio-economic class than those locations inside the city region boundaries. This has potential spend implications because of the capacity for higher spend per visit.

Table 2.4.5 - Visitor socio-economic status by location visited

Location	AB	C1	C2	DE
Barnard Castle	33%	26%	27%	14%
Durham	22%	34%	21%	21%
Newcastle	17%	41%	24%	17%
Stanhope	33%	31%	22%	14%

Source: courtesy of Teesdale, Durham City, Newcastle, and Wear Valley councils.

Table 2.4.6 shows that a large proportion of visitors to each location (except Newcastle) were from within the North East. The proportions were just over half in Durham and Barnard Castle and nearly three-quarters in Stanhope. Notably, around one-third of visitors to Newcastle were from within the North East (Northumbria) but a considerable proportion originated from elsewhere in the UK and also overseas (just over one-fifth). Newcastle differs from the visitor origin profile seen in the other locations considered regarding the levels of overseas visitors. The other exception regarding visitor origin profiles is that Stanhope attracts nearly half the amount of UK visitors (once Yorkshire & Humber, and Cumbria have been taken into account) than the other locations. This

[34] The national surveys were used to provide a comparative overview between urban and rural areas within the region. Other local visitor survey data is gradually becoming available for local areas within the region. For example, over the last two years visitor survey fieldwork has been conducted in Northumberland's market towns and in the Northumberland National Park, although not all the data collected has been published.

suggests that for all areas within the North East visits made by people from within the region are an important component of tourism, as indicated by the comparatively similar position of Barnard Castle and Durham, with potentially significant implications for rural areas outside the city regions as implied by the Stanhope findings.

Table 2.4.6 - Region of origin by location visited

Location	Northumbria	Cumbria	Yorkshire	Elsewhere UK	Overseas
Barnard Castle	52%	2%	13%	27%	6%
Durham	56%	0	7%	31%	6%
Newcastle	32%	3%	10%	32%	22%
Stanhope	73%	1%	7%	15%	4%

Source: courtesy of Teesdale, Durham City, Newcastle, and Wear Valley councils, 2005.

Table 2.4.7 considers the origin of day visitors by their county of residence and by 'rurality' of residence. The table reconfirms the reliance of locations within the region local people (as indicated by county of origin) as a source of day visitors and associated spend. It also highlights the reliance of all locations, whether urban or rural, inside or outside the city region, on urban residents' day visits (accounting for approximately four-fifths of day visits). Residents from rural areas of the region were most visible in Durham and Stanhope (just over one-fifth of all day visits).

Table 2.4.7 - 2004 Day visitor area of origin by location visited[35]

Location **- County**	**Barnard Castle (n=90)**	**Durham (n=256)**	**Newcastle (n=139)**	**Stanhope (n=147)**
Durham	25.6%	48.0%	23.7%	50.3%
Northumberland	6.7%	4.7%	18.0%	6.1%
Tyne & Wear	15.6%	22.7%	29.5%	28.6%
Tees Valley	26.7%	5.9%	8.6%	4.8%
Outside North East	25.6%	18.8%	20.1%	10.2%
- Rurality				
Rural North East	16.4%	22.1%	18.0%	21.3%
Non-rural North East	83.6%	77.9%	82.0%	78.7%

Source: courtesy of Teesdale, Durham City, Newcastle, and Wear Valley councils.

The Importance of Protected Landscapes to the Regional Economy

In December 2003 a study was undertaken of the importance of protected landscape areas — Durham Heritage Coast, Northumberland National Park, Northumberland Coast Area of Outstanding Natural Beauty (AONB), North Pennines AONB, and North Yorkshire and Cleveland Heritage Coast — to the North East's economy, which incorporated a survey of 301 businesses located in the study areas.[36] A large proportion of the areas considered are found outside the city region boundaries but some are located within the Tyne & Wear and Tees Valley city regions, highlighting the importance of landscape value to all areas of the region. The study's main findings were that:

[35] This data is collected by town or village of origin, and so has been grouped by county of residence and by rural/non-rural to enable comparison. In addition, the data is provided as a list of names and so some errors may arise due to misspelling and names not able to be located accordingly. Percentages have been rounded to nearest 0.1 so columns may not sum to 100%.

[36] Segal Quince & Wickstead [SQW] (2004) *The Economic Value of Protected Landscapes in the North East of England*, Report to One North East.

- The total turnover generated by businesses located in the regions' protected areas was just over £700 million (including supply-chain purchases and employee spend).

- Businesses directly generated £207 million turnover supporting 4,551 jobs. This included the £22 million and 1,187 full-time equivalent jobs supported by businesses that started/relocated to a protected area because of the areas' landscape and environmental quality.

- Over half of the businesses surveyed had started/relocated to the area in the last 20 years, of which 16% stated that the landscape and environmental quality was critical to their location decision, and an influence on a further 33% of businesses.

- Nearly two-thirds (63%) of businesses believed that landscape and environmental quality impacted positively upon their performance.

- The total value added by businesses located within the protected areas was an estimated £323 million – equivalent to 1% of the North East's gross value added.

- Total employment supported by the protected areas was an estimated 14,000 jobs, including 14% of jobs (indirectly and directly) supported by tourism.

- The regions' protected areas generated an estimated £165million of tourism spending. If direct and indirect effects are taken into account this spending could be £460 million equivalent to 11% of the North East's total tourism income. This directly contributes to 5,163 jobs and 11% of the regions tourism employment.

- In addition, public sector expenditure on administration and management of the protected areas was £3.25 million resulting in a regional income of £5.53 million, and provided at least 57 public and third sector jobs directly related to the protected landscapes designation.

- The business base of each area differed, with the Northumberland National Park and the North Pennines AONB most dependent on tourism and agriculture. In the remaining protected landscape areas the rural economy was found to be diverse (manufacturing, engineering, and retail and services accounting for a large proportion of the local economic base – this is in accordance with the distribution of employment found by the Census analysis across the region and all sub-regional categories).

Northumberland National Park and Hadrian's Wall

Further information regarding the importance of tourism within the North East and the interconnections between the city regions and their surrounding areas can be drawn from studying the Hadrian's Wall Tourism Partnership (running across the Tyne & Wear city region), and the North Yorkshire Moors National Park Authority (part of which lies inside the Tees Valley city region, and the neighbouring districts of North Yorkshire).

The last visitor survey conducted by the Northumberland National Park was in 1994 and so the information provided is somewhat dated and so has not been reported to any great depth. (A more recent survey has been conducted but the results are not yet available). The main 1994 findings in relation to this report are:

Excluding residents of the Northumberland National Park (no figures given) 96% of day visitors came from areas within easy reach of the Park: 44% from Tyne & Wear, 6% from Castle Morpeth district, 4% from Alnwick district, 1% from Berwick district, 10% from Blyth and Wansbeck districts, 7% from the rest of Tynedale district, 9% from County Durham and 1% from Cleveland (as was). This suggests a distance decay pattern between day visitor numbers and distance from the Northumberland National Park.

Most day visitors visited the Hadrian's Wall, followed by the North Tyne Valley (49% and 17% respectively). Many day trip visitors spend time outside the National Park, such as Kielder Water and the Border Forest. Staying visitors tended to visit more areas of the National Park and areas just outside the Northumberland National Park than day visitors.

Hadrian's Wall represents a physical and historic linkage between the rural and urban areas of the region and beyond. Surveys conducted by Hadrian's Wall Tourism Partnership inform this section. However, it should be noted that rural-urban linkages were not an explicit focus of these surveys, even when considering day visits. Consequently, interpretation of the information is constrained.

<u>2000 Visitor Survey</u>: During August-September 2000, 1000 visitors were surveyed at four sites along Hadrian's Wall – Steel Rigg, Housesteads, Chesters and Once Brewed (Hadrian's Wall Tourism Partnership, 2001). The key findings of this research concluded that:

- The majority of visitors were staying visitors (77%) and of these 42% were staying within 10 miles of Hadrian's Wall. The remaining 23% of visitors were day visitors.

- Some 73% of all staying visitors were from the UK: the highest proportion coming from the East of England (16%) followed by Yorkshire (12%), a further 6% of North East residents were holidaying within the region and visiting the Wall (4% of all visitors being from the North East and staying within 10 miles of the Wall and a further 2% staying elsewhere in the region). The remaining 27% of staying visitors were from overseas.

- Staying visitors most commonly stayed within Northumberland (54%), 32% stayed within 10 miles of the Wall and the most popular town being Hexham. The locations of staying visitors accommodation is provided by Table 2.4.8 along with the most popular 14 locations along the Wall corridor in Table 2.4.9. This highlights the importance of the Wall to the region, and particularly to rural areas both within and outside the city region boundaries.

- It was most common for visitors to stay in serviced accommodation (38%) in comparison to the 12% who stayed in self-catering accommodation and a further 11% who stayed with friends and family. Staying visitors spent an average of £64.51 on accommodation during their stay which lasted an average of 5 nights. If this is broken down into sub-groups of accommodation location, those staying within 10 miles of the Wall spent an average of £55.62 on accommodation (£13.24 per night) and their stay lasted an average of 4 nights, for those staying elsewhere within the North East, the average length of stay was just over 9 nights and £95.12 (£10.01 per night) was spent on accommodation. The difference reflects the use of self-catering accommodation. If UK and overseas staying visitors are compared, UK visitors spent an average 6 nights and £67.51 on accommodation, overseas visitors spending just under 3 nights and £52.76 on accommodation, but on a spend per night basis overseas residents spend more (£18.19 compared to £11.06).

- The majority of day visitors came form Tyne & Wear (40%, of which half came from Newcastle). The remaining origins of day visitors saw 28% from Northumberland, 14% from Durham, 3% from Tees Valley, and 9% from areas surrounding the North East. Table 2.4.10 provides the place of residence for domestic day visitors.

Table 2.4.8 - Location of Accommodation by all staying visitors

Area	Count	%
UNKNOWN (NO REPLY)	114	17
NORTHUMBERLAND	351	54
Hexham	69	11
Haltwhistle	33	5
Once Brewed	22	3
Corbridge	21	3
Haydon Bridge	18	3
Alnwick	16	2
Chollerford	15	2
Bardon Mill	13	2
Rothbury	12	2
Bellingham	9	1
Morpeth	9	1
Allendale	7	1
Wark	7	1
Otterburn	6	1
Berwick	6	1
Alnmouth	6	1
Gilsland	5	1
Other	78	13
TYNE & WEAR	41	6
Newcastle	29	4
DURHAM	38	6
Durham City	18	6
TEES VALLEY	5	1
INSIDE REGION total	**435**	**67**
CUMBRIA	45	7
Carlisle	18	3
Brampton	12	2
Penrith	7	1
Alston	6	1
Other	2	*
SCOTLAND	35	5
Edinburgh	15	2
YORKSHIRE	18	3
York	11	3
OTHER	6	1
OUTSIDE REGION total	**104**	**16**

Source: HWTP, 2001

Table 2.4.9 - Top 14 locations of visitors staying within Hadrian's Wall Corridor

Town/City/Village	Count	%
Hexham	69	21
Haltwhistle	33	10
Newcastle	29	9
Once Brewed	22	7
Corbridge	21	7
Haydon Bridge	18	6
Carlisle	18	6
Chollerford	15	5
Bardon Mill	13	4
Brampton	12	4
Bellingham	9	3
Allendale	7	2
Wark	7	2
Gilsland	5	2
Other	46	12
Total	**324**	**100**

Source: HWTP, 2001

Table 2.4.10 - Day visitors from home

COUNTY	COUNT	%
TYNE & WEAR	**93**	**40**
Newcastle	41	18
Whitley Bay	16	7
Sunderland	8	3
Other	28	12
NORTHUMBERLAND	**66**	**28**
Hexham	9	4
Morpeth	8	3
Bedlington	5	2
Corbridge	5	2
Cramlington	5	2
Wall	5	2
Other	29	13
DURHAM	**32**	**14**
Durham City	8	3
Consett	5	2
Other	19	8
TEES VALLEY	**8**	**3**
TOTAL INSIDE REGION	**199**	**90**
Yorkshire North	9	4
Scotland	6	3
Yorkshire West	4	2
Humberside	1	*
Staffordshire	1	*
Warwickshire	1	*
Yorkshire South	1	*
OUTSIDE REGION	**23**	**9**

Source: HWTP, 2001

- Day visitors also made up the greatest proportion of repeat visitors (51%).

- Many visitors had/or would go on to visit Hadrian's Wall site in the same day (20%). Some 22% of visitors would also go on to shop in the Hadrian's Wall corridor; the most popular site being Hexham, with an average expenditure of £10.98 per person.

- 40% of visitors were in social class AB suggesting that affordability of the visit was an important aspect, for example admission charges in addition to transport costs of visiting sites.

A further study focused on **day visitors** only, conducted between November 2001-January 2002, to establish the size of existing and potential day visitors to the Wall (Hadrian' Wall Tourism Partnership, 2002). The study used a mixture of desk based research, telephone interviews with 378 residents and focus groups with residents from Hexham, Newcastle and Carlisle. The main findings of this study were:

- Placing day visits in context, nationally between 1996-98 there had been no growth in day visitor volumes to the countryside, while day visitor volumes to towns and cities had increased by 6%. Average day trip spending was £12. However, spending by day visitors to the countryside was the lowest, indeed half the average at £6.50 (source: Day Visits Survey, 1998). However, an 8% increase in day visitors was forecasted 2000-2004 (Mintel Days Out 2000).

- The affordability of day visits is often noted. This is particularly important as many day visits include children. Indeed, children's interest and associated school interest was one of the main reasons for visiting the Wall in the earlier survey reported above.

- An estimated 1.493 million day visits were made to Hadrian's Wall in 1999, with an estimated day visitor spend of £20 suggesting that the total day visitor value was £29 million.[37]

- A telephone survey highlighted that:

    - Around three-quarters saw the countryside as the most popular day visit destination, closely followed by city centres (73%) and the seaside (71%). Day visits to the countryside were more popular with older residents (55 years plus) than younger residents who preferred visits to city centres.

    - Some 24% of interviewees had visited the Wall during 2001 but 78% had visited Newcastle city centre (although the impact of foot and mouth closing off access to Wall sites will have impacted on this figure as 20% on non-visitors to the Wall said they would have done so had it not been for the epidemic, however this would still make day visits to the Wall roughly half of that to Newcastle).

    - Some 52% of Hexham residents had visited the Wall on a day visit compared to 21% of Newcastle residents surveyed, and Hexham residents were more likely to consider the countryside as a destination for a day visit than other groups surveyed.

    - Reasons for visiting Hadrian's Wall included the wall itself (18%), visiting forts/museums (16%) and the surrounding countryside (15%) – highlighting the inter-linkage between heritage and rural tourism.

[37] Source: Trends analysis for HWTP and Northumbria Tourist Board.

- Over a quarter of the sample thought offers on admission prices would increase the likelihood of visiting the site, with inducements being most popular for Newcastle residents.

- Focus groups with Hexham residents found that day visits were spontaneous and heavily dependent on the weather as visits were often combined with picnics and walks. Barriers to visiting included the cost of a whole day out and the siting of car parks too far from sites, with many residents potentially more likely to visit Wall sites if reduced admission was offered for local residents.

- Focus groups held with Newcastle residents found that they were more likely/welcomed use of public transport (train and bus) to access sites. However, when thinking of places for a day out Hadrian's Wall sites were not mentioned, even though some were familiar with Wall site at Wallsend (Segendunum) the group's preference was for day visits to the Northumberland coast.

- The region is unique in the proximity of the Wall area to the greater proportion of population within one hour's drive time. However, from the focus group evidence this proximity can also be a barrier to visiting so that it is too local to be perceived as a day out and an additional risk that residents did not see themselves as tourists within their own region.

- Hadrian's Wall runs east to west across the region, however its linear nature and lack of a central point mean that people often don't perceive of it's as a single destination. In addition sites on the eastern and western (Cumbrian) extremes of the Wall were often not considered to be part of a Hadrian's Wall destination. Moreover, the surrounding scenery and other activities undertaken while visiting a Wall site (such as walking) were often of more importance than the destination itself.

- The research highlighted the potential linkages across the sites. Recognising the difficulty of linking sites for a single day visit due to its length (i.e. 4% of day visitors in the central area had also been to Segendunum), the potential exists for each site to cross-sell other sites for future days out. This would link the sites within and outside the city regions boundaries.

Essentially this research suggests that despite Hadrian's Wall being a site that connects the region east to west it is essentially the central area (outside Tyne & Wear) that is perceived as the main Wall location, and visits to this are made in association with the surrounding countryside. In addition, there appears to be a form of 'distance decay' as day visits when made are more likely to be made by those living in closer proximity to the Wall, yet the same area's residents may discount the Wall as a site for day visits because of its proximity. However, it is likely that two distinct groups (one of repeat core visitors and one of occasional visitors) are being discussed.

Hadrian's Wall Bus – On-Bus Monitoring Survey 2004

Some 396 people using the Hadrian's Wall Bus Service running the length of the wall were surveyed during summer 2004 (Hadrian's Wall Tourism Partnership, 2004). The most popular section for origin and destination of bus users was the section between Greenhead and Hexham (the central area). However, many users (20.6%) had set out from Tyneside, with 44% from locations not on the Wall such as London and Edinburgh, and 21% of users were from the North East, with 33% of users being from overseas. These findings highlight the importance of public transport access for day visitors both resident within and those day visitors staying inside and outside the region, as only 33% of bus users would have made the trip if the service was not available and 46% had no alternative but to use the service to make the visit, although other reasons for use included convenience (47%) and better for the environment (25%). The interconnection with other transport shows visitor reliance on public transport: 37% would also use a train, 23% another bus service although 32% would also use a car elsewhere. The majority of users would be visiting a site and/or walking the Wall.

North York Moors National Park

Tourism is the North York Moors National Park (NYM) largest industry, employing almost 4,815 people (full-time equivalent jobs) which average at 3,945 direct jobs.[38] Tourism earned the local economy £191 million in 2003. Tourism growth is reflected in the equivalent figures for 2002 being 4,424 jobs and £165 million. However, reliance on tourism employment and its continued growth has hidden economic dangers as recognised by the Park Authority. Wages associated with tourism are on average 70% of the national average and economic growth based on tourism could distort the local economy if the industry becomes too dominant.

Most visits occur during the summer months, but visitors have been encouraged during the 'shoulder' months of spring and autumn, to sustain tourism-related employment and improve the environment by reducing overcrowding. The latter is important as visitors are attracted to the NYM by its landscape quality and peace and tranquillity.

The 2003 breakdown of visitor spend is provided in Table 2.4.11. This highlights the importance of food and drink purchases but more importantly the 'indirect spending' that arises. An example of this is where local plumbers are used by bed and breakfast accommodation in the NYM, so income associated with tourism does not leak out of the area.

Table 2.4.11 - Visitor spend 2003

Sector where spending occurs	Amount (£ millions)
Accommodation	25.15
Food and drink	40.46
Recreation	13.22
Shopping	25.93
Transport	16.78
Indirect spending	48.07
Value added tax	21.27
Total	190.89

Source: North York Moors National Park Authority 2003

The visitor spend breakdown by visitor type in 2003 is illustrated in Table 2.4.12. A further difference between those staying the area is that those staying in non-serviced accommodation are more likely to stay for longer periods than those staying in serviced accommodation.

Day visitors spend less per person than other visitors (£12.95 compared to £70.17 for those staying in serviced accommodation in 2003). However, because visits from day visitors account for the greatest proportion of visitor numbers to the NYM (6.2million) this means that they make the greatest contribution to the local economy. This is also a reflection of the greater mobility of population, recreation choices, increased incomes and broader social change reflected in that most visitors come from areas within easy reach of the NYM (excluding park residents) approximately one-third come from the Tees Valley area, with a further third from North Yorkshire.

Table 2.4.12 - Visitor type spending 2003

[38] Unless otherwise stated, all figures cited relate to 2003 and are provided by the North York Moors National Park Authority.

Sector where spending occurs	Amount (£ millions)
Serviced accommodation	34.94
Non-serviced accommodation (holiday cottages, caravan and camping)	72.37
Staying with friends and relatives	2.83
Day visitors	80.74
Total	190.89

Source: North York Moors National Park Authority 2003

Of holiday (staying) visitors in 2003 the greatest proportion, nearly one-quarter, came from Yorkshire and Humberside, 18% from London and the South East and a further 14% from the East Midlands, a further 6% of holiday visitors came from overseas. This contrasts to the staying visitor volume in the NYM originating from the Tees Valley having fallen from 13% in 1965, 10% in 1979, 3% in 1986 to 1% in 1994, a rate which has continued since.

Data for 2002-2004 revealed that 22% of all staying and day visitors came from the North East – 18% of visitors possessed a Teesside postcode, 2% Newcastle, 1% Darlington postcodes – a further 45% were from Yorkshire. This highlights the further important contribution to tourism and the regional economy made by local residents.

The physical proximity and historic linkages between the NYM and Tees Valley city region area formed the basis of two projects based on the cross-regional rural-urban linkages. The first stage was undertaken (originally as a pilot project) during 2001-2004 known as the '*Reaching Out Project'* (North York Moors National Park Authority 2004; undated). The Reaching Out Project was supported by the Heritage Lottery Fund with the aim of reconnecting communities in urban areas with the heritage of the NYM. In doing so a community network was built, facilitated by a link officer, to raise awareness and encourage new audience groups to participate in the NYM. The groups and communities targeted were those that were consistently underrepresented in NYM visitor surveys, these included: disadvantaged inner-urban communities, particularly targeted were those in the Teesside conurbation and smaller urban based communities near the NYM (Tees Valley city region), recognising that low-incomes and lack of private car ownership make it difficult for such communities to access the NYM; youth (15-25 years) and community groups, ethnic minorities; and people with disabilities and health needs.

The project led to 50 community groups and 51 youth groups participating in the NYM, many from disadvantaged communities, 27 ethnic minority groups experience the NYM for the first time, 39 disability and special needs groups reached into the NYM through newly created access facilities, and 5 new 'walking for health schemes' have been set up and other environment-health initiatives undertaken building on the NYM's traditional perception as the 'lungs of the North'. Each visit to the NYM was organised to ensure that a rural business benefited from the new audiences. Links were established between landowners and farmers to promote opportunities for future farm visits and exchange visits between urban and rural communities. In addition, it is believed that through the educational opportunities arising through visits farming and rural communities in the NYM benefited by a greater number of people recognising the difficulties of land management and the fragility of the area. The Reaching Out Project has been held up as a national leader by the Association of National Park Authorities.

Due to the success of Reaching Out a second stage has recently being embarked upon known as the '*Next Steps Programme*' aiming to secure long term access to the NYM heritage by deprived urban communities in the Tees Valley (North York Moors National Park Authority, undated 2). This shifts the programmes emphasis to a community driven approach whereby outreach officers employed by the NYM will be embedded within urban Tees Valley communities (effectively reverse outreach), particularly those within Redcar & Cleveland, and Middlesbrough borough councils who developed the project in collaboration with the NYM. The project aims to undertake social inclusion by developing long term, casual, participation in the NYM and its heritage by communities in the Tees Valley, many of whom are currently experiencing severe barriers to accessing the area's heritage. The particular areas targeted are Central Middlesbrough (Claireville, Easterside, BerwickHills, Gresham, Beechwood, Hemlington, Southfield and St Hilda's), East Middlesbrough & Redcar (Southbank, Ormesby, Grangetown, Eston, Dormanstown and Redcar), and East Cleveland (Skelton, Brotton, Lingdale, Boosbeck, Loftus, Skinningrove, Easington and Liverton Mines), which experience some of the highest levels of national deprivation and social disadvantage. The two groups targeted by the programme are young people, and those with disabilities, as these groups are amongst the least mobile and connections from the Reaching Out pilot stage will be built upon and extended, so that in the long term these groups possess the confidence to enable them to visit the NYM regularly by themselves. Further potential exists for health related projects being developed with a wide range of groups. Thus, the three aims of the project, all of which focus on urban-rural linkages, are:

- To increase the quality of life of deprived urban communities through connecting them to their National Park heritage
- To increase the level of understanding and enjoyment of the NYM
- To encourage positive visitor behaviour between urban and rural communities, especially regarding new open access in the National Park.

It is estimated that 35,000 individuals will directly benefit from the programme over its lifetime (5 years, 2005-2010) as described by Table 2.4.13, and that approximately a further 100,000 people will indirectly benefit.

Recent research in Yorkshire and the Humber region has highlighted a plethora of ways in which rural-urban interconnections are being developed and exploited through local and community-based regeneration, social inclusion and environmental improvement work.[39]

[39] See: Thompson, N. and Ward, N. (2003).

Table 2.4.13 - Direct beneficiaries of the Next Steps Programme

group	numbers	explanation
Young people 17-19 years	13,000	Key target group
Young people 20-25 years	5,000	Key target group
People with disabilities	10,000	Key target group, including at least 500 special mental needs and learning difficulties, also 500 ethnic minority and local young people
People from visible ethnic minorities	1,000	In addition to specific ethnic disability and youth groups included
Older people (over 65 years)	5,000	In addition to those counted as part of other groups (e.g. disabled, ethnic)
People on low incomes, unemployed, low car ownership	17,500	50% of total number of individuals involved
People living in rural areas*	8,750	25% of total number of individuals involved
People living in urban areas	26,250	75% of total number of individuals involved
volunteers	1,000	250 volunteer days per year
	Total number over 5 years 35,000	

Source: North York Moors National Park Authority, undated 2

*The rural dimension noted incorporates areas of East Cleveland which are 'semi-rural' and in close proximity to the NYM, which experience high levels of deprivation and disadvantage, similar to those in urban areas. This is in addition to other rural youth and disability projects operating within Ryedale.

3. EVALUATION

Economic Significance

People, Work and Commuting

The proportion of the North East's economic activity based in the rural areas beyond the city regions is relatively small (around 6%). The rural wards within the city regions contain about 13% of the region's population and account for about 14% of estimated earnings. It is important to note that conventional approaches to estimating the economic significance of sub-regions and local areas, especially those derived from measures based on people's place of work such as Gross Value Added (GVA), will tend to underplay the contribution of rural areas. In broad terms, the people who live in rural wards inside the city regions and in the rural districts beyond might represent about a fifth of the North East's economic activity overall. Furthermore, as flows of rural-to-urban commuters continue to increase, and because these flows contain higher than average proportions of workers in higher paid occupations, conventional GVA-based approaches are likely over time to increasingly under-estimate the contributions of rural areas.

Retailing, Leisure and Tourism

The region is experiencing the concentration of retail and leisure services within the larger urban areas. This trend poses increasing challenges for retail services and the vitality of the region's smaller towns and rural service centres. The 'travel-to-service' patterns for white goods among the populations in remoter rural areas already tend to by-pass local market towns and gravitate to city region centres. For the region's major shopping centres, consumers from distant rural areas will only be a small part of the market. However, for those residents of the more rural areas, the regional urban centres are becoming more important sources of retail services. At the same time, for the tourism industry, urban-rural flows within the region remain an important component of the market, especially in the early and latter parts of the season, and underpin the viability of many small businesses in the more rural areas.

Strengthening the Beneficial Effects of Rural-Urban Linkages

Like most regions in the western world, increasing rural-urban linkages and interdependencies are a feature of social and economic life in the North East. We live in an increasingly mobile world characterised, and fuelled, by rapid change in information and communication technologies in particular. Greater personal mobility influences housing and labour markets, which are becoming more geographically extensive across the UK. The relationships between local areas within regions, and between local areas and more distant places in the UK, Europe and internationally, are becoming more complex in this interconnected world.

Some argue that these trends are inherently a bad thing. People and goods travel further and further, with damaging implications for the use of fuel and the emission of climate change gases. What is needed, it is then argued, is a return to more localised, and locally self-reliant, economic and social systems. From this perspective, globalisation is a bad thing for nations and regions, and increased travel and mobility within regions is a problem to be tackled. A second perspective sees travel and mobility as a neutral, or even a good thing, symptomatic of social, economic and technological progress, though acknowledging that the environmental costs of travel need to be recognised and better incorporated within the cost of transport.

Any discussion of how to strengthen the beneficial effects of rural-urban linkages and relationships needs, therefore, to begin with a set of normative judgements about what counts as a benefit. Increased commuting, for example, could be seen as an inherently bad thing, if the priority is to move to more localised systems of self-reliance. Or increased commuting, in and of itself, may be no bad thing, and symptomatic of the move from an economy centred on heavy manufacturing and extractive industries to one oriented more towards service industries. Indeed, evidence from across England suggests that local areas that become commuter zones can go through a ‘commuter transition’. Over time such areas can generate their own local growth processes, through business growth to service commuting households, and as some commuters cease commuting and set up their own businesses closer to home, so generating new local markets for business services for example. In rural areas, economic growth rates tend to be greater in rural areas characterised by social change and higher levels of commuting. Here, linkages are judged as beneficial if they bring benefits to people in rural and urban areas and to the region as a whole. From our analysis above, we might therefore identify the following areas in which the beneficial effects of strengthened rural-urban linkages may be enhanced.

Commuting and Modes of Transport

Commuting from rural areas, and from the remotest rural areas, to main urban centres, is increasing. Over time, areas with higher numbers of commuters may go through a positive ‘commuting transition’ and this might be something to be encouraged in the North East. If we take the view that commuting in itself is not a bad thing, the problem is not the numbers of people involved but the *form* that commuting takes. Large numbers of commuters travelling long distances in single occupant private cars may not be optimal from the perspective of environmental resource use. It may, however, be part and parcel of the economic transition of the North East from a traditional industrial economy to a new economy. The challenge is therefore to enable higher levels of personal mobility, while addressing the environmental costs of increasing use of private cars. One means of achieving this would be **to sustain and improve rail and bus services serving the main commuting routes, and investigate the scope for modal shift (from car to bus or train) for those commuting from outlying rural service centres and remoter rural areas**.

Countryside Leisure

The utilisation of the amenity value of the rural areas of the North East brings benefits for the populations of both rural and urban areas. People from towns and cities have opportunities to participate in active and healthy leisure pursuits such as walking or cycling in attractive countryside and coastal landscapes. Countryside leisure participants can enjoy the natural heritage of wildlife or wild landscapes, or the built and archaeological heritage of the region’s many historic sites in rural areas. At the same time, rural businesses benefit from the spending these visitors generate. Over the past two decades, the quality of the offer in leisure and recreation in the Tyne & Wear City Region in particular has improved considerably. This has had the effect of increasing the competitive pressures on leisure providers in the rural areas of the region. There is therefore a continual need to raise the overall quality of provision in countryside recreation in the region’s rural areas. This may be through the development of improved physical infrastructure (rights of way, country parks and so on) but also by overhauling the fragmented and overlapping responsibilities for the development and promotion of countryside leisure. One means of strengthening the beneficial effects of countryside and coastal leisure and recreation within the region would be **to strategically raise the quality of the countryside and coastal recreation offer and improve the co-ordination of marketing of countryside and coastal recreation opportunities within the region.**[40]

[40] Provision of countryside recreation is characterised by large numbers of small businesses. Strategically raising the quality of the offer will require closer joint-working between businesses, and between businesses and those public authorities and agencies responsible for the development of leisure and tourism.

The Vibrancy of Rural Service Centres

The concentration of investment in new leisure and retail facilities in the city regions, coupled with the extension of travel-to-service patterns among rural populations, poses important challenges for the future roles of local rural service centres and market towns. These strong market and geographical forces mean there is a need to re-invent market towns as an important niche in the regional economy. Their roles in attracting in-migrants to the region, as destinations for day visitors, and as local service centres for the populations and businesses of their rural hinterlands, require careful consideration in planning the economic development of the region. This is all the more pressing given the uncertainty over the future of national schemes for the development of market towns, following the Government's 2004 Modernising Rural Delivery reforms. The national Market Towns Initiative had usefully focussed on generating activism among citizens and among the business leaderships of market towns as a stimulus to their renaissance. One means of strengthening the beneficial effects of the renaissance of market towns and rural service centres would be **to develop a region-wide strategy for the future development of the region's market towns and rural service centres as a rural development priority within the Regional Economic Strategy.**[41]

[41] Such a strategy may require the development of a hierarchy of market towns and rural service centres within sub-regions.

4. CONCLUSIONS & RECOMMENDATIONS

The concept of the city region (like that of the 'functional urban region') is based on the idea that different forms of urban development are emerging, and that these *new forms* are taking urban structure beyond the monocentric or compact city forms of the past. A key characteristic of city regions is therefore that they are socially and economically interdependent, with central urban cores, but also hinterlands of smaller but connected urban centres.

To date, there has been relatively little consideration of the concept of city regions from the perspective of rural development. This study is a first step in considering the implications of the city region approach to regional development for rural areas in the particular context of the North East of England. The next section therefore makes suggestions for future issues warranting further research, analysis and consideration.

Suggestions for Future Research and Analysis

Although the material flows and socio-economic relationships between places are increasingly being recognised as important in the functioning of regional and local economies, the existing evidence base does not lend itself easily to rigorous empirical analysis of such flows and relationships. Time and resource constraints have meant that it has only been possible in this study to assess those linkages for which there is the most readily available data. Other types of linkages and relationships that may warrant future research would include:

- Participation in higher education and graduate retention: For example, it is possible to monitor whether students from the region, by their urban or rural domicile, studied at one of the region's five universities or elsewhere and whether, following graduation, students were retained within the region's economy. Information from the region's universities and the KSA Partnership (2004) report for ONE *Graduates and the North East* was not available in sufficient detail to allow analysis on a rural-urban/city region basis, but this data can be purchased from the Higher Education Statistics Agency.

- Business related linkages: Such linkages could take many forms and cover a variety of industry sectors. For example, detail local empirical studies might examine the service sector linkages between the city regions and their rural hinterlands, particularly in relation to financial and legal services. Primary research could also consider supply-chain linkages and specific industry clusters occurring within the city regions and beyond (such as, for example, the supply of local produce, through farmers markets and food co-operatives).

In carrying out this study of rural-urban relationships in the North East, the following areas have been identified as warranting consideration for further research and analysis.

- We endorse the recommendation made in the 2002 *North East Regional Retail and Leisure Need Assessment* that regular retail and leisure usage surveys be undertaken (every five years or so) on a region-wide basis to allow local authorities and regional agencies to better understand the changing patterns of leisure and retail service provision and usage in the region and so assess the implications of these trends for policy and planning.

- There is a need for detailed local studies of the future prospects of market towns and rural service centres in the region. These should consider the ways that such centres serve their rural hinterlands, but also the nature of the relationships between local centres and the main urban centres in the region. In particular, detailed local studies could improve our understanding of the relationships and linkages between businesses in market towns and rural service centres and businesses in the larger regional urban centres.

- We remain poorly informed about the role of rural areas and their larger settlements such as market towns in attracting entrepreneurial in-migrants into the North East, including the motivations of in-migrants. Yet the *Northern Way Growth Strategy* emphasises the need to attract entrepreneurs into the north. The relationships between in-migration and economic development in rural areas have been investigated by researchers at the University of Aberdeen[42] but there is a need to consider these issues in more detail in the context of the North East.

- The Rural Economics Unit at Defra is currently conducting a set of studies on the factors driving productivity in rural areas. It will be useful for the lessons from these studies to be considered by regional agencies and local authorities in the North East particularly in light of questions about the role of rural-urban relationships in the economic development of local rural areas in the English regions.[43]

- In the light of the direction of the Regional Spatial Strategy for the North East, there is a need for a study to assess the wider social and economic implications of policies that constrain housing growth in the region's rural areas.

Mechanisms to Deliver Benefits

Regional Economic Strategy

The new Regional Economic Strategy (RES) is likely to recognise the need to develop a better understanding of the spatial patterns of economic activity that give shape to the economy of the North East region, and also that the economic conditions of rural areas are interdependent with those of the city regions. From the analysis in this study, we suggest that in developing the RES during 2005, One North East and its partners will need to consider the following issues:

- While focusing on those areas with the greatest concentration of employment and economic activity, how will the RES treat the local economies of the more sparsely populated areas of the region (both within and beyond the city regions)?

- What is the future vision for those rural areas beyond the two city regions and how they relate to the city regions themselves? One option is for these rural areas (effectively the districts of Alnwick, Berwick-upon-Tweed, Teesdale and Wear Valley) to be gradually drawn into the city regions, such that over time, all areas of the North East are seen as within the sphere of one or other city region. A second option is for them to develop as local rural economies relatively distinct (and separate) from the city regions. Either option will require a clear sense of vision and strategy.

- If rural economies are to be based on a diverse portfolio of businesses, in agriculture, leisure and tourism, manufacturing and services, how can measures to support rural economic development be more broadly applied beyond the conventional approaches to rural diversification centred on traditional land-based industries?[44]

- What is the distinctive niche of the market towns and smaller service centres in the rural areas of the region and how do these types of settlement contribute to the regional economy and the vision for its development over the 2006-2016 period?

[42] See Stockdale and Findlay (2004).
[43] A report on *Rural Productivity* is anticipated from Defra's Rural Economics Unit in the summer.
[44] The new Modernising Rural Delivery Pathfinder area in West Durham will develop new approaches and may generate lessons in this regard.

Regional Spatial Strategy

The current draft Regional Spatial Strategy (RSS) focuses development on the urban core of the city regions, and proposes a significant decline in average annual rates of house-building in many of the region's rural areas.[45] From the analysis in this study, we suggest that in developing the RSS during 2005, One North East and its partners will need to consider the following issues:

- Is the growth of commuting per se symptomatic of positive economic change in the region – and therefore a good thing – or a 'bad' thing environmentally and from the perspective of urban renaissance?

- How can the Government's vision of 'balanced communities' and vibrant local economies in rural areas be delivered in the context of the constraints on new house-building in rural areas?

- How might the urban provision of investment in social housing be more effectively distributed between larger urban areas and the market towns in order to ensure that market towns do not become exclusive and un-balanced communities?[46]

City Region Development Plans

In developing the *Northern Way Growth Strategy*, the working groups for each city region are developing City Region Development Plans. From the analysis in this study, we suggest that in developing the City Region Development Plans during 2005, the city region working groups will need to consider the following issues:

- Is the aspiration of the city region working group that the rural areas in the sub-region which fall beyond the city region (Alnwick and Berwick for the Tyne and Wear City Region, and Teesdale and Wear Valley for the Tees Valley City Region) will eventually become seen as within the sphere of influence of the city region or that the rural areas should develop local economies distinct from the city region?

- How are the distinctive qualities of the offer contributed by the more rural areas of the city region to be presented and exploited in the development strategy for the city region?

Regional Rural Delivery Framework

Under the Government's Modernising Rural Delivery reforms, new 'Regional Rural Delivery Frameworks' (RRDFs) are being developed in each of the English regions to provide co-ordination of prioritisation and delivery at the regional level. From the analysis in this study, we suggest that in developing the RRDF during 2005, the new strategic group overseeing the framework will need to consider the following issues:

[45] For example, Policy 32 of the draft RSS outlines a decline in average annual net additions to the housing stock in Alnwick District from 95 in 2004-2011 to 60 in 2016-2021. This represents a decline of 36.8% between 2004 and 2021. In Tynedale, the decline in average annual net additions is similar at 36% over the same period (Berwick is 23.1% and Castle Morpeth is 32.1%).

[46] The house-building plans set out in the current draft RSS are focused in existing larger settlements to assist regeneration (both urban areas and rural service centres) and incorporate Housing Market Restructuring Initiatives (East Northumberland and Durham Coalfield) that fall within and outwith the city region boundaries.

- How can the revision of the region's Rural Action Plan better reflect the role of rural-urban relationships in the context of the *Northern Way* and the likely role of the city region approach in the new Regional Economic Strategy?

- How best can the RRDF and a revised Rural Action Plan contribute to a strategic overhaul of the countryside leisure and environmental services infrastructure in the region, especially in the light of the up-coming new programming round of the England Rural Development Programme?

- How can the synergies between agri-environmental schemes, local food initiatives and sustainable rural tourism be creatively captured to develop innovative and distinctive schemes in the North East?

The Northern Way

This study has focussed on the two city regions in the North East. However, some of its findings may be useful in informing the development of the *Northern Way Growth Strategy* across the three regions of the North. The role of rural areas in the *Northern Way* has been considered in a separate study completed in March 2005.[47] The summary and recommendations from this study are reproduced in Appendix III for information.

[47] Ward, N. (2005) *The Northern Way and the Rural North: Proposals for Next Steps*. Centre for Rural Economy, March 2005.

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Appendix I - Area Definitions for 'People and Jobs' Analysis

All employment and population figures are derived from the Census 2001, which recorded the characteristics of the population on 29 April 2001. Most employment and population figures were derived from Census key statistics tables or standard table theme tables, accessed on-line through MIMAS. Data pertaining to ward-level commuter flows (destination and origin) was obtained through the Office of National Statistics (ONS).

All figures presented in the report's 'people and jobs' section are derived from ward level data, for wards in the North East region and those local authority districts of North Yorkshire coterminous with the Tees Valley city region (Richmondshire, Hambleton & Scarborough). The selection of ward-level data, and its subsequent compilation into different spatial categories, was done in order to capture the linkages that exist at a sub-regional level between rural and non-rural areas, which are not readily achieved through using larger spatial units (such as local authority areas). The different spatial categories and their composition are given in Table A1 below.

Table A1 - Spatial category definitions and scope

Area name	Scope
North East	All wards in the local authority districts / unitary authorities of Alnwick, Berwick-upon-Tweed, Castle Morpeth, Wansbeck, Blyth Valley, Tynedale, Chester-le-Street, Derwentside, Durham, Easington, Teesdale, Wear Valley, Sedgefield, Tyne Valley, Gateshead, Newcastle upon Tyne, North Tyneside, South Tyneside, Sunderland, Darlington, Hartlepool, Middlesbrough, Redcar and Cleveland, Stockton-on-Tees.
North East city regions	All wards in the local authority districts / unitary authorities of Castle Morpeth, Wansbeck, Blyth Valley, Tynedale, Chester-le-Street, Derwentside, Durham, Easington, Sedgefield, Gateshead, Newcastle upon Tyne, North Tyneside, South Tyneside, Sunderland, Darlington, Hartlepool, Middlesbrough, Redcar and Cleveland, Stockton-on-Tees.
North East outside city regions	All wards in the local authority districts of Alnwick, Berwick-upon-Tweed, Teesdale, Wear Valley.
Tees Valley city region	All wards in the local authority districts / unitary authorities of Darlington, Hartlepool, Middlesbrough, Redcar and Cleveland, Stockton-on-Tees, Sedgefield.
Tyne & Wear city region	All wards in the local authority districts / unitary authorities of Castle Morpeth, Wansbeck, Blyth Valley, Tynedale, Chester-le-Street, Derwentside, Durham, Easington, Gateshead, Newcastle upon Tyne, North Tyneside, South Tyneside, Sunderland.
Rural North East	All rural wards in the 'North East'.
Rural North East inside city regions	All rural wards in the 'North East city regions'.
Rural North East outside city regions	All rural wards in the 'North East outside city regions'.
North Yorkshire (part)	All wards in the local authority districts of Hambleton, Richmondshire, Scarborough.
Rural North Yorkshire (part)	All rural wards in the local authority districts of Hambleton, Richmondshire, Scarborough.

The 'rural' categorisation of wards was based on the ONS 2004 Rural and Urban Area Classification. This categorises a ward area by considering its morphology ('urban with over 10, 000 population', 'town & fringe' or 'village, hamlet & isolated dwellings') and its context or density ('sparse' or 'less sparse'). For the purposes of this study, the category 'rural' followed the basic structure of classification of rural areas as recommended by ONS, incorporating areas that were categorised as 'sparse town & fringe', 'sparse village, hamlet & isolated dwellings', 'less sparse town & fringe', and 'less sparse village, hamlet & isolated dwellings' (and coded 2, 3, 5 and 6 respectively in the categorisation). The list of wards categorised as 'rural' in the North East is presented in Table A2a by district/unitary authority level order. Likewise, Table A2b identifies the 'rural' wards in the North Yorkshire districts neighbouring the Tees Valley city region.

Table A2a - North East Rural Wards

District/Unitary authority	Ward code	Ward name
Alnwick (all wards)	35UBFT	Alnmouth and Lesbury
	35UBFU	Alnwick Castle
	35UBFW	Alnwick Clayport
	35UBFX	Alnwick Hotspur
	35UBFY	Amble Central
	35UBFZ	Amble East
	35UBGA	Amble West
	35UBGB	Embleton
	35UBGC	Harbottle and Elsdon
	35UBGD	Hedgeley
	35UBGE	Longframlington
	35UBGF	Longhoughton with Craster and Rennington
	35UBGG	Rothbury and South Rural
	35UBGH	Shilbottle
	35UBGJ	Warkworth
	35UBGK	Whittingham
Berwick-upon-Tweed	35UCFS	Bamburgh
	35UCFT	Beadnell
	35UCFU	Belford
	35UCFW	Cheviot
	35UCFZ	Flodden
	35UCGA	Ford
	35UCGC	Lowick
	35UCGD	Norhamshire
	35UCGE	North Sunderland
	35UCGK	Wooler
Blyth Valley	35UDGY	Hartley
	35UDGZ	Holywell
	35UDHE	Seaton Delaval
	35UDHF	Seghill
Castle Morpeth	35UEFY	Chevington
	35UEFZ	Ellington
	35UEGA	Hartburn
	35UEGB	Hebron Hepscott and Mitford
	35UEGC	Heddon-on-the-Wall
	35UEGD	Longhorsley
	35UEGE	Lynemouth
	35UEGL	Pegswood
	35UEGM	Ponteland East
	35UEGN	Ponteland North
	35UEGP	Ponteland South
	35UEGQ	Ponteland West
	35UEGR	Stamfordham
	35UEGS	Stannington
	35UEGT	Ulgham
Tynedale	35UFGK	Acomb
	35UFGL	Allendale
	35UFGM	Bellingham
	35UFGN	Broomhaugh and Riding
	35UFGP	Chollerton with Whittington
	35UFGQ	Corbridge
	35UFGR	East Tynedale
	35UFGS	Hadrian
	35UFGT	Haltwhistle
	35UFGU	Haydon
	35UFHA	Humshaugh and Wall
	35UFHB	Ovingham
	35UFHG	Redesdale
	35UFHH	Sandhoe with Dilston
	35UFHJ	Slaley and Hexhamshire
	35UFHK	South Tynedale
	35UFHL	Stocksfield with Mickley
	35UFHM	Upper North Tyne
	35UFHN	Wanney
	35UFHP	Warden and Newbrough
	35UFHQ	Wark
	35UFHR	West Tynedale
	35UFHS	Wylam

Wansbeck	35UGFY	Choppington
	35UGGA	Guide Post
	35UGGD	Newbiggin East
	35UGGE	Newbiggin West
	35UGGJ	Stakeford
Chester-le-Street	20UBGB	Grange Villa and West Pelton
	20UBGC	Kimblesworth and Plawsworth
	20UBGD	Lumley
	20UBGH	Pelton Fell
	20UBGJ	Sacriston
Derwentside	20UDGD	Burnhope
	20UDGE	Burnopfield
	20UDGF	Castleside
	20UDGK	Consett South
	20UDGL	Cornsay
	20UDGQ	Ebchester and Medomsley
	20UDGR	Esh
	20UDGT	Lanchester
Durham	20UEGB	Bearpark and Witton Gilbert
	20UEGD	Brancepeth Langley Moor and Meadowfield
	20UEGE	Brandon
	20UEGG	Cassop-cum-Quarrington
	20UEGH	Coxhoe
	20UEGK	Deerness
	20UEGP	New Brancepeth and Ushaw Moor
	20UEGT	Pittington and West Rainton
	20UEGW	Shadforth and Sherburn
	20UEGX	Shincliffe
Easington	20UFGE	Blackhalls
	20UFGJ	Easington Colliery
	20UFGM	Haswell and Shotton
	20UFGR	Hutton Henry
	20UFGS	Murton East
	20UFGT	Murton West
	20UFGY	Thornley and Wheatley Hill
	20UFGZ	Wingate
Sedgefield	20UGFZ	Bishop Middleham and Cornforth
	20UGGC	Chilton
	20UGGE	Fishburn and Old Trimdon
	20UGGK	New Trimdon and Trimdon Grange
	20UGGL	Sedgefield
Teesdale (all wards)	20UHFW	Barnard Castle East
	20UHFX	Barnard Castle North
	20UHFY	Barnard Castle West
	20UHFZ	Barningham and Ovington
	20UHGA	Cockfield
	20UHGB	Cotherstone with Lartington
	20UHGC	Eggleston
	20UHGD	Etherley
	20UHGE	Evenwood Ramshaw and Lands
	20UHGF	Gainford and Winston
	20UHGG	Greta
	20UHGH	Hamsterley and South Bedburn
	20UHGJ	Ingleton
	20UHGK	Lynesack
	20UHGL	Middleton-in-Teesdale
	20UHGM	Romaldkirk
	20UHGN	Staindrop
	20UHGP	Startforth
	20UHGQ	Streatlam and Whorlton
Wear Valley	20UJGA	Coundon
	20UJGB	Crook North
	20UJGC	Crook South
	20UJGG	Howden
	20UJGH	Hunwick
	20UJGJ	St John`s Chapel
	20UJGK	Stanhope
	20UJGL	Tow Law and Stanley
	20UJGN	Wheatbottom and Helmington Row
	20UJGP	Willington Central
	20UJGQ	Willington West End
	20UJGR	Wolsingham and Witton-le-Wear

Hartlepool	00EBMD	Elwick
Redcar and Cleveland	00EEMZ	Brotton
	00EENH	Lockwood
	00EENJ	Loftus
	00EENK	Longbeck
	00EENP	St Germain`s
	00EENQ	Saltburn
	00EENR	Skelton
Stockton-on-Tees	00EFNE	Whitton
Darlington	00EHNP	Heighington and Coniscliffe
	00EHNR	Hurworth
	00EHNU	Middleton St George
	00EHPC	Sadberge and Whessoe
Gateshead	00CHFE	Chopwell and Rowlands Gill
North Tyneside	00CKFU	Weetslade

Table A2b - North Yorkshire Rural Wards (in districts neighbouring Tees Valley city region)

District/Unitary authority area	Ward code	Ward name
Hambleton	36UCGM	Bedale
	36UCGN	Brompton
	36UCGP	Broughton and Greenhow
	36UCGQ	Cowtons
	36UCGR	Crakehall
	36UCGS	Easingwold
	36UCGT	Great Ayton
	36UCGU	Helperby
	36UCGW	Huby and Sutton
	36UCGX	Leeming
	36UCGY	Leeming Bar
	36UCGZ	Morton-on-Swale
	36UCHD	Osmotherley
	36UCHF	Rudby
	36UCHG	Shipton
	36UCHH	Sowerby
	36UCHJ	Stillington
	36UCHK	Stokesley
	36UCHL	Swainby
	36UCHM	Tanfield
	36UCHN	Thirsk
	36UCHP	Thorntons
	36UCHQ	Tollerton
	36UCHR	Topcliffe
	36UCHS	White Horse
	36UCHT	Whitestonecliffe
Richmondshire (all wards)	36UEGD	Addlebrough
	36UEGE	Barton
	36UEGF	Bolton Castle
	36UEGG	Brompton-on-Swale and Scorton
	36UEGH	Catterick
	36UEGJ	Colburn
	36UEGK	Croft
	36UEGL	Gilling West
	36UEGM	Hawes and High Abbotside
	36UEGN	Hipswell
	36UEGP	Hornby Castle
	36UEGQ	Leyburn
	36UEGR	Lower Wensleydale
	36UEGS	Melsonby
	36UEGT	Middleham
	36UEGU	Middleton Tyas
	36UEGW	Newsham with Eppleby
	36UEGX	Penhill
	36UEGY	Reeth and Arkengarthdale
	36UEGZ	Richmond Central
	36UEHA	Richmond East
	36UEHB	Richmond West
	36UEHC	Scotton
	36UEHD	Swaledale
	36UEGD	Addlebrough

	36UEGE	Barton
	36UEGF	Bolton Castle
	36UEGG	Brompton-on-Swale and Scorton
Scarborough	36UGGC	Danby
	36UGGD	Derwent Valley
	36UGGF	Esk Valley
	36UGGH	Filey
	36UGGJ	Fylingdales
	36UGGK	Hertford
	36UGGL	Lindhead
	36UGGH	Filey
	36UGGJ	Fylingdales
	36UGGK	Hertford
	36UGGL	Lindhead
	36UGGN	Mulgrave
	36UGGU	Seamer

One note of caution is that 'rural North East outside city regions' will not include ward areas of Berwick-upon-Tweed which are categorised as urban. However, these areas will be captured by the 'North East outside city regions' category.

The rural categorisation covers all census area wards (i.e. those wards that are found in the 2001 Census key statistics, which contain a minimum population of 100 or 40 households within its boundary). However, when movement between areas is investigated and/or more detailed breakdown is required, data is derived from the 2001 Census standard table wards. Because of data confidentiality requirements for this Census geography some wards are merged with their largest nearest neighbour to bring the minimum population count to 1,000 residents or 400 households. The list of wards affected by merger in the study is provided in Table 3 (as provided by ONS). Those wards affected by mergers are rural, but this does not negate their 'rural' categorisation or the analysis as the merging ward area in all instances is also categorised as rural. In addition, using data from different tables (*i.e.* key statistics or standard table theme table) may result in a slight variation to total figures due to the confidentiality disclosures, and so caution should be used when interpreting small figures or percentages, however the major trends and findings will not be affected by this.

Table A3 - Ward mergers for theme table data

District/Unitary authority area	Sub-threshold ward name and code	Receiving / final ward name and code
Alnwick	35UBGD Hedgeley	35UBGE Longframlington
	35UBGE Longframlington	
	35UBGB Embleton	35UBGF Longhoughton with Craster and Rennington
	35UBGF Longhoughton with Craster and Rennington	
	35UBGC Harbottle and Elsdon	35UBGK Whittingham
	35UBGK Whittingham	
Berwick-upon-Tweed	35UCFS Bamburgh	35UCFU Belford
	35UCFU Belford	
	35UCFW Cheviot	35UCFW Cheviot
	35UCFZ Flodden	
	35UCGA Ford	35UCGC Lowick
	35UCGC Lowick	
	35UCFT Beadnell	35UCGE North Sunderland
	35UCGE North Sunderland	
	35UCGF Prior	35UCGF Prior
	35UCGH Shielfield	
Tynedale	35UFGK Acomb	35UFGK Acomb
	35UFGW Hexham Gilesgate	
	35UFGM Bellingham	35UFGM Bellingham
	35UFHN Wanney	
	35UFHG Redesdale	35UFHG Redesdale
	35UFHM Upper North Tyne	
	35UFGN Broomhaugh and Riding	35UFHH Sandhoe with Dilston
	35UFHH Sandhoe with Dilston	
Teesdale	20UHFY Barnard Castle West	20UHFY Barnard Castle West
	20UHGP Startforth	
	20UHGB Cotherstone with Lartington	20UHGC Eggleston
	20UHGC Eggleston	
	20UHGF Gainford and Winston	20UHGF Gainford and Winston
	20UHGJ Ingleton	
	20UHFZ Barningham and Ovington	20UHGG Greta
	20UHGG Greta	
	20UHGH Hamsterley and South Bedburn	20UHGK Lynesack
	20UHGK Lynesack	
	20UHGL Middleton-in-Teesdale	20UHGL Middleton-in-Teesdale
	20UHGM Romaldkirk	
	20UHGN Staindrop	20UHGN Staindrop
	20UHGQ Streatlam and Whorlton	

Appendix II – Area Definitions for the Commuting Analysis

As part of the analysis, commuter flows within and between areas in the North East were explored. The different areas in the North East were once again analysed along the same spatial levels as before but were also organised into different commuter zones, outlined in Table A4, replicating as far as possible the zoning used by Whitby *et al*., (1999) based on 1991 wards.

Table A4 - Zones for commuting analysis

Major zone	Zone	(part) Local Authority District / Unitary Authority	2001 wards (based on 1991 wards)
Remote rural areas	1. North Northumberland	Alnwick	All wards
		Berwick-upon-Tweed	All wards
	2. Upper Tynedale	Tynedale	Allendale, Bellingham, Haltwhistle, Redesdale, Upper North Tyne, Wark, West Tynedale
	3. Upper Tees & Wear Dales	Teesdale	All wards except those in zone 5
		Wear Valley	Stanhope, Tow Law & Stanley, Wolsingham and Witton-le-Wear
Accessible rural areas	4. Lower Tynedale & Morpeth	Castle Morpeth	All wards
		Tynedale	All wards except those in zone 2
	5. Rural Durham etc.	Derwentside	Burnhope, Castleside, Sornsay, Craghead and South Stanley, Dipton, Ebchester and Medomsley, Esh, Lanchester, Leadgate, South Moor
		Chester-le-Street	Bournmoor, Lumley, Edmonsley and Waldridge, Kimblesworth and Plawsworth, Sacriston
		Durham	Bearpark, Cassop-cum-Quarrington, Coxhoe, Deerness, New Brancepath, Pittington and West Rainton, Shadforth, Sherburn, Shincliffe, Ushaw Moor, Witton Gilbert,
		Easington	Blackhalls, Deaf Hill, Easington Colliery, Easington Village, Haswell, Hutton Henry, Murton East, Murton West, Shotton, South Hetton, Thornley, Wheatley Hill, Wingate
		Sedgefield	Bishop Middleham, Broom, Chilton, Cornforth, Ferry Hill, Fishburn, New Trimdon and Trimdon Grange, Old Trimdon, Sedgefield
		Teesdale	Cockfield, Etherley, Evenwood and Ramshaw, Gainford and Winston, Ingleton
		Wear Valley	All wards except those in zones 3 and 9
		Darlington	Heighington and Coniscliffe, Hurworth, Middleton St George, Sadberge, Whessoe
		Hartlepool	Elwick, Greatham
		Stockton-on-Tees	Preston, Whitton
	6. Rural East Cleveland	Redcar and Cleveland	Brotton, Guisborough, Hutton, Lockwood, Loftus, Saltburn, Skelton,
Urban areas	7. Urban Northumberland	Blyth Valley	All wards
		Wansbeck	All wards
	8. Tyneside	Gateshead	All wards
		Newcastle	All wards
		North Tyneside	All wards
		South Tyneside	All wards
	9. Urban Durham	Sunderland	All wards
		Chester-le-Street	All wards except those in zone 5
		Derwentside	All wards except those in zone 5
		Durham	All wards except those in zone 5
		Easington	All wards except those in zone 5
		Sedgefield	All wards except those in zone 5
		Darlington	All wards except those in zone 5
		Hartlepool	All wards except those in zone 5
		Wear Valley	Bishop Auckland Town, Cockton Hill, Henknowle, West Auckland, Woodhouse Close
	10. Teesside	Stockton-on-Tees	All wards except those in zone 5
		Middlesbrough	All wards
		Redcar and Cleveland	All wards except those in zone 6
Rest of Britain	11. all outside the North East		

Appendix III – The Northern Way and the Rural North: The Next Steps (12th March 2005)

Summary

- This paper reviews the *Northern Way Growth Strategy* from the perspective of rural development in the North of England. The *Strategy* has been welcomed for its contribution to raising the profile of regional development challenges in the North, and the need for strategies to address them. It is distinctive in its strong focus on cities and city-regions as the key locations for boosting regional growth. It also contains several mentions of rural areas, their contributions to the region, and the ways they may benefit from the *Strategy*.

- There are two ways of seeing the role of rural areas (and their businesses, communities and landscapes) in the development of the North under the *Northern Way*. One is as **passive beneficiaries** of the *Strategy*. This assumes that rural areas will benefit from overall regional growth, and that any interventions focussed on city regions will bring 'trickle out' benefits to wider rural areas. A second is to see rural areas and their assets as **active contributors** to the *Strategy* and its success. This second perspective begs the question of how rural areas contribute to the North's 'regional offer' and help underpin some of the key competitive strengths of the region.

- To date it is not clear whether the *Northern Way* and its champions sufficiently recognise the specific ways in which rural businesses, communities and landscapes can **actively contribute** to, as well as benefit from, the actions and priorities set out in the *Growth Strategy*. This paper seeks to address this potential 'blind spot' in the *Northern Way*.

- Sections 1 – 3 set out the background to the *Northern Way* and look at the treatment of rural areas in the analysis that informs the *Growth Strategy*. The importance and contribution of rural areas is acknowledged in the introductory analysis underpinning the *Strategy*. However, when it comes to the priorities and actions to deliver the *Strategy*, the role of rural areas all but disappears from view. In effect, the contribution rural areas might make to the development of the North is taken for granted, with the implicit assumption that rural assets will 'look after themselves'. It then follows that under the *Northern Way* nothing needs to be done to maintain or develop the role and contribution of rural areas for the wider benefit of the North.

- Section 4 highlights three common development opportunities for the rural areas of the northern regions. Addressing these opportunities would strengthen the *Northern Way* through an improved understanding of the role of rural areas and assets to the development of the North. These opportunities are based upon two key assets in the rural North – the quality of the landscape and rural environment; and the quality of daily life in the rural areas, centred on local market towns as lively hubs for businesses, services and social life. The common development opportunities across the three northern regions relate to: strengthening rural (and thus regional) economies through entrepreneurial in-migration; developing enterprise and entrepreneurship within rural communities, especially through a focus on market towns; and environmental (and environmental infrastructure) development.

- The analysis argues that the best way forward is for the *Northern Way* to be refined and improved to better reflect the rural contribution to the region's goals, rather than developing a separate Strategy for the Rural North to stand alongside the *Northern Way*.

- Section 5 then sets out some specific proposals for actions to help ensure that the contribution of rural areas to the development of the North, through the *Northern Way*, is better recognised. These proposals involve:

- *Further Analysis and Consultation on the Rural Implications of the Northern Way:* The *Northern Way Growth Strategy* is now beginning to be more systematically assessed from a rural development perspective than was the case in the early part of the Strategy's development. Organisations with a rural development interest, including local authorities, should be actively encouraged to contribute to the analysis of the Strategy and inform its future development.

- *Improved Rural Proofing Arrangements:* The content of the *Strategy* and the technical annexes suggest that rural implications of the *Strategy's* analysis for rural areas, both inside the eight city regions and beyond them, have not been successfully captured to date. A more robust and effective process of rural proofing would help ensure that the significance of rural issues is not lost from the analysis. This applies both at the level of the *Strategy* as a whole, but also within the individual work-streams (especially C1-C4 & C10).

- *Actions Within Individual Work-streams:* A set of specific actions within some of the work-streams can be identified. These are set out below.

    - Bringing more people into work (C1): This work-stream should consider the scope for rolling out successful aspects of the Pathways to Work pilots to more rural areas such as the former coalfields and market towns.

    - Strengthening the knowledge base to support innovation (C2): This work-stream should be required to explicitly address how support for innovation can be tailored to meet the needs of businesses operating within the particular geographical context of the North's more remote rural areas (beyond the city regions).

    - Building a more entrepreneurial culture (C3): This work-stream needs to establish a much better understanding of the contribution of the rural offer to potential in-migrating entrepreneurs, and then to use this to inform the marketing of the region (C10).

    - Supporting the expansion of key clusters (C4): This work-stream needs to systematically assess the relationship between the key clusters (particularly the food & drink and energy & environment clusters) and the economic development of the region's rural areas.

    - Marketing the North to the world (C10): This work-stream needs to be better integrated with the analysis produced under the proposals above for C2. This is so that any marketing initiatives aimed at attracting entrepreneurial in-migrants to the North are informed by an understanding of the role of the rural environment and rural settlements such as market towns in the region's offer.

- *4) Actions for City Regions Working Groups:* The diagnostic reports for each city region are variable in their treatment of the relationships between the urban centres and the surrounding hinterlands. In the light of the analysis set out in this paper, and subsequently developed under proposed actions 1 & 2 (further analysis and consultation; improved rural proofing), city-region working groups could usefully reflect on the implications of their diagnoses, firstly for the more rural areas within their city-region and, secondly, for the rural areas that lay beyond the city-region. The city-region development plans being produced this spring should be informed by this process.

- *5) Improved Co-ordination with Other Initiatives and Reforms:* The Northern Way should be better co-ordinated with those other regional initiatives that have complementary objectives. For example, the three northern Government Regional Offices and RDAs are currently reviewing arrangements for Regional Rural Delivery Frameworks, but with only limited effort yet at liaison across the 3 northern regions. Reform is proceeding in different ways in each of the three regions, but some pan-regional co-ordination could usefully help ensure that new rural development and agri-environmental programmes better reflect the priorities of the *Northern Way*.