

Topic 5: The UK's Evolving Human Landscape

Why are population, economic activity & settlements key elements of the human landscape?

Differences between urban core & rural settlements & how UK/ EU policies have attempted to reduce inequalities

Comparison of UK urban and rural areas

	Urban core e.g. London	Rural periphery e.g. Cornwall
Population density	High & staying high Over 200 people per km ²	Low 1 – 100 people per km ²
Age structure	Many young adults Many single people	Many older people Some single people
Economic Activities	Retailing, large shops Offices & corporate headquarters Many jobs- shops, offices & factories Cultural centre – library, museum, theatre	Farming, fishing, forestry, mining Working from home – IT Tourism Renewable energies
Settlement	Metropolis, conurbation, city, large town Mix of high-&low-rise buildings Property more expensive	Market towns, villages & farms Low-rise buildings Property generally cheaper

Exam Questions

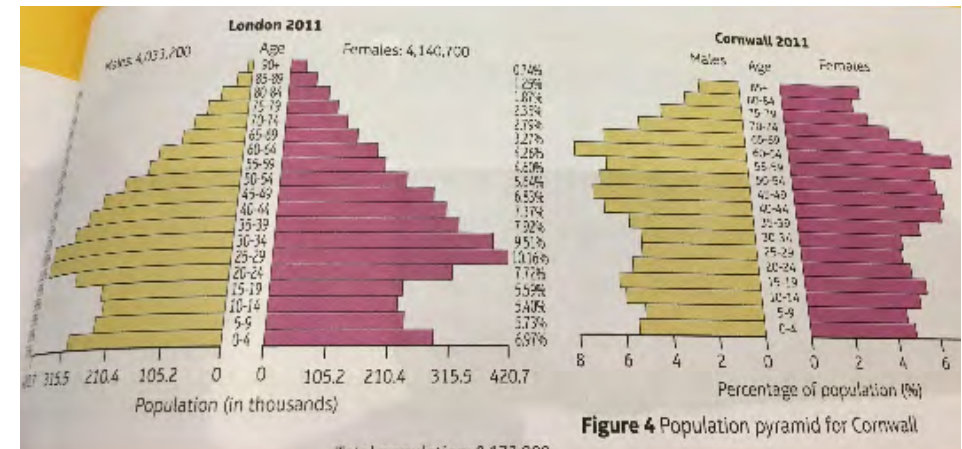
- Define the meaning of enterprise zone (1)
- Explain one way the government has tried to improve transport (1)
- Explain how regional disparities have been reduced (1)
- Explain two differences between rural and urban areas in the UK (4)

Key words

- Multiplier effect
- Population density
- 'northern powerhouse'
- Conurbations
- Core regions
- Enterprise zones
- Affluent
- Grants

Reducing the gap between urban core & rural periphery

- Enterprise zones – places where the UK government offers companies help with start-up costs, reduced taxes on profits and access to superfast broadband. In 2015, there were 24 Enterprise Zones but they were all in urban England
- Regional Development Grants – available all over the UK & include grants & advice to help businesses start up. Most are targeted at rural peripheral areas but funds are small & investors have to raise 5.5 times the amount of any other government grant
- EU grants – help the poorest regions of the EU where the GDP is below 75% of the EU average. Only Cornwall, North & West Wales qualified in 2015.
- Improvements to transport – neither Cornwall, north Wales or Scottish Highlands have any motorways. Most transport investment is taking part in England's urban core e.g. HS2 railway linking London, Manchester, Birmingham & Leeds. Cuts in government budgets have reduced spending on transport elsewhere. However, Scottish government has invested in new Borders Railway between Edinburgh & Tweedbank.



How is the UK economy & society being shaped and linked increasingly by the wider world?

National & international migration over the past 50 years has altered the population geography of the UK, decline in primary & secondary economic sectors & increase in tertiary sectors in the urban & rural areas has altered economic & employment structure, globalisation & privatisation has increased FDI & TNC involvement

National migration

- Retirement migration – older people retire to a different part of the UK. SW England (Cornwall, Devon & Dorset) attracts many retirement migrants as it is perceived to have beautiful scenery, slower pace of life, lower crime rates & a sense of community. Adding large numbers of older people puts pressure on healthcare services & increases house prices. Higher house prices mean more young adults have to move away so there is a shortage of adults/ young children. However, older people create demand for services e.g. chiropodists, specialist shops & social activities which create jobs
- Rural to urban migration - farming can be difficult due to steep slopes, high mountains & thin soils. Apart from fishing or quarrying in isolated rural areas, there are fewer job opportunities so young people move to find better jobs in cities, which leaves a large concentration of older people
- Counter-urbanisation – when people move away from cities to the rural areas e.g. 68 000 more people left London in 2014 than moved there.

International migration

- In 1950s, UK government encourage immigration from former colonies e.g. Caribbean, India, Pakistan & Bangladesh to fill jobs in transport & textiles/ steel industries. By 1971, 1 million people have moved to the UK; mostly young adults with children or single men
- In 1970s, immigration came under government control as there were no longer shortages in workers so the numbers reduced. Many immigrants went to Bradford, London & Birmingham to find the jobs
- When the EU expanded around 2004, immigrants from Poland, Latvia & Estonia began to arrive. 80% of these immigrants were 18-24. They went to cities such as London & Birmingham for jobs in industries/ services or to rural areas for farming jobs. In 2014, 560 000 people immigrated to the UK & 317 000 emigrated from the UK.
- In 2012-15, many people fleeing from war in Syria & Afghanistan migrated to the UK

Impacts of international migration

- Provide a source of cheap & unskilled labour as well as skilled labour
- Migration to cities increases population density & puts pressure on services e.g. schools
- Reduces the impact of the UK's ageing population
- Introduce their home culture to increase multiculturalism

Decline in the North East

- Economy of the NE used to be dominated by heavy industry e.g. coal mining/ shipbuilding. In the last 50 years this has declined due to foreign competition, high land & labour costs & end of coal deposits.
- In 1971, manufacturing was 40% of employment but in 2011, this was only 10%. Between 2007 – 2013, unemployment rose quickly to 8%. The contribution of the area to national GDP is only 2%. Between 2011-12, child poverty rates in Middlesbrough & Newcastle rose 39% on average
- In rural areas, economy still relies heavily on agriculture. Mining, fishing & quarrying are very small scale. Manufacturing is based in urban areas but employs fewer people due to increase in machines & new technology. Tertiary activities have increased which has reduced unemployment slightly.

Rise in the South East

- Most prosperous farms are found in the SE e.g. fruit, wheat & barley farming.
- Manufacturing industry is growing rapidly in urban areas e.g. oil refineries in Southampton and the M5 corridor where electronics & engineering companies are located
- SE region is also important for tertiary & quaternary industries where there is a range of financial & business service firms located in the region. Unemployment is at a low (6%) and prosperity is high. New tertiary & quaternary firms are locating in towns which are surrounded by green spaces
- Transport – range of motorways, 4 major airports, ports for import/ export
- Markets & labour – 19 million people for goods & services
- Political – national government & corporate headquarters of many firms

Globalisation

Manufacturing, tertiary & quaternary industries are being increasingly affected by decisions & events in other parts of the world

- Networks – linking countries together e.g. internet/ trading blocs
- Flows – goods & services that move through networks e.g. raw materials, goods, money & workers
- Global players – organisations that have a big impact on the working of the global economy e.g. TNCs, World Bank, IMF

Free trade

Firms need to take part in international trade to increase their profits. Global links can significantly increase the market for a firm. Not all trade is free trade which is trade without tariffs or import duties. Some countries have high import duties to protect their industries. The UK, as part of the EU, has pursued a policy of promoting free trade with the EU to allow the free movement of goods & services which should make them cheaper.

Transnational Companies (TNCs)

TNCs are large companies that operate in a range of other countries. They are powerful players in the global economy and link up national economies in many different parts of the world. The top TNCs are involved in 3 main industries – oil, electronics & motor vehicles. Some TNCs are specialised e.g. Nestle (food & drinks) or Rio Tinto (mining) where are others e.g. Mitsubishi have a range of interests e.g. vehicles, air transport & food processing

Exam questions

- State two characteristics of quaternary sector employment (2)
- Explain the trends in primary & secondary employment in the UK since 1980 (4)
- Explain the reasons for the increase in the UK's population (4)
- Explain the impacts of globalisation on the UK economy (4)
- Compare the main differences in economic & employment structures in two contrasting regions of the UK (3)

Privatisation

Privatisation of many industries e.g. steel, railways, computers, airports, docks, petroleum, electricity, water, gas & postal services
Effects include:

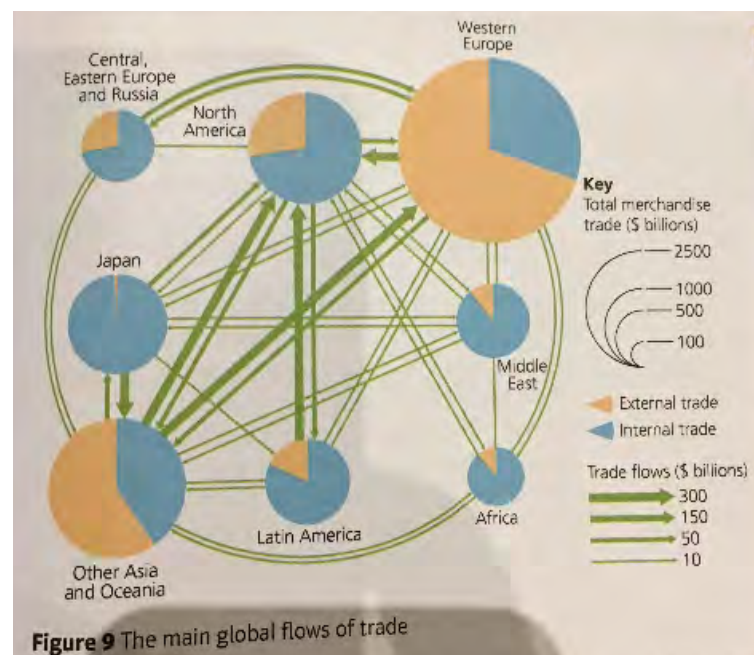
- Increased Foreign Direct Investment from businesses wanting to invest in the UK
- Increased awareness of global markets & increased competition
- Increased foreign ownership of UK firms
- Dividends & profits from some UK based firms going abroad
- Loss of jobs in the UK due to increased efficiency

Key words

Globalisation
TNCs
FDI
Networks
Flows
Global players
Privatisation
Capital
Infrastructure

Foreign Direct Investment (FDI)

FDI is composed of the flows of money (capital) from businesses in one country to another. The flow of finance allows the companies to become involved in the business life & markets of the receiving country – for the UK, this is the EU markets. The companies can vary from giant TNCs e.g. GlaxoSmithKline. In 2014, the largest investor in the UK was the USA. 50% of investment into the UK came from European countries. Most of the investment was in energy projects e.g. wind & nuclear or infrastructure e.g. airports & hotels.



Context of the city influences its functions & structure

Significance of site, situation & connectivity of a city in a national, regional & global context. City's structure in terms of functions, variations in land use, building age & density & environmental quality

Site of London

Romans bridged the Thames after their arrival in Britain in 43AD. The site they chose was the last place the Thames was shallow enough to cross. Market traders originally met there but the new bridge met. With the market came houses and within decades a significant town – 'Londinium' had grown. By 200AD Londinium had become the capital. By 1300, further growth brought traders by sea, land & in search of work.

Site of London

Being close to Europe meant that London could trade there by sea quickly. Even when large industrial cities in the North/ Midlands were growing during the Industrial Revolution, London had a bigger population, economy & port. Internationally, London's time zone helps its economic growth today. Those working in finance can trade with Asia, Australia & New York in the same day.

London – world city?

- Internationally – London has the world's 2nd biggest airport, Heathrow. If you added all the international passengers from all 4 airports then London is the world's largest international air hub. Eurostar also brings major European cities within a few hours travel.
- Nationally – UK's fastest rail service links London & major UK cities with fast travel times. However, while urban core regions have become closer to London, rural peripheral areas seem further away.
- Regionally – most major A roads & motorways lead to London which links it to other major cities.

London's cultural diversity

Middle ages brought Protestants seeking religious freedom & Jews escaping persecution. London's knowledge economy makes it a global magnet for migrants.

Key words

Site
Situation
Connectivity
Internationally
Nationally
Regional
Central Business District

London's structure

London, like many other cities, has a structure to its layout. The high-rise buildings are clustered together with green space on the outskirts of the city.

Central Business District (CBD)

The CBD is the oldest part of the city & is where most of the offices are found. London's radial roads mean that it's very accessible from all parts of London. This leads to higher land prices which make it densely built up. Therefore buildings are built high to maximise value. London's CBD has expanded recently to include Oxford Street in West London & Canary Wharf in East London. Central London benefits from large parks e.g. Hyde Park but also has the UK's worst air quality due to traffic.

Inner suburbs

In the Industrial Revolution, factories & densely packed terraced housing were built close to central London. A few high-income suburbs also developed whose population (rich upper-class) wanted to be close to the city. The inner suburbs are very varied – Kensington is one of the world's most expensive suburbs. Hackney is an area of old factories & new flats. Large houses are now being divided into flats for rent. The environmental quality varies between run-down areas (Hackney) & Kensington.

London's urban-rural fringe

Where the city meets the countryside is the urban-rural fringe. Almost every house has a garden, so building density is lower. Most houses were built in the late 20th century & there is some industry, near underground, but the area is mainly residential. Environmental quality is much higher.

Exam questions

Explain why some cities are better connected than others (4)
State two characteristics of the inner suburbs (2)

London & migration

Most migrants are adults aged between 18-35. Internal migrants from within the UK tend to be recent graduates from UK universities seeking work & a London lifestyle. International migration consists of skilled & unskilled workers.

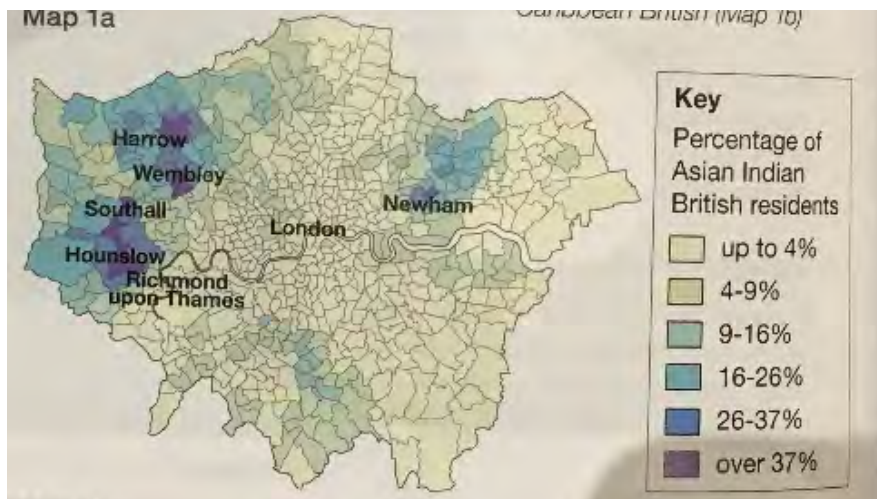
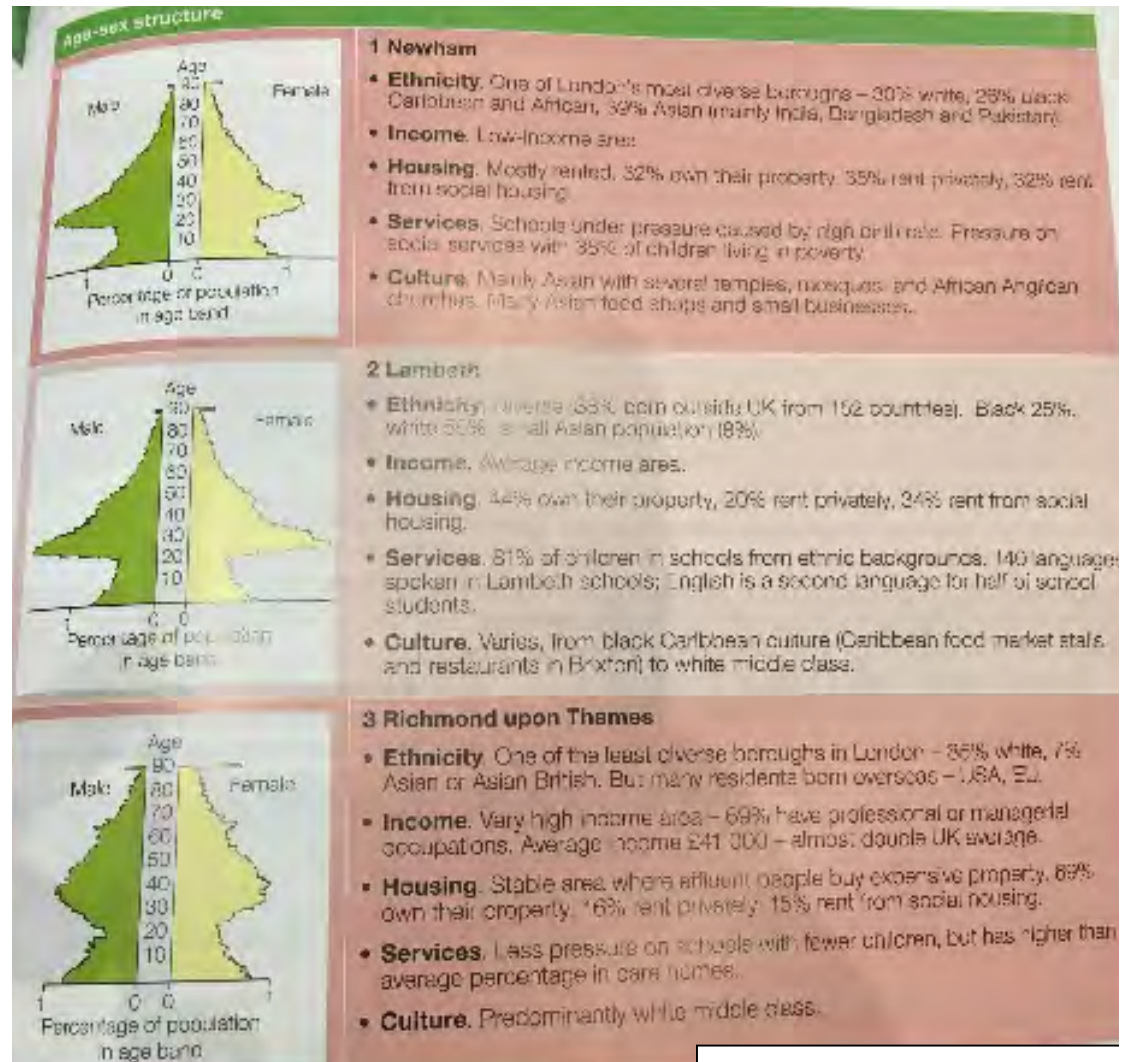
Skilled workers – take up well-paid jobs in the knowledge economy in London. Migrants with particular skills get jobs when there are not enough skilled people in the UK. Most migrants tend to be white, high-qualified professionals from the EU, USA, South Africa & Australia.

Unskilled workers – do jobs unwanted by UK workers (refuse collection), unsociable hours (pizza delivery). Construction, hotel and restaurant companies would not have enough workers without them. any come from the EU, but also India, Pakistan, Bangladesh & West Africa.

Most recent migrants seek cheap rented accommodation. They aren't eligible for social housing so take private rented property in inner city areas. Clusters of particular ethnic communities develop which help defend migrants from discrimination, support ethnic shops & services & help to preserve cultural distinctiveness

The city changed through employment, services & movement of people

Causes of national & international migration that influence growth & character of different parts of the city. Reasons for different levels of inequality, employment, services, health & education.



Exam questions

Assess the impacts of the variations in ethnic group distribution shown (8)

Key words

Skilled
Unskilled
Internal migration
Overseas immigration

London's inequalities

Deprivation has several causes. The government collects information on employment, health, education, housing and services to produce an Index of Multiple Deprivation, which shows how deprived places are. In 2012, over 2 million people lived in poverty (28% of the population). Incomes in London are more unequal than any other part of the UK.

Key words

Deprivation
Index of Multiple Deprivation

Comparison between Newham & Richmond upon-Thames

	Newham	Richmond
General health		
Infant mortality (per 100)	5.5	2.75
People with long-term illness	12.3	7.6
Premature deaths (before 65/100 000)	210	121
Education		
% with 5 GCSEs A*-C	38	37
% of 19year olds without education	41	37
% 5-16year old on FSM	20	8.4
% adults with degree	26	64

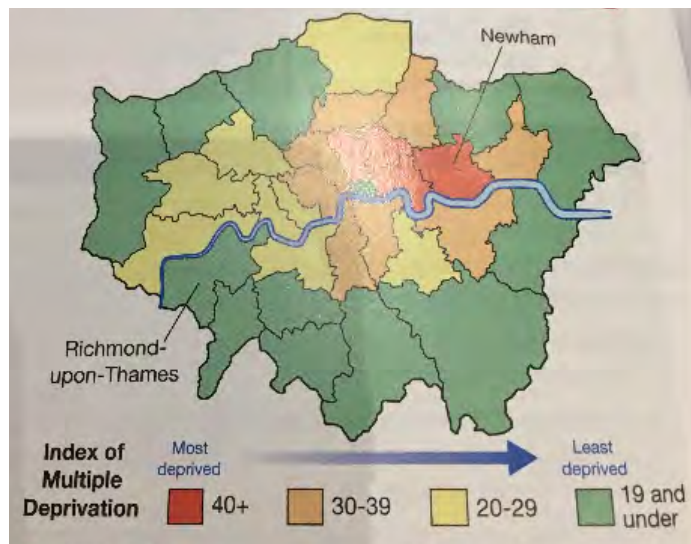
Comparison between Newham & Richmond upon-Thames

Newham is one of London's most deprived boroughs while Richmond is one of the wealthiest. Incomes were low in Newham, so more students are on free school meals. Incomes in Richmond are twice as much on average than Newham. The percentage of those with degree qualifications is much higher which allows people to get better paid employment. Health of those in Newham is worse, with more people having a limiting long-term illness which limits people's ability to learn & work. In both areas, percentage of 19year olds without qualifications is high, meaning they are limited to unskilled jobs.

Indicator of deprivation	What it measures	Proportion of population living in areas of London with this indicator
Income	People on low incomes	High
Employment	Those unable to work through unemployment, sickness or disability	High
Health and disability	People in poor physical or mental health	High
Education, skills and training	People with low educational attainment	Low
Housing and services	Affordability of housing and within reach of services, e.g. transport, doctor	Housing - Very high Services - Low
Crime	People affected by crime	High
Living environment	Those living in sub-standard housing (e.g. lack of heating, damp)	High

Exam questions

Assess the causes of differences in life expectancy (8)



The changing city creates challenges and opportunities

How parts of the city have experienced decline, de-centralisation, e-commerce, developments in transport, economic and population growth

Deindustrialisation & depopulation

- Deindustrialisation - London's dock closed in 1981, due to the use of containers to transport goods by sea. The new container ships were larger so ports moved downstream where the water was deeper. Industries that relied on the port moved too. Industries in London's biggest manufacturing area closed down. In 2001, only 7.5% people worked in manufacturing, from 30% in 1971
- Depopulation closures had a massive impact on communities. East London had an unemployment rate of 60% in some areas. People left in search of work – over 16% of the population left inner London suburbs between 1971-1981 (500 000 people!)

Decentralisation

Shift to the suburbs meant people spent their money there. People began to shop by car, not train & this shifted the shopping activity & employment from the CBD towards:

- Out of town shopping centres – developed undercover shopping to attract customers e.g. Treaty Centre, Hounslow
- Retail parks – built away from suburban shopping centres but close to major circular roads
- Business parks – areas for employment e.g. Stockley Park near Heathrow
- E-commerce – buying online has further decreased the shopping e.g. Amazon

Response

Spending money outside London means the city doesn't gain the income. Australian company Westfield has developed two shopping centres in inner London

- Stratford, East London
- Shepherd's Bush, W London

Suburbanisation

Suburbanisation – depopulation speeded up a process whereby outer London suburb gained people that left inner London suburbs. Flats were replaced by houses with a garden. Over 1.5 million left London between 1951 – 1981. Reasons for suburbanisation include:

- Underground was established by 1930 so workers could be in the inner city in 30 minutes
- Electrification of surface rail made it easier to travel to London from further away e.g. Guildford which is 50km away

Growth of London

London is 70km North – South & West- East. Reasons for London's growth:

- Counter-urbanisation – people have moved to the surrounding counties which has blurred the boundary between city & countryside
- Suburbanisation – same amount of people take up more space – small flat to house with garden
- Family size – fertility rates were 3 in 1961 which means they are having their own families
- Increasing divorce/ later marriage – more single occupancy homes need to be built

Re-urbanisation

Since 1991, more people have returned to London causing London to regrow due to:

- Space – closure of London's docks & industries created space for redevelopment. New housing & buildings were developed on brownfield sites
- Investment – large TNCs have created jobs in financial & business sectors
- Gentrification – high-income earners prefer to live closer to work so improve the area to include theatres, bars & restaurants
- Studentification – student spending generates need for goods & services

Key words

Suburbanisation
Depopulation
Electrification
Deindustrialisation
regeneration
Brownfield sites
Re-urbanisation

Green belt

To limit London's growth, a green belt has been introduced by planners to protect the countryside. No major building is allowed in this area, but it can continue beyond it.

Culture & leisure

London's 2012 Olympic Games left a huge park – Queen Elizabeth Olympic Park. Before the 2012 Games, it was a derelict area. In 2016, the Olympic Stadium has become West Ham's new football station. Athletic & music events are also held there. Meanwhile, a new cultural area is being opened by Sadlers Wells Opera Company

Exam questions

Assess the reasons for re-urbanisation that are taking place in London (8)
Explain why many UK cities are experiencing growth in outer suburbs, not inner cities (4)

Ways of life in the city can be improved by different strategies

How regeneration and rebranding of the city has positive and negative impacts on people and strategies can make urban living more sustainable and improve quality of life in the city

Changing environmental quality

Areas which were once run-down have become more desirable due to gentrification. Environmental quality has also improved due to regeneration e.g. Olympic Park. Inner-city London has many established parks e.g. Victoria Park in Hackney. But many areas still have little open space nearby. Pressure on housing means that space is being used for housing, not parks so the population density of London is increasing.

Economic opportunities

In 2015, London's GDP was as large as Sweden's! Advantages include:

- Growing economy creates jobs which attract people – 35 000 new jobs will be created each year until 2036 & range from low wage to high salary employment
- London's construction industry is rapidly growing due to demand for housing & offices

Disadvantages:

- Expensive to live here – housing demand drives up house prices
- Companies pay people more to work in London so price of meals/ drinks is higher
- Average lifestyle for London requires around £39 000 a year!!

East London's rising population

Between 1951-81, the population in East London declined but that has been reversed to become a rapidly growing population of young professionals. Tower Hamlets, an East London borough, has grown by 58% since 1981. Many inner-city suburbs have been rebranded e.g. have had a change of image. The impacts include:

- Land that has been derelict is now housing, offices & hotels
- New transport links e.g. DLR, bus routes & tube links
- London's housing is increasingly becoming expensive
- Population growth is faster than the rate of houses being built
- Overseas investors buy London property but do not live in it

Commuting

Every day 3 million people in London travel to work. 90% of the UK's travel by tram & underground & 75% of all train travel happens in London. Travelling to work affects people's quality of life. If London was to be more sustainable, quality of life could be improved. This involves:

- | | |
|-------------|--------------------|
| Transport | Affordable Housing |
| Green Space | Energy efficiency |
| Waste | Employment |

Making London more sustainable

	Aim	Outcome
Transport	Reduce greenhouse gas emissions	Congestion charge introduced in 2003 to encourage more people to use public transport All London buses are hybrid which reduces CO2 emissions 4500 electric vehicle charging points to be in place by 2018
Employment	People encouraged to work from home ½ days a week	Number of people who work from work increased from 4.3% to 8.6% in 2012 Increase in flexible working hours which helps people avoid rush hour/ pay cheaper fares
Affordable housing	To increase the amount of affordable housing	East Village in Stratford has 50% affordable housing but still need to earn £60 000! Shared ownership is becoming more common – own part of a property & rent the rest
Energy efficiency	To promote sustainability	BedZED has 100 apartments & offices – it uses 81% less energy for heating, 45% less electricity, recycles 60% of waste & 58% less water. It is London's only project though.
Green Spaces	Increases quality of life	Can lead to loss of farmland & loss of rural scenery. The Green Belt around London could be in trouble – it is close to London & ideal to build houses
Waste	Reduce household waste by 10% by 2010	Re-using waste & providing accessible recycling/ composting services (bins everywhere) Developing waste-burning power stations to create heat & power

Exam questions

Evaluate the success of strategies aimed to make urban living more sustainable (1)
Assess the impact of the cost of living on different groups of people (8)

Key words

Rebranded
Commuting
Quality of Life
Sustainable

The city is interdependent with rural areas, leading to changes in rural areas

The city and accessible rural areas are interdependent so rural areas experienced economic and social changes due to its links with the city.

Terling – a rural area

Terling is an English village, near Chelmsford in Essex. Services in Terling are struggling. The village shop fights for survival, the doctors surgery is only open 5 hours a week, the bus only runs twice a week & the pub has closed. Dairy farms no longer provide jobs as the cost of milk has decreased but there has been an increase in grain prices. However, outside contractors are brought in to farm grain. Despite these problems, property prices in Terling are high & the village primary school is full. This is because:

- Trains only take 45 minutes to London
- The A12 is nearby, linking it to London & Colchester
- Chelmsford is only 7 miles away so people go there for supermarkets, shops & services

Terling relies on London & Chelmsford for goods, services & work

Interdependent relationship

Chelmsford's population has increased from 58 000 in 1971 to 168 000 in 2011. Its population growth is due to people migrating from London. This works well for people as high London salaries mean that rail tickets are affordable & house prices are much cheaper. London relies on the rural-urban fringe as there are not enough people living in London to work. Rural-urban fringe areas benefit from higher salaries paid in London but residents have to deal with crowded commuter trains & congested roads. Housing estates are built on the edges of London, so the fringes shift outwards so Greater London changes from outer suburbs, to green belt to dormitory town to villages to rural landscape.



Biggest IT move in history

In 2003, the Meteorological Office (responsible for the weather) moved 1200 people from its office in London to the Exeter in East Devon. It meant new jobs for the rural region as not all staff moved. The local council estimates that the move has brought an extra £74 million annually to East Devon through the multiplier effect. This is due to:

- Money spent moving house e.g. grants towards moving costs
- Regular weekly spending e.g. shopping, leisure, supermarkets

Why choose East Devon?

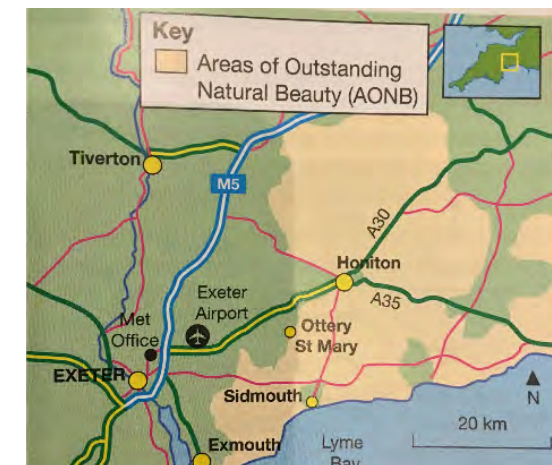
- Land rental is much cheaper £9 per sq ft (£90 per sq ft in London)
- Daily flights from Exeter Airport to London, UK & Europe
- Good train links & road links (M5)

Problems created by the move:

- Population change – in 2015, 5000 migrants moved there from other parts of the UK. It is also sunny & accessible. Part of the increase is due to retirement migration & some is family migrants
- Pressure on housing – 2/3 of Devon is classed as an area of natural beauty (AONB) which makes planning permission hard to get which pushes up house prices. Average incomes are 10% below natural average but housing is only 3% cheaper here so more affordable housing is needed
- Pressure on leisure & recreation – many attractions are located close by – Jurassic Coastline (Swanage!) & Dartmoor national park. 15 million-day trips are made every year. This puts pressure on the roads and environmentally sensitive areas.

Rural-urban fringe

The bigger area surrounding London is called the rural urban fringe which lies beyond the suburbs & is mainly rural but depends on London for work & services. 650 000 commuters leave places like Terling to work in London. These settlements then become dormitory towns & villages – places where people sleep but are away during the day.



The changing rural area creates challenges and opportunities

The challenges of availability and affordability of housing, decline in primary employment, provision of healthcare and education and how they affect quality of life (IMD) for some rural groups New income and economic opportunities are created by rural diversification and tourism projects may have environmental impacts.

Cornwall

540 000 people live in Cornwall with 4 million tourists visiting it each year. It has a 700km coastline with sandy beaches. It has one of the UK's fastest growing populations.

Health & services in Cornwall

West Cornwall is one of the UK's most deprived areas. It has a high percentage of elderly people, few services & lowest average wage.

- Only 38% of villages have a doctor's surgery & most are only open once a week. 70% of villages have buses but they only run 3-4 times a day
- Main hospital in Truro but for many people it is over 30 miles away – difference between life & death
- Young people have to travel 30 miles for 6th form education/ training & travel costs are high

Issues in Cornwall

- Length of county – 140km from one end to another. Transport is very slow – no motorway & trains take 2 hours.
- No large population centres – largest only has 23 000 people
- No knowledge economy to raise incomes so Cornwall has the UK's lowest weekly wage (£340 compared to £660 in London)
- Much employment is seasonal, part-time & low wage



Primary industry in Cornwall

Decline of primary economy had left the county with few permanent, full-time jobs

- Farming – number of cattle farms has fallen by 60% since 2000 due to falling milk prices
- Fishing – stocks in decline due to overfishing by UK/ EU fishing boats
- China clay quarrying – one employed 10 000 people in 1960s but TNCs have moved overseas for cheaper clay
- Tin mining – collapse of tin prices has meant closure of Cornwall's last tin mine in 1998

Index of Multiple Deprivation in Cornwall

- Income – Low
- Employment – medium
- Health & disability – low
- Education, skills & training – low
- Housing & services – very high
- Crime – very low
- Living environment – very high

The Eden Project

It opened in 2001 as a year-round tourist attraction. It provides people with full time employment. From 2001 – 2010:

- 13 million people visited
- Visitor spending (hotels/ food) made an extra £1 billion
- It employed 700 people & created 3000 other jobs
- 97% of visitors arrive by car affecting the environment
- Visitor numbers are falling

Farming & diversification

With farm incomes falling, farmers make an income in alternative ways. This is called diversification whereby they do a wider range of activities to enable a farm to survive

- Farm shops – 3 families developed a farm shop using a £200 000 grant from the UK/EU government. Shops sell meat & vegetables which has created 12 full-time jobs & 8 part-time jobs. They have gone from £30 000 income per year to £700 000 per year. Every £10 spent in farm shops becomes worth £23 in the local economy through the multiplier effect.
- Tourist accommodation – barn conversions & camp sites can give farms additional money. A few farms have also invested in log cabins, health spas & swimming pools. While this has increased tourism, it has led to a reduction in nesting places for birds such as swallows & owls.

