

# RURAL AREA : REBRANDING / REGENERATION

## INTRODUCTION : WHY AND HOW?

REBRANDING AND REGENERATION in rural areas must consider economic, social and environmental (physical) factors.

The aims are usually to attract residents, businesses and visitors, while protecting and enhancing the natural, and heritage (built) environment.

A comparison can be made between rural areas adjacent to a city or large urban centre where urban sprawl may put pressure on the environment due to counter-urbanisation.

And, more isolated areas detached from urban centres where decline and depopulation are occurring.

In South Cambridgeshire both types of rural areas are seen. The area around Cambridge and its Green Belt, and more distant, isolated areas some distance from the city.

### PROBLEMS :-

- In isolated areas there is a lack of educational and job opportunities for the young who have to move.
- This rural de-population causes a circle of decline as local services and opportunities decline with the population.
- In areas close to cities and urban centres, de-urbanisation (counter-urbanisation) causes population growth and stress on local services.
- This population growth and the building of houses and facilities for them puts pressure on the natural environment, endangering ecosystems, habitats and biodiversity (flora and fauna).

Policies must tread a delicate balance between attracting new people and economic opportunities, promoting entrepreneurship, developing educational achievement and skills AND, protecting, preserving and where possible enhancing the natural environment.

This involves re-imagining, promotion and marketing to create a distinct identity. Success will be measured by :- Less deprivation, improved access to services, more jobs and higher incomes, while protecting and preserving the environment.