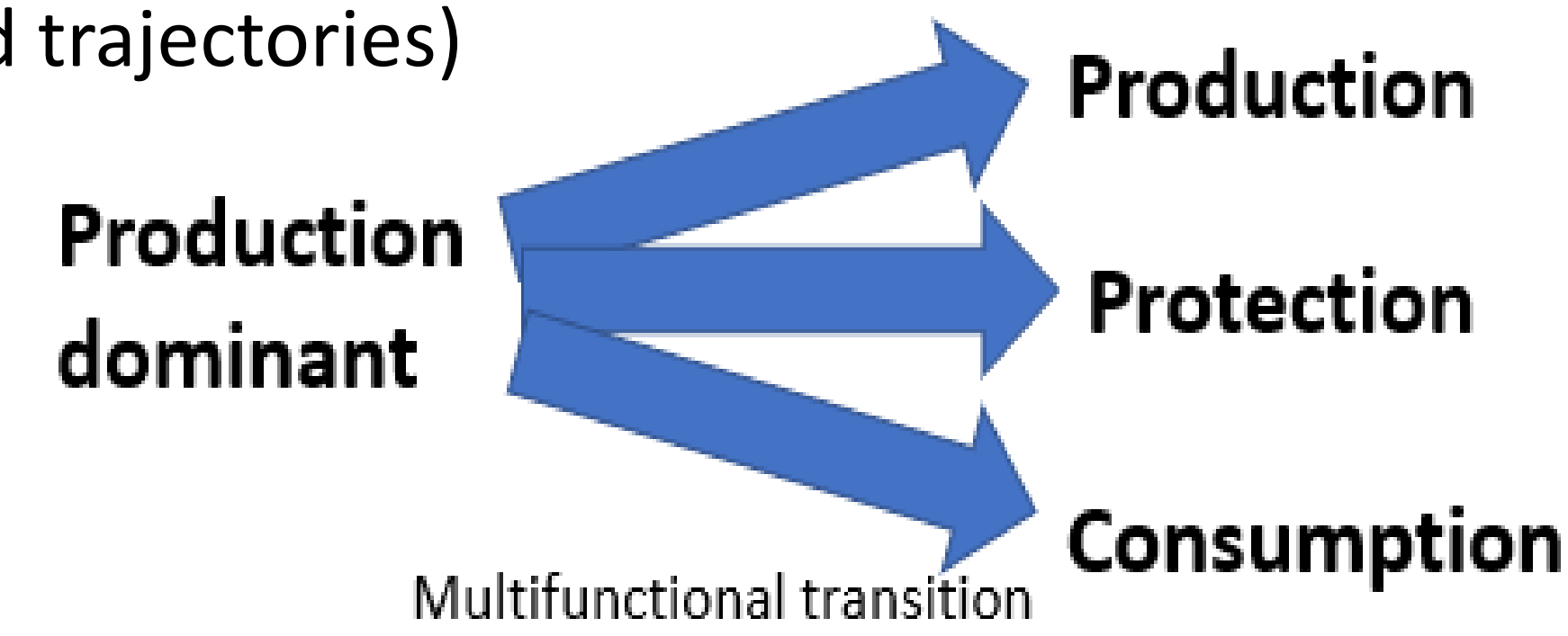


Introduction

- Rural communities in industrialized countries, including the UK, are undergoing a restructuring towards a multifunctional landscape (at different rates and trajectories)



- Driving forces of this transition include agriculture overcapacity, rising demand for amenity use of rural landscapes, and increasing awareness of environmental conservation¹
- Growing awareness of environmental protection is driven by the growing recognition of environmental harm done by agriculture intensification
- The UK has been under the EU's Common Agriculture Policy (CAP) since the post-war period, and the policy has been criticized for its economic inefficiencies and environmental harm²
- In light of Brexit, the UK has an opportunity to reform its agriculture policies and emphasize the production of public goods
- Despite the increasing population of new land managers (with non-production values), and the decreasing significance of agriculture in most rural areas, policy-makers still view farmers as long-term producers of public goods

Significance

- While rural restructuring has been studied over the past few decades, there remains a gap in how different rural areas in the UK will undergo rural restructuring (rate and trajectories). More importantly, how this will shape the delivery of public goods.
- Engaging these new land managers effectively, who are increasing and possibly becoming the dominant demographic, could potentially bring several positive environmental outcomes:
 - 1) Provide a significant increase of public goods provision and enhancement of ecosystem services
 - 2) Reverse the harmful effects of agricultural practices, and increase the cultural identity and landscape quality of the rural locality³
 - 3) Foster long-term sustainable land stewardship that will outlive the schemes itself

References

¹Holmes, J., 2006. Impulses towards a multifunctional transition in rural Australia: Gaps in the research agenda. *Journal of rural studies*, 22(2), pp.142-160.
²Bateman, I.J. and Balmford, B., 2018. Public funding for public goods: A post-Brexit perspective on principles for agricultural policy. *Land use policy*, 79, pp.293-300.
³Gawith, D. and Hodge, I., 2019. Focus rural land policies on ecosystem services, not agriculture. *Nature Ecology & Evolution*, 3(8), pp.1136-1139.
⁴Cooper, T., Hart, K. and Baldock, D., 2009. *Provision of public goods through agriculture in the European Union*. London: Institute for European Environmental Policy.
⁵Shove, E., Pantzar, M. and Watson, M., (2012) *The Dynamics of Social Practice: Everyday life and how it changes*. London: Sage

Aims & Objectives

The overall objective would be to examine the benefits of tailoring policy towards these new land managers for the delivery of public goods

- The first objective will be to gain an understanding of rural land ownership in the United Kingdom (e.g. Figure 1) and how rural communities have undergone restructuring
- The second objective is to undertake an assessment of the role that these new land managers have as producers of public goods in the UK
- This will include understanding the practices of these new land managers and how they compare to traditional farmers

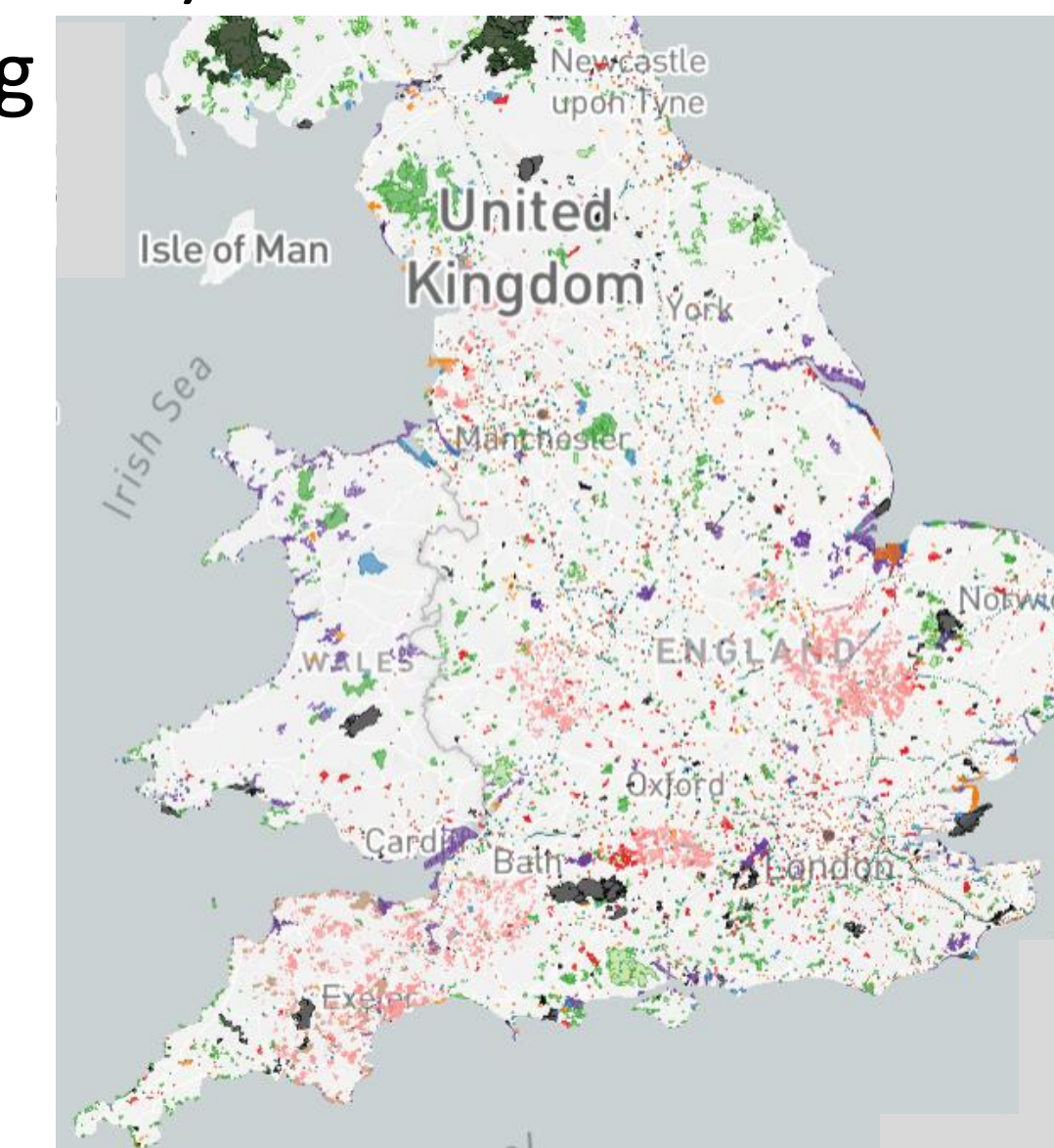
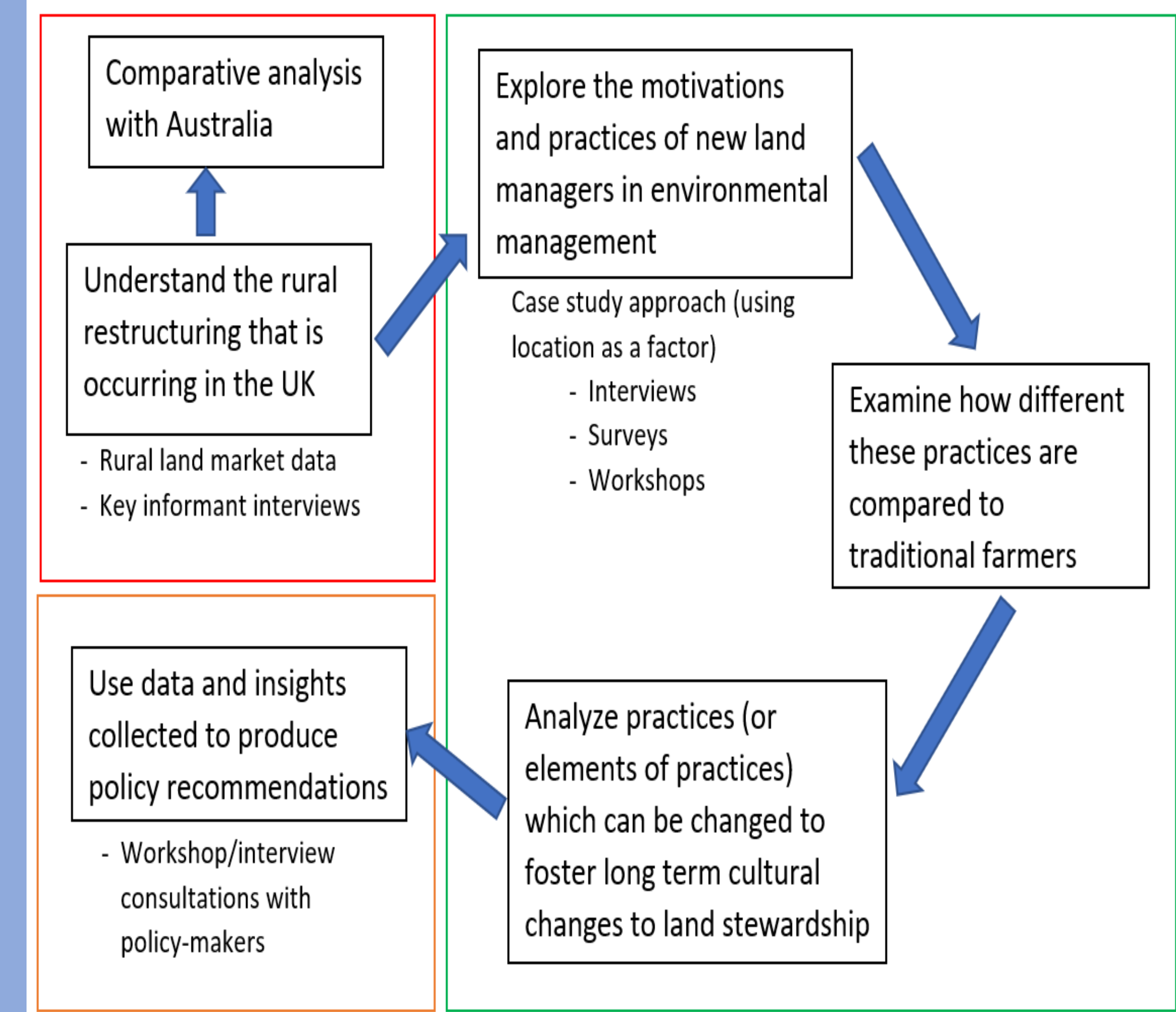


Figure 1. A map of land ownership in England (<http://map.whoownsengland.org/>)

Methodology



Conceptual Framework

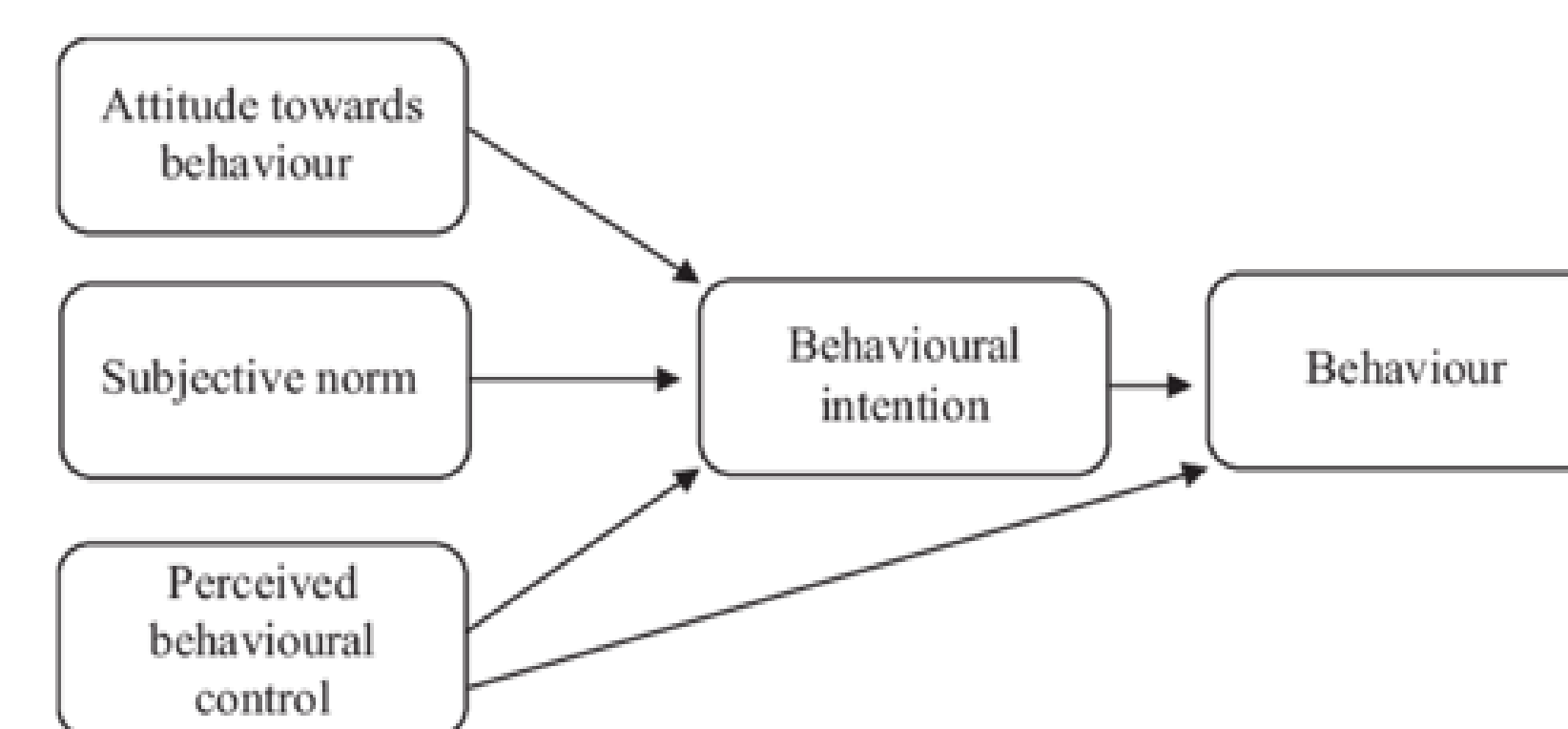


Figure 2. Diagram of Theory of Planned Behavior

Instead of employing a behavioral approach (Figure 2) which is common for such studies, this research will utilize a theories of practice approach (Figure 3), whereby the focus is on transforming practices rather than modifying behaviors of individuals. In this approach, individuals are decentralized and are "practitioners" who perform certain practices. Elements that constitute a practice include meaning, material and competence⁴

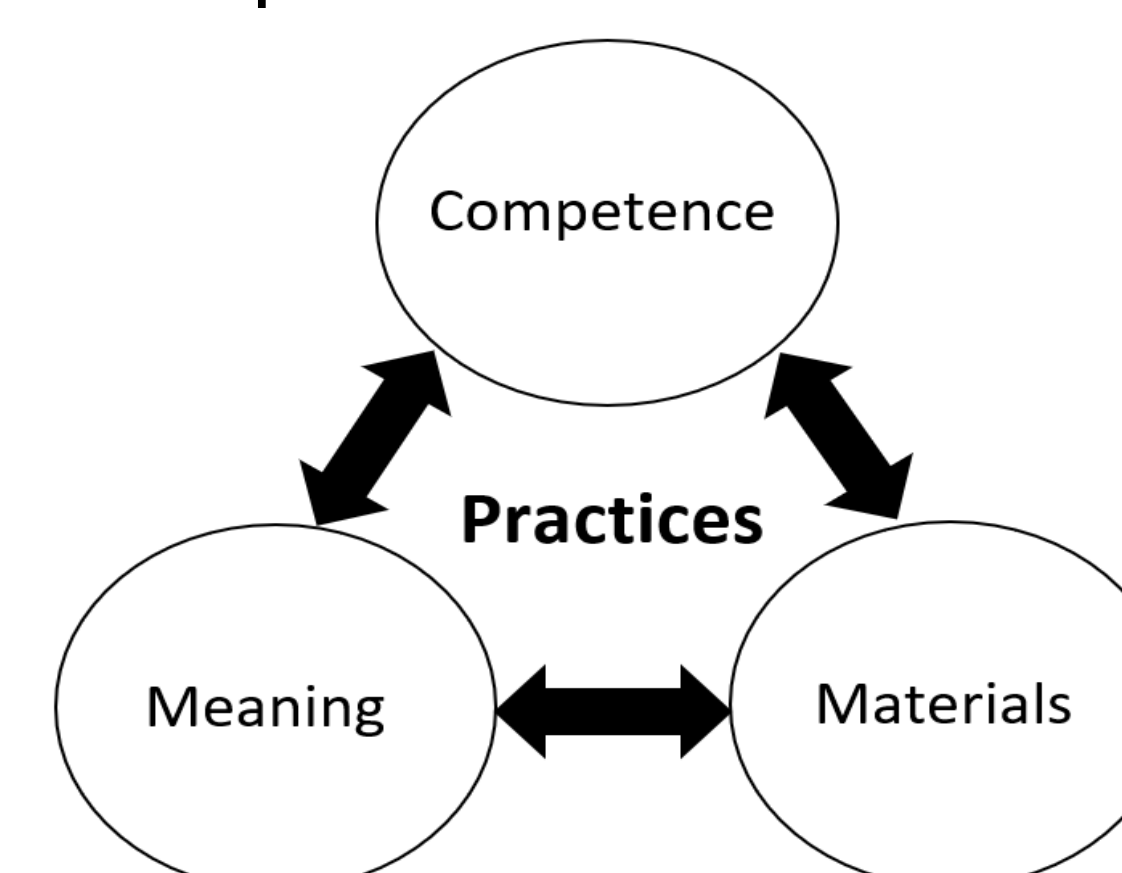


Figure 3. Diagram of Theories of Practice

Key Hypotheses

- For a variety of exogenous and endogenous reasons, rural landscapes are undergoing a multifunctional transition, not only in terms of diversification of farming, but also in terms of the way land is occupied and managed
- The emergence of a diverse group of non-farming individuals and organizations is a significant aspect of this transition, offering opportunities for promoting public goods in the countryside
- While main occupational farmers may possess higher levels of knowledge and experience in land management practices, new land managers' potentially higher willingness, easier to engage with, and the absence of competition between production and protection values, allows them to be extremely viable delivery agents for public goods
- New land managers' increasingly diverse modes of occupancy and key characteristics are largely influenced by the location of their rural property (e.g. peri-urban vs. rural)

Affiliations