

Broadband = Rural Economic Growth Strategy?

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Conclusions

LAPTOP



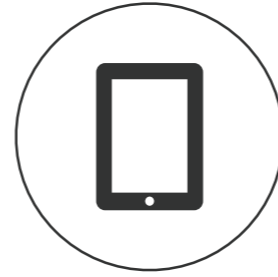
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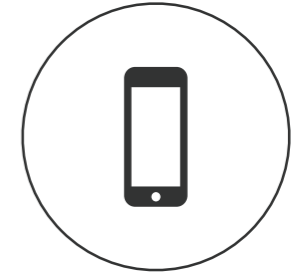
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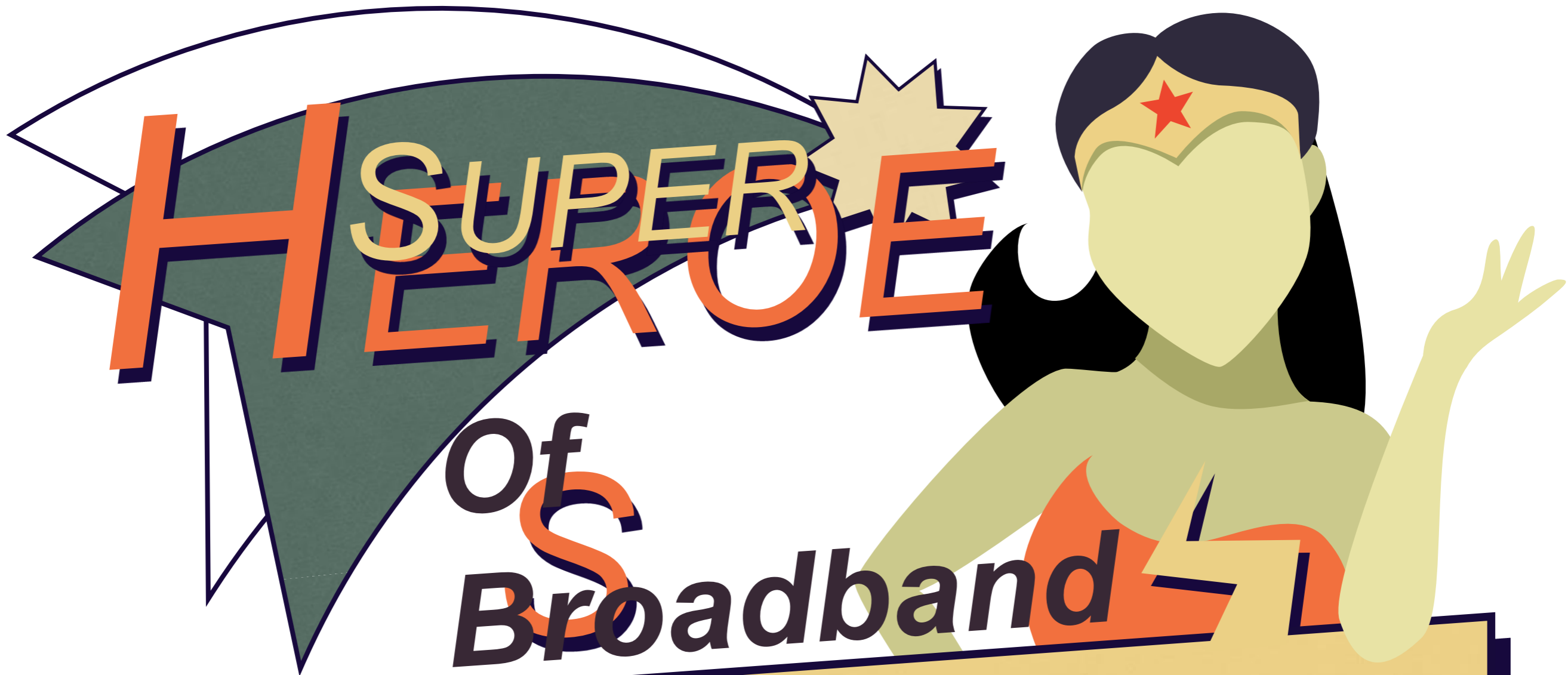


The problem with UK Rural Broadband policy is that we don't agree on the '**rural**'.

Economic definitions will tend towards **2 rural zones**, those attached to cities and those not.

Separates out agriculture rather than weaving it into sustainability discussions.

Ignores the significant **social benefits** of ICT connections and value of communities.



Of
Broadband

20:1 multiplier effect



RURAL ECONOMY

*the rural economy accounts for 16%
of employment, 26% of businesses,
and 13% of turnover.
(Frontier Economics 2014:3)*

Demographics of rural areas & changes to LG employment?

SIC	Description	Category	Contribution
86	Human health activities	rapid growth	major
87	Residential care activities	rapid growth	major
88	Social work without accommodation	rapid growth	major
73	Advertising & market research	rapid growth	minor
30	Manufacture other transport	rapid growth	minor
61	Telecommunications	rapid growth	minor
95	Repair computers, hh goods	rapid growth	minor
59	Film / TV	rapid growth	minor
80	Security & investigation	rapid growth	minor
75	Veterinary	rapid growth	minor
2	Forestry	rapid growth	minor
85	Education	med growth	major
62	Computer prog, consultancy	med growth	major
81	Service to buildings	med growth	major
93	Sports & recreation	med growth	major

Deepening of the service sector

Table 2. Categorisation of sectors by rural economic performance - Frontier Economics 2014:16

The Rural = The Urban

The most notable difference between rural and urban is that agriculture accounts for around 7% of rural employment, but is barely present in urban areas. The difference between sparse areas and less sparse areas are more pronounced than the differences between rural and urban areas.

City Regions - Rural/Urban Relations

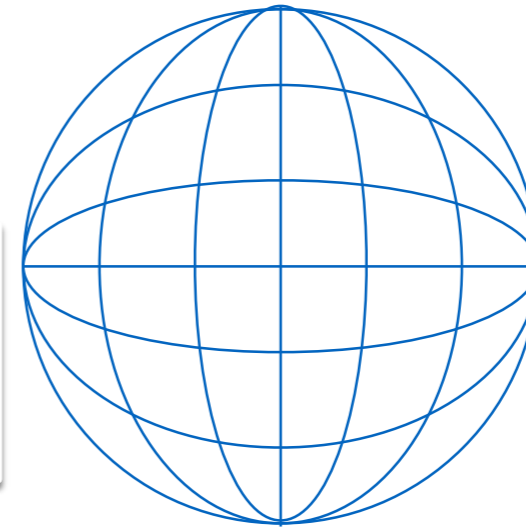
ECONOMIC AGGLOMERATION

- Dense labour markets
- Lower transaction costs
- Scope for knowledge spillover

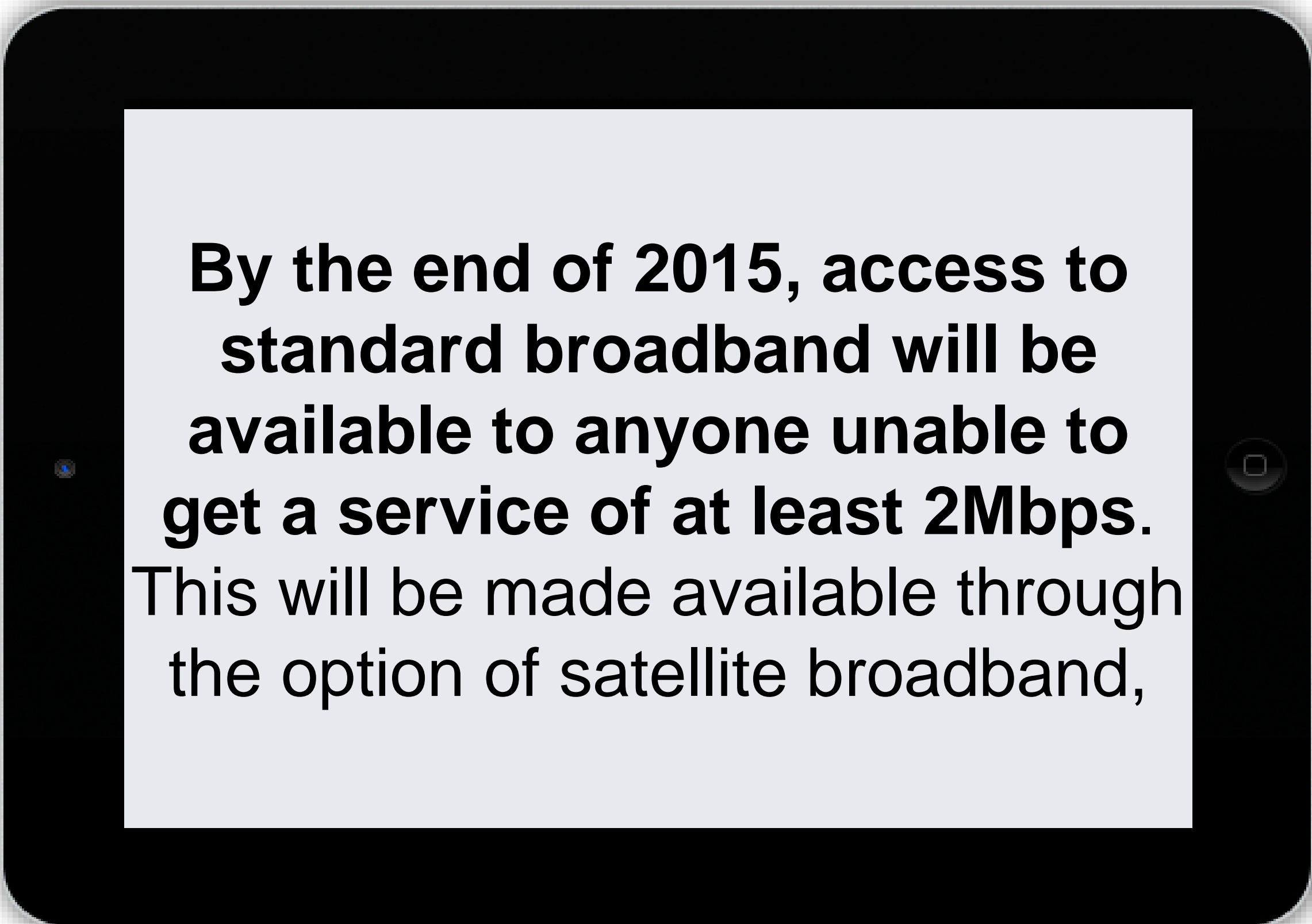
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improvements to local infrastructure can deliver agglomeration benefits to both rural and urban areas: rural benefits by having greater access to urban markets, but urban also benefits by having greater economic mass (Frontier Economics 2014:21).

A black tablet with a white screen. The screen displays text in a bold, black, sans-serif font. The text is centered and reads: "By the end of 2015, access to standard broadband will be available to anyone unable to get a service of at least 2Mbps. This will be made available through the option of satellite broadband,". The tablet has a small blue light on the left side and a square button on the right side.

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This will be made available through the option of satellite broadband,

As cities are increasingly demonstrating, **talent attracts capital more effectively than capital attracts talent.** People want to live in communities that offer healthy and family-friendly lifestyles: not only good schools and safe streets but also clean air, beautiful parks, and extensive mass transit systems. And where people want to live, businesses want to invest (Bloomberg 2015:120)

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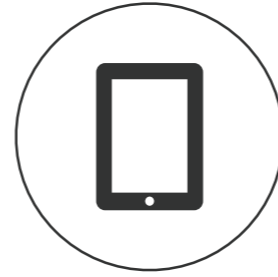
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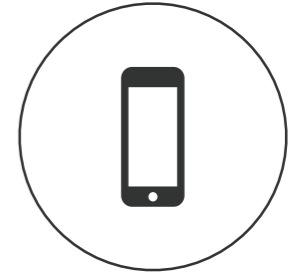
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