

Anna Price

Co- Founder

The Rural Business Awards & Rural Business Group





Rural businesses should be no different to urban and city based businesses in the impact they can have on the economy and productivity.

However we do face some additional and unique challenges.



SETTING UP A RURAL

DIGITAL CL

BARRIERS

- Funding
- Signposting
- Confidence and examples of good practice
- Implicit bias



ONGOING OPERATIONS & GROW

BARRIERS

- Skills – access to the right people in the right locations
- Location - remoteness
 - Transport infrastructure
 - Connectivity
- Support and knowledge



SCALING UP

OUR current challenges

- Cash flow – self funding, very cyclical income around awards year
- Support of big business through sponsorship – making connections and selling ideas
- Becoming social entrepreneurs – balancing our cause with our commerciality
- Growing a community



THE TAKEAWAYS: OUR GUIDING PRINCIPLES

- Rural businesses are no different to urban & city based businesses – however we do face some unique challenges
- Just because it's always been done “that way” doesn't mean you can't try something new
- Innovation comes in many forms
- Always START – if you wait for things to be perfect and for things to change in your favour you could be waiting a long time, innovation sometimes happens out of necessity



THE RURAL BUSINESS GROUP

*We want to put a marker in the sand to say '**we are rural business**' - we want to act as an enabler; as a group who champions rural business and who has their best interests at heart."*

"To support, enthuse, build and raise awareness of successful rural businesses
which in turn help vitalise rural communities"

**We believe better rural businesses
mean better rural lives.**

WWW.RURALBUSINESSGROUP.CO.UK





BE THE CHANGE YOU WANT TO SEE