

RURAL COMMUNITIES NEED SUPPORT NOW

WHY DOES IT MATTER?

40% of
constituencies are
rural. These votes
will be tightly
contested at the
next election

We are at a moment in time where rural public services are underfunded, and expensive to provide, houses are unaffordable for local people, public transport provision is patchy and the rural economy is not getting the support it needs to grow and prosper, as digital and mobile connectivity lags behind that of the rest of the country.

It doesn't have to be this way.

Now is the time for the potential of rural areas to be recognised, and decisive action taken by those that lead us, to finally make a difference for rural communities.

THE KING'S SPEECH - WHAT WOULD WE LIKE TO SEE?

We would like to see the following principles applied throughout the provisions of the King's Speech:

- An approach that considers the different challenges rural areas face, and solutions to target those challenges
- Policy that has been designed to meet the needs of rural areas
- The right data, collected at the right level, to enable policy makers to measure the success of policy decisions from both a rural and urban perspective