



Delivering for Rural

**Nadine Trout, Assistant Chief Executive
Rural Services Network**

October 2024





About Us

- **The national champion for rural services**
- **Financially independent membership organisation**
- **Provide a range of services including publications and events**
- **Campaign at national level**

Facts about Rural Funding

1


Successive Governments have underfunded Rural Councils

2

Rural residents pay more in council tax

3

It costs more to deliver services in rural areas



36%

**Urban areas will receive 36%
more in Government Funded
Spending Power per head than
Rural in 2024-2025**

Urban local authorities will receive some 36% (£141.71) MORE in Government Funded Spending Power per head compared to rural authorities in 2024 /2025



20%

Rural Residents will pay on average 20% more per head in Council Tax

Rural residents will pay, on average, 20% (£112.33) MORE per head in Council Tax than their urban counterparts due to receiving less government grant in 2024/2025



Urban authorities in 2023/2024 budgeted to spend almost **double** that of rural authorities on discretionary services





For something as simple as refuse collection, it costs more to deliver that service in a rural, sparsely populated area compared to an urban street.

The background of the slide features several stacks of gold coins. The stacks are arranged in a row, with the tallest stack on the left and the shortest on the right. The coins are highly reflective, showing bright highlights and deep shadows. The background is a soft, out-of-focus light blue and white.

The Rural Services Network is fighting for a fair deal for rural communities, in all public sector funding



The Rural Services Network has been campaigning for fair funding for local authorities for several years, supporting MPs with information and statistics to understand the approach of Government to rural areas.

£ Millions

Chart to show the progression of rural services delivery grant allocations



Almost £800 Million for the most sparsely populated rural councils in last 10 years

All Party Parliamentary Group on Rural Services

Priorities for coming year:

- Rural Fair Funding for Public Services
- Growing the Rural Economy
- Rural Affordable Housing
- Rural Transport
- Rural Health and Care Services

"During my time as a serving Councillor on Somerset Council, I saw firsthand how hard it is for local authorities in rural communities to deliver essential services. I have campaigned for fairer funding and support for rural services since my election as a Member of Parliament, and I am honoured to have been elected as the chair of the APPG for Rural Services. I look forward to working with colleagues from across the political spectrum to deliver stronger outcomes for all of our rural communities".

Sarah Dyke, MP, Chair of Rural Services All Party Parliamentary Group





RURAL PLANNING

RURAL ECONOMIES

RURAL TRANSPORT

RURAL CONNECTIVITY

RURAL AFFORDABLE HOUSING

FAIR FUNDING

RURAL NET ZERO

RURAL HEALTH & CARE

RURAL SERVICES NETWORK

Delivering for Rural

Unlocking Rural Prosperity

A map of the United Kingdom, with the landmass colored in shades of green and blue, set against a light green background.

Fair Funding

 Almost 10 million people live in rural England...
...that is **MORE THAN** the whole of **GREATER LONDON**



 Urban voters receive 36% more per head in government funding

 Rural voters pay 20% more in Council Tax per head

Find out more [here](#)

Access to Health & Care

 74% of 65+ year olds voted in the General Election (2019)

Over 30% of rural voters are 65+



 Urban Councils receive 57.5% more per head to spend on public health

 Rural voters can wait 3 times longer for an ambulance

Find out more [here](#)

Rural Transport

 Improved public transport is better for the environment...
...reduces issues of social isolation
...provides access to training, skills and employment



 Urban councils budget to spend 3.5 times more than rural on public transport

 Rural voters have fewer transport options and are reliant on private vehicles which can be expensive to run

Find out more [here](#)

Rural Connectivity

 Unlocking the digital potential of rural areas could add up to £26bn annually to the UK economy...
...growing turnover for rural businesses by £15bn each year



 Only 47% of rural voters have Gigabit capability

 49% of rural voters do not get 4G mobile coverage on all networks indoors

Find out more [here](#)

Rural Economy

 There are over half a million rural businesses in England...
...that is 23% of all registered businesses



 Productivity and GVA in rural areas is lower than urban

 Rural voters earn £1,600 less a year

Find out more [here](#)

Affordable Housing

 Ten new affordable rural homes create an economic boost of £1.4m GVA...
...and yet they only cost £1.1m to build





 The rural fuel poverty gap is nearly double the national average


 Houses in rural areas are less affordable to purchase for those in the bottom 25% of earners compared to urban

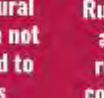
Find out more [here](#)

Rural Net Zero

 Rural households emissions are 19% higher than urban...
...yet rural areas have the resources to contribute to Net Zero



 25% of rural homes are not connected to the gas network

 Rural voters are more reliant on costly fossil fuels

Find out more [here](#)

Rural Planning

 Over 600 Neighbourhood Plans have been made in rural communities showing how voters want to influence how their local area is developed



 There are almost 100,000 second homes in rural areas

 Most rural developments are too small to include affordable homes

Find out more [here](#)

Government Policy Reviews

Our Rural Lens Series provide a useful overview on government policy



To view the full Rural Lens series covering over 20 topics visit:
<https://www.rsnonline.org.uk/tag/rural-lens/page/1/>

Commission Independent Research



Rural Cost of Living Survey generated over **7,000** responses



Recently published research into the potential of the rural economy to grow to the value of between £9-19bn

Click each image to read the full report

Respond to Government Consultations

We make our members voices heard, examples:

- NPPF Consultation
- Phasing out fossil fuel heating in homes, businesses and public buildings off gas grid
- A plan for digital health and social care
- Rural Powerhouse APPG – Rural Cost of Living
- OFGEM Resilience Guidance
- Very Hard to Reach Premises Consultation



We provide a voice
for rural areas in
Parliament

Influenced Further Afield

With government departments, House of Lords and National service providers

- DEFRA Rural Impact Forum
- Attended Private Roundtable meetings at Labour Party Conference
- Launched Winning the Rural Vote in Parliament
- Participated in BT Digital Voice Advisory Group on telephone switchover
- Broadcast 2040 campaign, the future of analogue TV
- DEFRA Rural England Prosperity Fund meeting
- Good Design Guide Project
- Localis collection of essays - published on Rural Planning
- Part of Rural Homelessness Coalition
- Part of National Alliance for Cultural Services



Seminar Programme

- 8 seminars tied key rural themes
- Expert speakers from industry & academia
- Q&A and networking opportunities
- **547** delegates last year
- Inclusive and carbon friendly
- Held on Zoom



 RURAL SERVICES NETWORK **2024**

SEMINAR PROGRAMME

Rural Net Zero 31st January 2024 11:00-13:00 BOOK NOW 	Rural Connectivity 28th February 2024 11:00-13:00 BOOK NOW 
Rural Fair Funding 27th March 2024 11:00-13:00 BOOK NOW 	Rural Economy 24th April 2024 11:00-13:00 BOOK NOW 
Rural Transport 22nd May 2024 11:00-13:00 BOOK NOW 	Rural Affordable Housing 26th June 2024 11:00-13:00 BOOK NOW 
Rural Planning 21st October 2024 11:00-13:00 BOOK NOW 	Rural Health and Care 27th November 2024 11:00-13:00 BOOK NOW 

 ONLINE SEMINARS

National Rural Conference

- Over 650 delegates attended sessions online throughout the week
- 78% of our local authorities in membership attending
- 131 organisations attending



And finally, we keep Rural Issues in the news!

Over 20,000 subscribers

For example in recent months, RSN has been included in:

BBC Radio News - Rural Connectivity and Digital inclusion

LocalGov Articles – Implications on Rural Planning

Tech Republic article on Digital Connectivity

Express Newspaper – Winning the Rural Vote

Guardian newspaper – Rural Bank Closures

Social Footprint Podcast – Digital Connectivity

<https://rsnonline.org.uk/page/media-coverage>



Rural communities face 'triple blow' in cost-of-living crisis

THE RURAL BULLETIN
Exclusively brought to you by the Rural Services Network

THE RURAL SERVICES NETWORK
The National Champion for Rural Services, ensuring people in...

Energy crisis horror as poorest Britons to fork out half of disposable income on bills

Rural Services Network study shows rural areas are being hit harder during cost-of-living crisis

Thank you

**For any queries about Rural Services Network membership please contact:
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**Access our extensive resources at
<https://www.rsnonline.org.uk/>**

