



# Delivering for Rural

## Unlocking Rural Prosperity

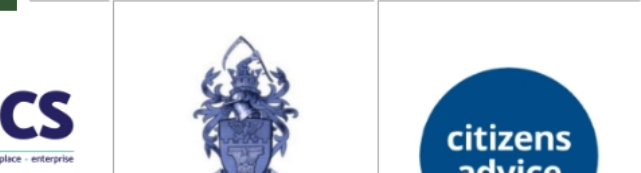
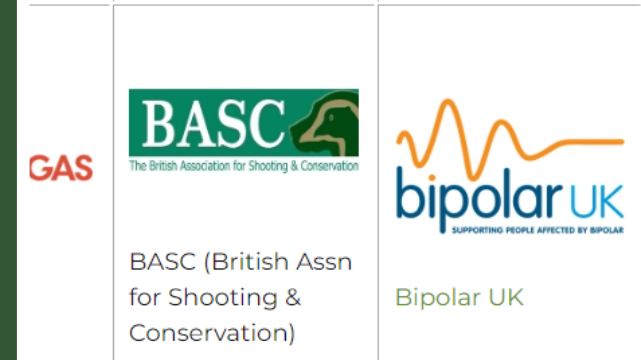
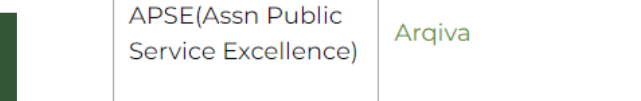
# Rural Services Network

**Kerry Booth, Chief Executive**  
**Rural Services Network**  
**August 2024**





**We are a membership body with over 500 organisations all with an interest in delivering services in rural areas**



# A national voice campaigning for rural issues

## Fairer Funding

The RSN is fighting for a fair deal for rural communities in order to maintain their social and economic viability for the benefit of the nation as a whole.





**We want a fairer  
distribution of  
national resources  
to rural areas and  
for more nuanced  
national policies  
that reflect rural  
circumstances.**



RURAL  
PLANNING



RURAL  
ECONOMIES



RURAL  
TRANSPORT



RURAL  
CONNECTIVITY



RURAL  
AFFORDABLE  
HOUSING

FAIR  
FUNDING

# Delivering for Rural

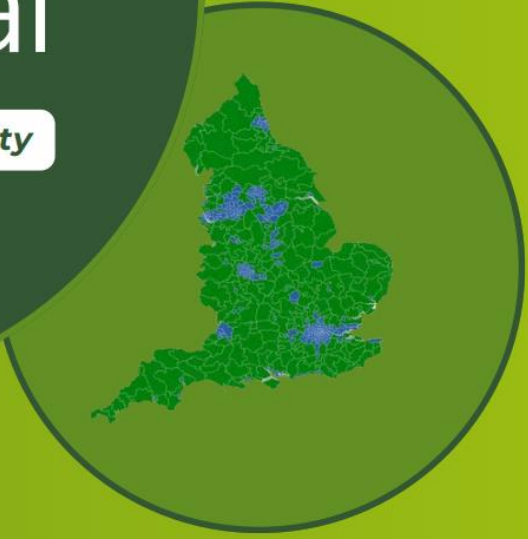
*Unlocking Rural Prosperity*



RURAL  
NET ZERO



RURAL  
HEALTH &  
CARE



Campaigning for a fair deal for rural communities



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

# Discretionary Services

Urban budget to spend double that of rural on discretionary services

Rural Discretionary Spend







# Delivering for Rural



## RURAL CONNECTIVITY:

Rural voters need good connectivity so that rural communities and businesses are not left behind.



## FAIR FUNDING:

Rural voters need fairly funded public services, reflecting the additional costs of delivering in rural areas.



## RURAL ECONOMIES:

Rural voters need more support to build a thriving rural economy



## RURAL PLANNING:

Rural voters need policies which enable them to become vibrant sustainable communities.



## RURAL NET ZERO:

Rural voters need to be prioritised in Net Zero policy which addresses the specific challenges they face.



## RURAL HEALTH & CARE:

Rural voters need accessible health and care services.



## RURAL TRANSPORT:

Rural voters need a mix of transport solutions so they can access services, employment and reduce isolation.











## RURAL AFFORDABLE HOUSING:

Rural voters need access to suitable housing to create vibrant and sustainable communities.



Campaigning for a fair deal for rural communities

Issue facing young people in rural areas	Policy Area	RSN ask of Government
<p>From 2011-21, local authority youth provision funding in England fell in real terms from £1,058.2 million to £408.5m. Lack of support networks can leave young people vulnerable</p>	<p>Rural Fair Funding</p> 	<p>Public services should be fairly funded with the additional costs of delivering in sparsely populated areas recognised</p>
<p>Homes are now less affordable in rural areas for low income households. The long term rental market is shrinking in some areas with growth of short term lets and AirBNB. This can make it difficult for young people to access affordable homes in rural areas.</p>	<p>Rural Affordable Housing</p> 	<p>Deliver a rural housing strategy stating how new housing will be delivered to meet rural communities needs. Introduce and fund an ambitious annual target for genuinely affordable rural homes and deliver this through a dedicated rural affordable housing funding programme</p>
<p>NHS mental health services are often not fairly accessible for rural communities. Far too much avoidable demand ends up at the door of Child and Adolescent Mental Health Services (CAMHS) in rural areas because of a fundamental lack of social infrastructure and youth services.</p>	<p>Rural Access to Health and Care</p> 	<p>Protect rural communities now by accepting the recommendations of the May 2023 EFRA Committee report into rural mental health. work with NHS England to set targets to measure and improve outcomes for rural mental health services and support rural health providers”</p>
<p>Post 16 travel to school options can be limited. The lack of public transport can also limit young people accessing work or training opportunities.</p>	<p>Rural Transport</p> 	<p>Deliver an evidence-based Future of Rural Mobility Strategy that acknowledges that buses are essential infrastructure and places a duty on (and allocates funding to) Local Authorities to provide socially necessary rural buses.</p>

Issue facing young people in rural areas	Policy Area	RSN ask of Government
<p>Young people in rural areas often face a limited range of post16 options, which can result in the uptake of courses which do not meet their needs or aspirations.</p> <p>Seasonal, insecure, low-paid and part-time work also characterise many of the opportunities available in rural areas.</p>	<p>Rural Economies</p> 	<p>Deliver a support programme for SMEs and community entrepreneurs in rural areas, especially start-ups and those seeking to grow</p>
<p>Research carried out by The Prince's Trust and Public First has found that only 27 per cent of all young people have heard the term 'green jobs' and could explain what this means.</p>	<p>Rural Net Zero</p> 	<p>Deliver a 'fabric first' Energy Strategy which address rural needs. This means, ensuring rural is ready to embrace the move to a technology neutral approach to Net Zero so that individuals can choose the most appropriate solutions.</p>
<p>40% of rural premises have gigabit capable broadband compared with 80% of urban premises</p> <p>At 50% of rural premises in England, it is not possible to get a 4G connection on all four mobile networks (BT-EE, Virgin Media/O2, Three and Vodafone) when indoors.</p>	<p>Rural Connectivity</p> 	<p>Deliver Project Gigabit in rural areas as a matter of urgency by prioritising the hard and very hard to reach areas.</p> <p>Protect rural residents from digital exclusion by delivering the Shared Rural Network; ensuring 5G regional innovation funding is focused on rural areas and use cases.</p>
<p>How do we ensure the needs of young people and their voices are taken into consideration in the planning process?</p>	<p>Rural Planning</p> 	<p>Protect rural voices in community engagement around planning. Whilst digital might always be the preferred choice, poor connectivity in rural areas means many voices are being lost.</p>

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Campaigning for a fair deal for rural communities