



# Introduction to Rural Services Network

## Rural Services Villages Group

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

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# About Us

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

# Broad Membership

Local authorities  
Market towns Health Providers  
Housing Associations Fire Authorities  
Utility Companies Transport Providers  
Advice and Special Interest Groups




**Over 500 RSN member organisations and growing!**

# Member Benefits to RSVG


- Publications sent straight to your inbox
  - Rural Bulletin
  - Funding Digest and Government Consultations
  - RSVG newsletter (6 a year)
- Opportunity to network and share best practice
  - Annual Meeting
- Rural research and analysis
- RSN represent rural on national level

# Opportunity to share best practice

<https://rsnonline.org.uk/rvsg-share-your-best-practice-and-case-studies>


		
<b>Draughton Parish Council</b>	<b>Eccleshall Parish Council</b>	<b>Froyle Parish Council</b>
<b>DRAUGHTON ACTION TO ZERO</b>	<b>FOOTPATHS MAINTENANCE SCHEME</b>	<b>INCLUSIVE COMMUNICATION</b>
<b>Key theme:</b> Rural Net Zero	<b>Key theme:</b> Rural Health and Care	<b>Key theme:</b> Rural Digital Connectivity

Below is a summary of a case study kindly returned by Draughton Parish Council:

	<b>DRAUGHTON ACTION TO ZERO</b>
<b>Draughton Parish Council</b>	Draughton Parish Council have kindly shared a case study on how they will help achieve national net zero targets and mitigate the effects of climate change in their own area.
<b>Key theme:</b> Rural Net Zero	<b>Project aim</b> The Council set up our DAZ project, run by a working group of councillors and village volunteers, to explore ways of enabling our community to help achieve national net zero targets and mitigate the effects of climate change in our own area.


[Download this case study](#)

Below is a summary of a case study kindly returned by Eccleshall Parish Council Council:

	<b>FOOTPATHS MAINTENANCE SCHEME</b>
<b>Eccleshall Parish Council</b>	<b>Project aim:</b> Eccleshall Parish Council has a large number of public Rights of Way throughout its parish, many of which are well used but suffered from a lack of funding with regards to maintaining access and a lack of signage, due to reduced funding from the County Council, the lead authority responsible for maintaining these Rights of Way. During Covid, residents were restricted to walks within their local area and were keen to explore the rights of way within the parish, many of which were suffering from a lack of maintenance.
<b>Key theme:</b> Rural Health and Care	<b>Project actions:</b> The Parish Council liaised with Staffordshire County Council who welcomed our proposal to fund a self employed footpaths operative who would undertake works to maintain the most used Rights of Way within the parish. Tasks undertaken include the cutting back of vegetation, repairing and replacing stiles and fingerposts, and installing new signage (with permissions). There have been some larger jobs which require more than one person, and the County Rights of Way team have worked with us to arrange for volunteer support. Schemes that are linked to this include the provision of additional signage along Rights of Way in Bishop's Wood. The council identified the need for additional signage and produced a proposal to identify the requirements. The County Rights of Way officer was able to deliver this scheme in conjunction with Arney's community volunteer scheme. The scheme has also led onto the production of a Circular walks booklet, which has been very well received. The footpaths promoted in these walks are those which we prioritise for regular maintenance.

[Download this case study](#)

Below is a summary of a case study kindly returned by Froyle Parish Council:

	<b>INCLUSIVE COMMUNICATION</b>
<b>Froyle Parish Council</b>	Froyle Parish Council recognised that they were struggling to communicate effectively with all members of their community, as residents span a wide range of age groups and there is a variety of preferences for communications using differing media. There were also several different websites for village activities with no single place for accessing local information. Following research into how the community engaged with different forms of communication, they took action to coordinate and improve how local information is delivered within their community.
<b>Key theme:</b> Rural Digital Connectivity	<b>Download this case study</b>

# 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/>

# Support Back Bench Debate

The RSN provide briefing papers for both the House of Lord and Commons to inform rural debate.



*“Although I am only 10 days into the job, I am very happy to talk to more colleagues about local government finance in general. I am keen to understand, to learn and to take the expertise that the all-party group and others have demonstrated over so many years to assist me in my role in the months ahead”*

***Lee Rowley DLUHC***

Watch the footage from Parliament TV at:

<https://www.youtube.com/watch?v=vuRToZxp-Qg>

# 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
- Landscapes Review (National Parks and AONBs): implementing the review
- Fire Reform White Paper – Reforming our Fire and Rescue Service
- A plan for digital health and social care
- Rural Powerhouse APPG – Rural Cost of Living
- Voluntary Guidance for Community Benefits for electricity transmission network infrastructure
- OFGEM Resilience Guidance
- Very Hard to Reach Premises Consultation
- Universal Service Obligation Consultation

**Rural  
Services  
APPG**

 **UK  
Parliament**

**What's on**



We provide a voice  
for rural areas in  
Parliament

As well providing the secretariat for the  
All Party Parliamentary Group for Rural Services





# 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



# 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



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

