



Welcome to RSN Seminar

Rural Economies

24th November 2021





1. Older people

Wednesday 26/01/2022
11 am - 1 pm

BOOK HERE

2. Young People in Rural
Areas

Wednesday 02/03/2022
11 am - 1 pm

BOOK HERE

3. Rural Planning

Wednesday 30/03/2022
11 am - 1 pm

BOOK HERE

4. Rural Decarbonisation

Wednesday 27/04/2022
11 am - 1 pm

BOOK HERE

5. Rural Digital
Connectivity

Wednesday 25/05/2022
11 am - 1 pm

BOOK HERE

6. Rural Affordable Housing

Wednesday 29/06/2022
11 am - 1 pm

BOOK HERE

7. Rural Health and Social
Care

Wednesday 27/07/2022
11 am - 1 pm

BOOK HERE

8. Rural Town Centres, High
Streets & Village Hubs

Wednesday 02/11/2022
11 am - 1 pm

BOOK HERE

9. Rural Economies

Wednesday 30/11/2022 | 11 am - 1 pm | BOOK HERE

The RSN seminar programme is free to members of the RSN as part of their membership.
For full details [click here](#)





Rural Economies

This presentation will cover:

- Revitalising Rural Campaign
- RSN Asks of Government
- RSN Research to support campaign



Revitalising Rural

Realising the Vision

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



RURAL
SERVICES
NETWORK



RURAL
SERVICES
NETWORK



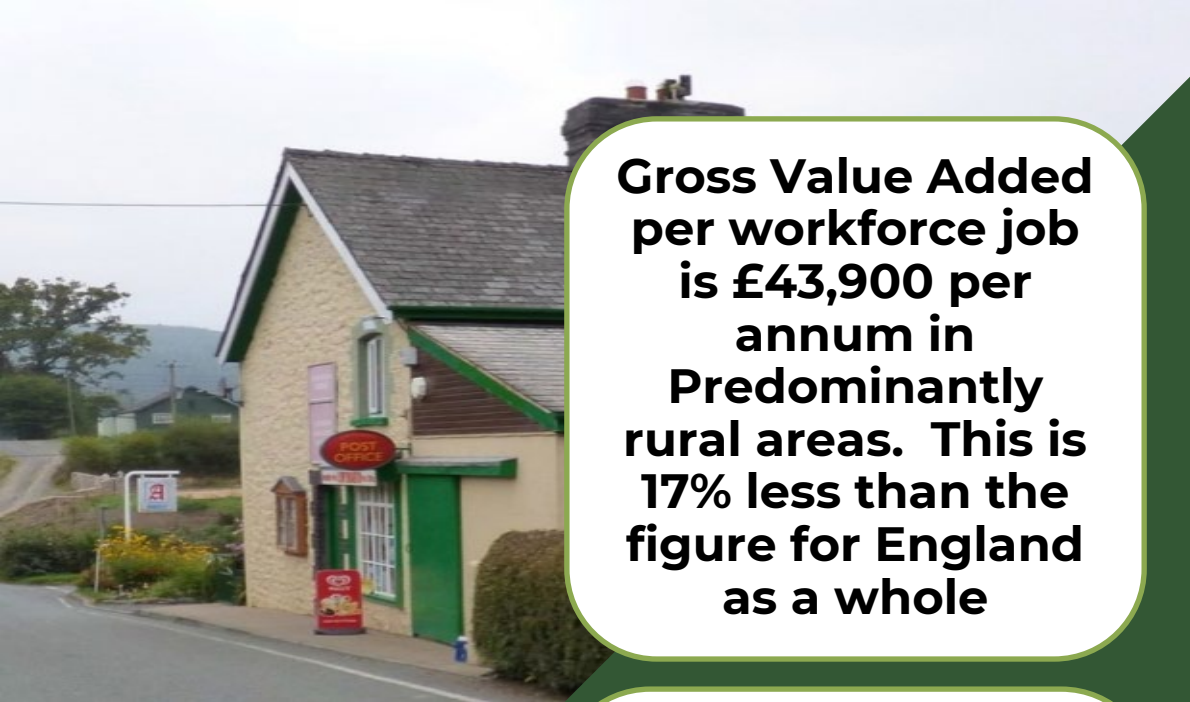
Revitalising Rural
Realising the Vision

RURAL SERVICES NETWORK



Rural Economies





Gross Value Added per workforce job is £43,900 per annum in Predominantly rural areas. This is 17% less than the figure for England as a whole

Land based businesses are important but 85% of rural businesses are in other sectors



Earnings (mainly from wages) for jobs which are based in rural areas are lower than for jobs based in urban areas

550,000 businesses registered in rural areas



Specific Policy Asks on Rural Economy



Dedicated Rural Funding and Support

- Govt should create dedicated rural funding stream within SPF and Levelling Up Funds. This will enable specific tailoring to meet rural needs and prevent larger urban projects meeting the 'urban focussed' criteria and scooping the pot!
- Funding should take account of scattered nature of needs of rural areas. A low productivity measure may be appropriate.
- Govt should make grant funding pots available to Plunkett Foundation and Locality, to help them provide specialist advice and guidance to social and community enterprises, many of them in rural locations and delivering valuable local services (such as community run shops) to rural communities.



Rural Champion in LEPs and repurposing of LIS

- Every LEP which includes rural areas should have Rural Champion on the board and they should monitor and report on specific rural targets and priorities.
- LIS should be rural proofed and look to support smaller scale projects suited to rural areas, not just focusing on large infrastructure projects in urban areas.



Exploiting Digital Connectivity

- Rural areas need effective connectivity and broadband, and should not be left behind urban areas.
- Advice and guidance should be widely available so that rural businesses can make better use of digital connectivity to take advantage of new opportunities and reach new markets.



Government Funding Pots

Levelling Up Money

Towns Fund

Identified potential recipients by filtering towns by population, then applying a needs based regional allocation formula

Community Renewal Fund

Will allocate £220 million of investment via a competitive process prioritising projects that target investment in communities in need, especially in its 'top 100 priority places'

Levelling Up Fund

The Fund will prioritise places in need of economic recovery and growth, regeneration and improved transport connectivity

Government announced a range of new funding mechanisms, to support the economic development of local communities, both for post-covid recovery and to support its 'levelling up' agenda

Government Funding favours
northern urban locations

Metrics and Ministers miss
rural requirements

Findings of RSN
commissioned research

**Towards a shared
Prosperity Fund**

Learning Lessons for Shared
Prosperity Fund

Focus on real income levels

Government Funding favours northern urban locations

- Choice of where to allocate funds has been based on:
 - Statistical evidence of need
 - Strategic judgement of politicians and officials
- Lack of clear and consistent explanation for how ministerial judgement has been applied

Metrics and Ministers miss rural requirements

- Metrics used to prioritise fund allocations fail to reflect reality for sparse communities
- Ministerial judgements ensured that the Towns Fund, against civil service guidance, set minimum threshold limits for those areas that could apply, rural towns with wide hinterland catchments were ineligible for the fund.

Learning lessons for Shared Prosperity Fund

- Process for allocation and prioritisation of funds should learn lessons from recent practice and be transparent.
- Using many indicators to assess need, and to target levelling up funds, may give the impression that a wide range of factors are being fairly considered. In practice, they leave the process complicated, confused and open to unintended (and potentially intended) bias.

Focus on real income levels

- Recommend prioritising funds based on real income levels achievable from local jobs
- Would show clear line between action between aim of fund and action on the ground

Further Issues with Government Funds



- The first round of the Levelling Up Fund prioritises bids that can demonstrate investment or begin delivery in the next year – a further issue for smaller, rural authorities with capacity challenges.
- Funds that require local authorities to bid for them, can disadvantage rural local authorities with small teams and limited capacity and resources

<https://www.rsnonline.org.uk/tag/rural-lens>

RURAL LENS REVIEW



**Build Back Better
High Streets**

Published August 2021



RURAL LENS REVIEW



Build Back Better
A Government Plan
for Growth

Published May 2021



RURAL LENS REVIEW



Skills for Jobs
Lifelong learning for
opportunity and
growth

Published February 2021



RURAL LENS REVIEW



**Tourism Recovery
Plan**

Published July 2021



RURAL LENS REVIEW



**Government place
based funds**
Towns Fund
Levelling Up Fund
Community Renewal Fund
Shared Prosperity Fund

Published March 2021



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

