

RSN Seminar: Rural Economies

Date: 24th November 2021

Subject: Rural Economies

Chair: [Kerry Booth](#), Deputy Chief Executive, Rural Services Network

Host: Online Event via Zoom

Speakers

Speaker 1: Paul Shevlin, Chief Executive, [Craven District Council](#)

Speaker 2: Professor Gary Bosworth, [Northumbria University](#)

Speaker 3: Kerry Booth, Deputy Chief Executive, [Rural Services Network](#)

Learning Outcomes

Examples of Good Practice/Reports/Information

- [Work hubs in Devon](#) and using Getting Building Funding (Devon CC).
- National Trust has very good broadband and allows use of its facilities - blended approach to working.
- [TRL Insight report](#) for LGA on how the local government funding landscape has developed in recent years.
- Chief Medical Officers annual report 2021: [Health in coastal communities](#)
- National Innovation Centre for Rural Enterprise ([NICRE](#)).
- [Hereford Town Investment Plan](#) #stongerhereford.
- North Kesteven District Council research into funding opportunities for LAs for EV charging points ([click here to view attachment](#)).

Key Learning Points

Connecting Culture, Regeneration, and the Community to Attract and Retain our 16–34-year-olds

- **Interlocking a number of projects** [Heritage Action Zones](#) and [Skipton's High Street Heritage Action Zone](#); rejuvenating the High Street
- [Skipton Station Triangle Masterplan](#); [Transforming Cities Fund](#) and [Skipton's plan is part of a bigger bid from Leeds City Region](#), sorting out transport links and greener transport.
- [Great Place – Lakes and Dales](#) – looking at art, heritage and culture and supporting young people.
- **Developing a cultural Hub** for Craven DC – [Skipton Town Hall](#)
- **Invite your funders in** and show them/demonstrate the vision.
- **Get your community onboard** – engage with them and invest the time to do this as many hurdles to overcome.
- **Success Breeds Success...and more Grants.**

Rural co-working: New Network Spaces in the Rural Economy

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Tel: 01822 851370

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- **The need for working hubs** as well as cultural hubs to improve/influence rural economies.
- **Stimulate new working connections** as well as sustain local social networks
- **Need to capture high earner skills** within the community and show young people that they can work in a rural area and not leave.
- **Reposition rural co-workers into the centre** – need superfast broadband
- **Different models** but community led models are about community and wellbeing.
- [Research](#) shows the shift away from London to smaller urban hubs and commuting towns.
- [INCITE](#) – Northumbria Centre for Innovation Regional Transformation & Entrepreneurship.
- [Blog](#) from National Innovation Centre for Rural Enterprise (NICRE).

Fair Levelling Up for Rural?

- **Levelling up – difficult to define** so how do we know if it's been achieved.
- “Left behind” areas have low productivity, low earnings, low skill base and poor health.
- [RSN report with Pragmatix Advisory](#) – bias in the metrics used towards northern, urban red-wall areas in the allocation criteria of the Levelling Up and other Funds.
- [Community Renewal Fund](#) – is it going where it's needed?
- [RSN survey](#) on levelling up and the UK Shared Prosperity Fund. We would encourage you to complete this survey if you have made a bid to one of the recent Government Funds, whether you were successful or not, so that we can gather views on the process to feedback to Government. This survey closes on 19th December 2021.
- Need funding allocations to **reflect cost of delivering services**.
- Resources don't have to be the same amount – just **fair and equitable**.
- [Salvation Army report on Levelling Up](#).

Open Forum Discussion

- [Case Studies](#): Please send these through to us to help inform our Revitalising Rural Campaign but to also highlight to Government the impact of policy decision making.

Any Other Key Outcomes from the Seminar

[RSN's Revitalising Rural Campaign](#) **Specific Policy Asks** of the Government is for fairer distribution of national resources to rural areas and more nuanced national policies. There are 14 Chapters in the campaign; one of them looks specifically at [Rural Economies](#), and [Rural Town Centres and High Streets](#).

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As new Government strategies are announced, RSN puts them through a “[Rural Lens Review](#)” which adds depth and texture to the Policy Asks. A fresh crosscut of the Revitalising document being worked on will look in more depth at younger people. It will also look at the impact of various issues on younger people and develop case studies (personal experiences) rather than dry policy discussions. One of these reviews looks at [Government Place Based Funds](#), [Build Back Better High Streets](#).

Who are the Rural Services Network? [Video on YouTube](#)

Analysis and Commentary pieces for Rural Services Network by Jessica Sellick, Researcher at Rose Regeneration: [From Survival to Revival: How can we Regenerate our High Streets?](#)

RSN Member Insights produced by Dan Worth, Research & Performance Analyst, RSN. Please click on the link to access the [Economy Insights](#).

Attendance and Apologies

Attendance

Full Name	Organisation
Bethan Aldridge	Rural Services Network
Cllr Chris Allen	Burnham and Highbridge Town Council
Cllr Giles Archibald	South Lakeland District Council
James Armstrong	Northumberland County Council
Liz Barnard	West Suffolk Council
Cllr Ann Bean	New Alresford Town Council
Mandie Berry	North Somerset Council
Graham Biggs MBE	Rural Services Network
Kerry Booth	Rural Services Network
Professor Gary Bosworth	Northumbria University
Mark Brownbill	Devon Communities Together
Dr Steve Capes	Derbyshire Dales District Council
Cllr Stephen Clarke	West Northamptonshire Council
Abi Culley	Warwickshire County Council
Lois Dale	Shropshire Council
Cllr Fran Davis	West Chiltoningon Parish Council
Cllr James Deane	Petersfield Town Council
Cllr Cynthia Dereli	Burscough Town Council
Dr Jane Deville	University of Lincoln
Marina Di Salvatore	West Lindsey District Council
Richard Dowson	Raising Aspirations Empowering Change Ltd
Gemma Finnegan	Cornwall Rural Community Charity

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Louise Flavell	Braintree District Council
Anna Fountain	East Riding of Yorkshire Council
Rachael Fullwood	Lincolnshire Rural HA Ltd
Cllr Penelope Gimes	Minster Parish Council
Cllr Susan Glossop	West Suffolk Council
Cllr Jan Goffey	Okehampton Town Council
Martin Gorringe	Defra
Alan Gray	North Kesteven District Council
Carol Grey	Penrith Town Council
David Hall	Northumberland County Council
Clare Harding	West Suffolk Council
Jonathan Harris	Cumbria County Council
Helen Harris	Leicestershire County Council
Neil Hawke	South Hams & West Devon Councils
Nicola Healy	Babergh & Mid Suffolk District Councils
Lizzi Hearn	CPRE
Beth Heritage	Wealden District Council
Chris Hill	Shropshire Council
Claire Holt	Durham County Council
Dan James	Exmoor National Park Authority
Matt Jones	Suffolk County Council
Terry Jordan	Wisbech Town Council
Cllr Patrick Kimber	West Devon Borough Council
Chris Kirkwood	YMCA Lincolnshire
Daniel Larkin	Lincolnshire County Council
Tom Lawrence	TRL Insight (& Pragmatix Advisory)
Cllr Simon Leney	Heathfield and Waldron Parish Council
Greg Macdonald	Eden District Council
Simon Matthews	Rural West Sussex Partnership
Sean McGrath	Lancashire County Council
Ken Miles	North Devon Council
Nic Millington	Rural Media
Adam Milner	East Riding of Yorkshire Council
Stacey Muir	Midlands Connect
Caitlin Murray	Cornwall Council
Bobbie Preston	SP Energy Networks
Natalie Querol	Arts Council
Steve Robson	Northumberland County Council
David Rodda MBE	Cornwall Council
Evonne Rogers	North Kesteven District Council
Melanie Sealey	Devon County Council
Paul Shevlin	Craven District Council
Nicola Simmons	Reed in Partnership
Frances Simpson	New Alresford Town Council

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Emma Smith	Shropshire Council
Emma-Jane Snowden	East Riding of Yorkshire Council
Katherine Stanley	West Northamptonshire Council
Cllr Vivienne Stock-Williams	Somerset West & Taunton Council
Rebecca Tomlin	Harborough District Council
David Trevelyan	Forest of Dean District Council
Nadine Trout	Rural Services Network
Cllr Richard van Dulken	Braintree District Council
Beverley Vasey	Cambridgeshire ACRE
Cllr Sarah Wakefield	Somerset West & Taunton Council
Andrea Wallace	Lancaster City Council
Sarah Welfare	Reed in Partnership
Cllr Amy Wheelton	South Derbyshire District Council
Cllr Mark Whittington	Lincolnshire County Council
Ian Whittle	Reed in Partnership
Cllr Ryan Wills	Bath & North East Somerset Council
Dr Lavinia Wilson-Youlden	University of Northumbria
Cllr Dr Stuart Withington	Great Dunmow Town Council
Emma Wray	Wealden District Council

Apologies

Full Name	Organisation
Roger Allonby	Herefordshire Council
Cllr Philip Atkins OBE	Staffordshire County Council
David Bartlett	Ventnor Town Council
Cllr Owen Bierley	West Lindsey District Council
Cllr Amanda Brown	Great Dunmow Town Council
Cllr Gwilym Butler	Shropshire Council
Fiona Capewell	Isle of Wight Council
Kieran Carr	Cambridgeshire ACRE
Olivia Carr	Cambridgeshire ACRE
Josyanne Clarke	North Somerset Council
Amy Cobbett	NFU
Jon Collins	Derby College
Matthew Collinson	North Lincolnshire Council
Nora Corkery	Devon Communities Together
Bill Cullen	Hinckley and Bosworth Borough Council
Cllr Donald Davies	North Somerset Council
Cllr Janet Duncton	West Sussex County Council
Andrea Durn	Wotton Under Edge Town Council
Wayne Dutton	South Staffordshire Council
Shannon English	East Suffolk Council

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Paul Fellows	North York Moors National Park Authority
Jack Freeman	Northumberland County Council
Laura Gaudion	Isle of Wight Council
Gerry Gilmurray	SP Energy Networks
Cllr Richard Good	Richmondshire District Council
Kinga Grabarczyk	Sedgemoor District Council
Andy Haime	Lincolnshire Rural HA Ltd
Kathryn Hampson	West Sussex County Council
Nik Harwood	Young Somerset
Cllr Lee Hatcher	Cranbrook & Sissinghurst Parish Council
Alison Hayward	East Devon District Council
Cllr Elizabeth Hendry	Downham Market Town Council
Cllr Robert Heseltine	North Yorkshire County Council
Cllr Claire Hodson	Torrif District Council
Sally Igra	New Forest District Council
Gavin Iredale	Reed in Partnership
Wendy Jackson	Forest of Dean District Council
Liz Johnson-Idan	Chard Town Council
Sarah Jones	Shropshire Council
Will Jones	Dartmoor National Park Authority
Cllr Julie Jones-Evans	Isle of Wight Council
Katie Judge	Solihull Metropolitan Borough Council
Ellen King	West Lindsey District Council
Louise Kite	Lancashire County Council
Simon Lynch	Outside the Box
Aanchal Mann	National Federation of Women's Institutes
Martyne Manning	Stafford Borough Council
Maureen Margrie	Cirencester Housing
Toby Matthews	Norfolk County Council
Cllr Terence Moore	Great Dunmow Town Council
Jane Mordue	Citizens Advice
Yvonne Morland	Tandridge District Council
Fay Morris	SP Energy Networks
Cllr Jonathan Noble	Boston Borough Council
Keli Nolan-Lyons	Tenterden Town Council
Emma Phillips	West Oxfordshire District Council
Pam Posnett	Leicestershire County Council
Sylvia Pringle	Northumberland County Council
Norman Proudfoot	Harborough District Council
Nicola Radford	Lincolnshire County Council
Julia Raven	South Northamptonshire Council
Shirley Reynolds	The Gorge Parish Council
Janice Rose	Northumberland County Council

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Cllr Jeremy Savage	South Norfolk Council and Broadland District Council
Kay Sentence	Collaborative Housing
Cllr Richard Sherras	Ribble Valley Borough Council
Ian Sherriff	Univerity of Plymouth
Clair Shields	North York Moors National Park Authority
Cllr Ron Simpson	Uppingham Town Council
Tim Slaney	South Downs National Park Authority
Mandy Smith	Babergh and Mid Suffolk District Councils
Cllr Margaret Squires	Mid Devon District Council
Cllr Angela Standing	Arundel Town Council
Cllr Roger Sterry	Cinderford Town Council
Alan Sutton	Chichester District Council
Cllr Michael Sutton	Westbury Town Council
Cllr Linda Taylor	Cornwall Council
Amy Thomas	Lincolnshire County Council
Cllr Michael Thompson	St Austell Town Council
Judith Thompson	Saffron Walden Town Council
Joanne Thornber	Forum of Private Business
Andy Tordoff	East Riding of Yorkshire Council
Steve Trotter	Lechlade on Thames Town Council
Anna Warner	Reed in Partnership
Nick Webster	Herefordshire Council
Nic Wells	St Ives Town Council
David Wells	Wrekin Housing Group
Susan White	Richmondshire District Council
Liz Wilkin	Cornwall Rural Community Charity
Helen Wright	East Riding of Yorkshire Council

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