



Welcome to RSN Seminar Enabling Rural Business 28th July 2021





**RURAL
SERVICES
NETWORK**

2021 ONLINE SEMINAR PROGRAMME

1. Rural Education, Training & Apprenticeships

Wednesday 27/01/2021
1 pm - 3 pm

[CLICK HERE TO BOOK ATTENDANCE](#)

2. Rural Transport

Wednesday 24/02/2021
11 am - 1 pm

[CLICK HERE TO BOOK ATTENDANCE](#)

3. Rural Digital Connectivity

Wednesday 31/03/2021
11 am - 1 pm

[CLICK HERE TO BOOK ATTENDANCE](#)

4. Rural Decarbonisation

Wednesday 28/04/2021
11 am - 1 pm

[CLICK HERE TO BOOK ATTENDANCE](#)

5. Rural Health & Social Care

Wednesday 26/05/2021
11 am - 1 pm

[CLICK HERE TO BOOK ATTENDANCE](#)

6. Rural Housing

Wednesday 30/06/2021
11 am - 1 pm

[CLICK HERE TO BOOK ATTENDANCE](#)

7. Enabling Rural Business

Wednesday 28/07/2021
11 am - 1 pm

[CLICK HERE TO BOOK ATTENDANCE](#)

8. Rural Town Centres, High Streets & Village Hubs

Wednesday 27/10/2021
11 am - 1 pm

[CLICK HERE TO BOOK ATTENDANCE](#)

9. Rural Economies

Wednesday 24/11/2021 | 11 am - 1 pm

[CLICK HERE TO BOOK ATTENDANCE](#)

The RSN seminar programme is free to members
of the RSN as part of their membership.

For full details [click here](#)





Revitalising Rural

Realising the Vision



RURAL
SERVICES
NETWORK



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

Revitalising Rural

Realising the Vision

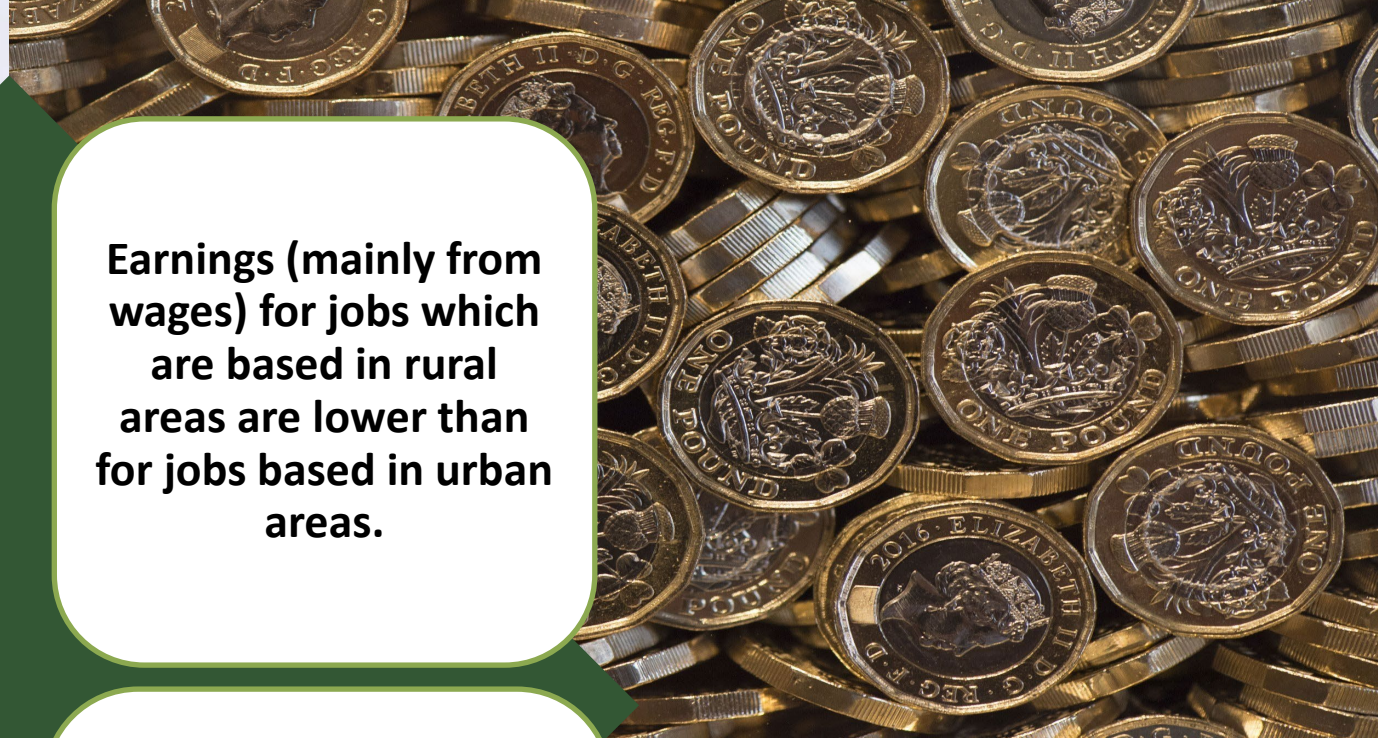


Enabling Rural Business



Rural economies are diverse, land based businesses make up 15% of rural business with 85% coming from other sectors

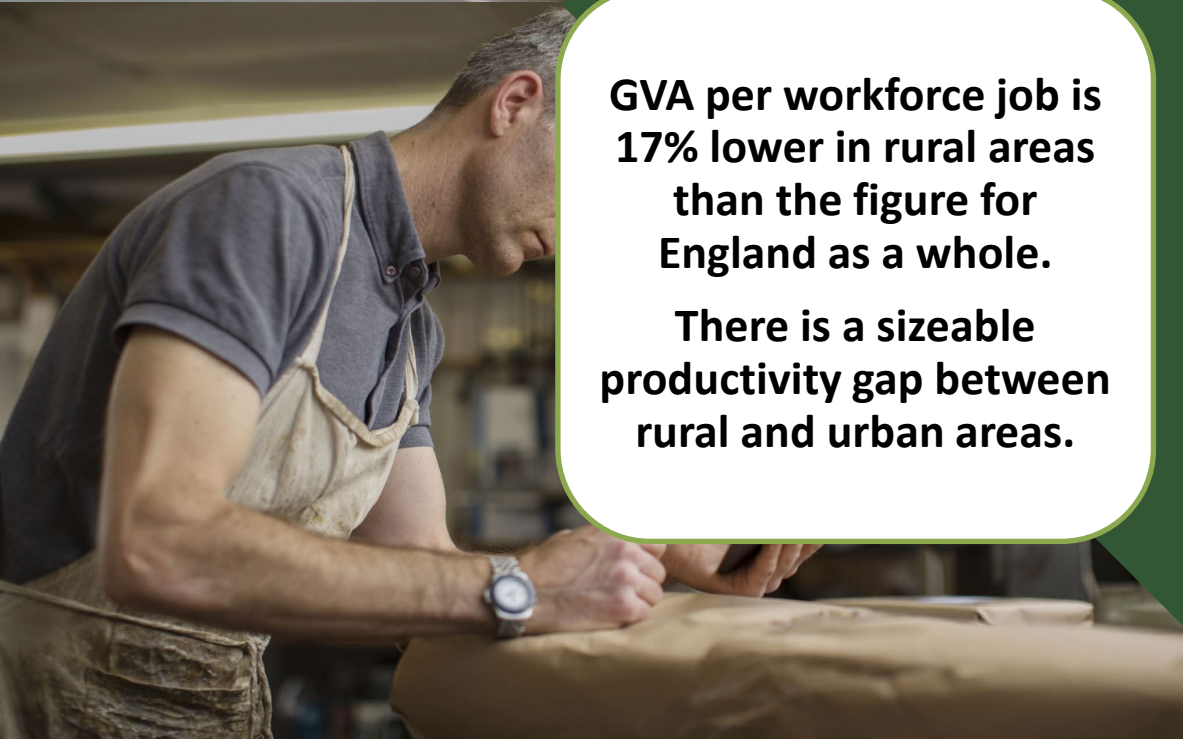
Earnings (mainly from wages) for jobs which are based in rural areas are lower than for jobs based in urban areas.



GVA per workforce job is 17% lower in rural areas than the figure for England as a whole.

There is a sizeable productivity gap between rural and urban areas.

Greater digital adoption in rural areas could add between £12-26billion a year to the UK economy



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.