




Regional and National Context

9th March 2020

A large, light blue icon of three stylized human figures (two smaller, one larger) on a dark blue background, positioned at the top left of the slide.

ACRE - the national charity

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The ACRE Network

www.acre.org.uk



- 38 'County level' rural development charities, one national charity
- Reach: 11,000 rural communities in England
- Focus on **community solutions...**
- ... for our **beneficiaries:**
- “..those who are at risk of isolation and disadvantage and for whom rurality brings an additional challenge and cost to their daily lives.”

The logo for 'The Rural Coalition' is located in the top left of the blue sidebar. It features three stylized human figures of varying heights in a light blue color, positioned above the text 'The Rural Coalition' which is written in a white sans-serif font.


The Rural Coalition

- Thirteen rural organisations
- Wide range of perspectives including:
 - Farming and landowning
 - Rural services
 - Conservation and recreation
- Regular meetings with the Rural Affairs Minister
- Identify and work on common ground
- United in calling for a strategically coherent, national, approach to rural areas

A white icon of three stylized human figures of varying heights is positioned in the top left corner of a blue rectangular area. The figures are simple, rounded shapes representing heads and shoulders.

Living in rural England

- **17% of the population in a landscape influenced by man...**
- *But only 8% of the population work on the land*
- **A lifestyle choice for some...**
- *But a source of inequity for others*
- **The 'connectivity divide' with urban areas...**
- *But interdependent with urban areas, especially over climate change*
- **Settlements must be allowed to evolve, grow and develop to respond to the future...**
- *But will need sympathetic policy, resources, practical support and a focus on those most at risk of disadvantage*

A large blue square on the left side of the slide contains a white icon of three stylized human figures of varying sizes, positioned above the main text.

Some wide, and fast, questions!

- Kicking the carbon habit
- Regional? Rural? Or both?
- Land use – enough for everyone's needs?
- Economies of scale, risk and learned helplessness
- Is social mobility the rural question?

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The carbon habit

- The UK commitment is to be 'net-zero' by 2050
- For some this is over-ambitious, for others not ambitious enough
- It is not achievable unless it becomes central to all plans and strategies
- There is no room for special pleading!
- The challenge of becoming 'net-zero' needs a specific rural perspective that properly understands the science

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Regional and rural

- Despite the rhetoric, regional policy has been out of favour for 10 years
- The wheel will turn, and it will be the Core Cities with their feet on the pedals
- Any new accommodation must acknowledge the interdependence of urban and rural areas
- Rural areas are not supplicants at this table....
- ... they must be equal partners and their contribution recognized

A large blue vertical rectangle on the left side of the slide. At the top, it features a white icon of three stylized human figures of varying heights. Below the icon, the text 'Land use' is written in a large, bold, white sans-serif font.

Land use

- “Planning is too important to be left to planners”
- Increasing competition for use:
 - Food, recreation, economy, biodiversity, carbon sequestration, energy crops, housing, PVs, flood mitigation, surrender to the sea.....
- Who decides? And how?
- What landscapes are really ‘of national importance’? Just some.....?
- A two tier landscape?

The graphic for 'Economies of scale' is a large blue rectangle on the left side of the slide. At the top of this rectangle is a white icon of three stylized human figures of varying heights. Below the icon, the text 'Economies of scale' is written in a large, white, bold, sans-serif font.

Economies of scale

- Traditional economics still rule much of our public and commercial life
- To save money the instinct is to centralise and standardise
- Example: catchment pop. of a General Hospital has doubled in twenty years
- Integration, partnership, planning and engaging rural communities makes more sense
- Examples: Broadband and domiciliary care
- Have we come to learn that bigger and 'more expert' is always better? Eg. Medicine by letter writing?

A large blue vertical rectangle on the left side of the slide. At the top, it features a white icon of three stylized human figures of varying heights. Below the icon, the words 'Social mobility' are written in a white, bold, sans-serif font.

Social mobility

- The Social Mobility Commission has identified coastal and rural areas as the least 'socially mobile'.
- A problem correctly identified. But missing the real issue?
- Judgement based on a particular set of values?
- To improve yourself is to: get up (local education?), get on (£?), get away (to urban?)
- Is this the only thing we aspire to in rural areas? What does this say to rural young people?



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