



# Revitalising Rural

Realising the Vision

# Graham Biggs

## Rural Economy Meeting October 2020



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SERVICES  
NETWORK

# Revitalising Rural

- Extensive consultation throughout 2020 with membership
- Response to Government's indication:
- “Over the coming months, the government will expand on its strategic vision and set out how, working across departments and working with stakeholders, it is putting in place a range of measures to ensure that rural areas continue to thrive.”

(Government response in 2019 to the House of Lords Select Committee on the Rural Economy)



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# 16 Chapters of Revitalising Rural



# Revitalising Rural



Sustainable Farming and Land Management



Further Education, Training & Apprenticeships



Rural Town Centres & High Streets



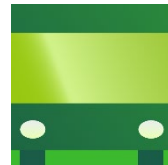
Availability of Affordable Housing



Managing an older population



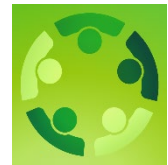
Business Advice & Guidance



Transport & Access to Jobs & Opportunities



Accessible Health & Care Services



LEPs & LIS



Decarbonising Rural Communities



UK Shared Prosperity Fund



Fair Funding



Land Use Planning System



Digital Connectivity

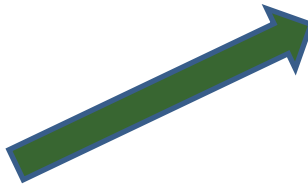


Village Schools & Local Assets



Parish Councils & Community Action

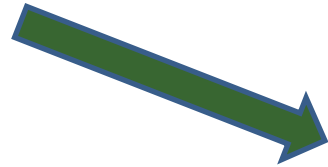
RURAL ECONOMY  
KEY ELEMENTS of  
REVITALISING RURAL



Local Enterprise  
Partnerships and  
Local Industrial  
Strategies



UK Shared  
Prosperity Fund



Business Advice  
and Guidance



# Local Enterprise Partnerships and Local Industrial Strategies

## Why does it matter?

- There are 545,000 businesses registered in predominantly rural areas. This is 24% of all businesses registered in England
- Earnings (mainly from wages) for jobs which are based in rural areas are lower than for jobs based in urban areas
- Rural economies are diverse, hosting a wide range of businesses.
- Land-based businesses (including farming) are important, but 85% of rural businesses are from other sectors



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# Local Enterprise Partnerships and Local Industrial Strategies

## Policy Asks:

LEP should have Rural Champion & rural monitoring

LIS need repurposing & rural proofing

Support growth & diversification of rural economies



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# UK Shared Prosperity Fund

Why does it matter?

- Replaces 2 existing funding streams which were targeted at supporting rural growth
- Decisions about how it is allocated and its flexibility will be made soon – this is critical to future funding for rural



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# UK Shared Prosperity Fund

## Policy Asks:

Dedicated Rural Funding

Funding Level and Targeting

Programme Design – flexible in its approach, learning from LEADER



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# Business Advice and Guidance

## Why does it matter?

- Guidance in business set up and growth is invaluable
- Support is more difficult to access in rural areas
- Poor Digital Connectivity can hinder access to support

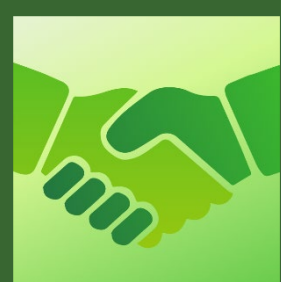


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# Business Advice and Guidance

## Policy Asks:

Appropriate Covid-19 support

Targeting rural growth potential

Funding for specialist support organisations

Exploiting digital connectivity

Peer to Peer Support

# Next Steps...



- Preparing for Launch
- Engaging with Member organisations to share message of Revitalising Rural
- Engaging with the decision makers in Parliament