

Rural Services Network Rural Economy Sub Group meeting

Date: 12th October 2020

Subject: Rural Economy

Chair: Councillor Cecilia Motley, Shropshire Council

Hosted: Online Event via Zoom

Learning Outcomes Key issues highlighted by speakers

Professor Sharon Green, University of Lincolnshire

- To assess what skills we will need in the future, we need to know what technology will be like
- Covid-19 has changed the way business works – some of that change will stay
- There are some barriers to apprenticeships – rural transport being a key issue
- Pace of change is relentless; how do we ensure workers of future have the right skills?
- Do companies and individuals fully understand the benefits of apprenticeships
- Vocational education holds the key with hands on learning being critical

David Rodda MBE, Cornwall Council

- 96% increase in claims for Universal Credit in Cornwall / 1 in 3 jobs is in the visitor economy in Cornwall
- Impact is not uniform across the county which means policy response needs specific considerations
- Recovery Plan has been about getting money to companies as quickly and efficiently as possible
- Cornwall have a wide range of statistics so that they know what is happening in their area with up to date statistics focusing on the labour market and local economies
- Have now developed plan for moving forward focusing on Respond, Reopen, Recover, Renew

Graham Biggs, Rural Services Network

- Revitalising Rural Campaign due to be launched in Autumn articulating policy asks of Government in a number of key areas
- Extensive consultation with membership of RSN
- 16 key areas, should not be considered in isolation as different elements are vital to ensure sustainable rural communities
- Document sets out the national policy context for each area along with key asks, sections most relevant to the Rural Economy include:
 - UK Shared Prosperity Fund
 - Local Enterprise Partnerships and Local Industrial strategies
 - Business Advice & Guidance

Saralyn Chaloner, Institute of Economic Development

- Set out the Rural Opportunities Toolkit which is due to be launched in coming months
Providing a voice for rural communities and service providers

Rural Services Network

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- Aimed at uncovering issues preventing rural economies from gaining full recognition
- Outlines megatrends and also identifies steps that can be taken to ensure rural economies remain in the economic narrative
- Sets out different stages in the toolkit and information about how to collate the evidence base

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