

Rural Services Network and the Institute of Economic Development

Rural Economy Toolkit

September 2020



Introduction

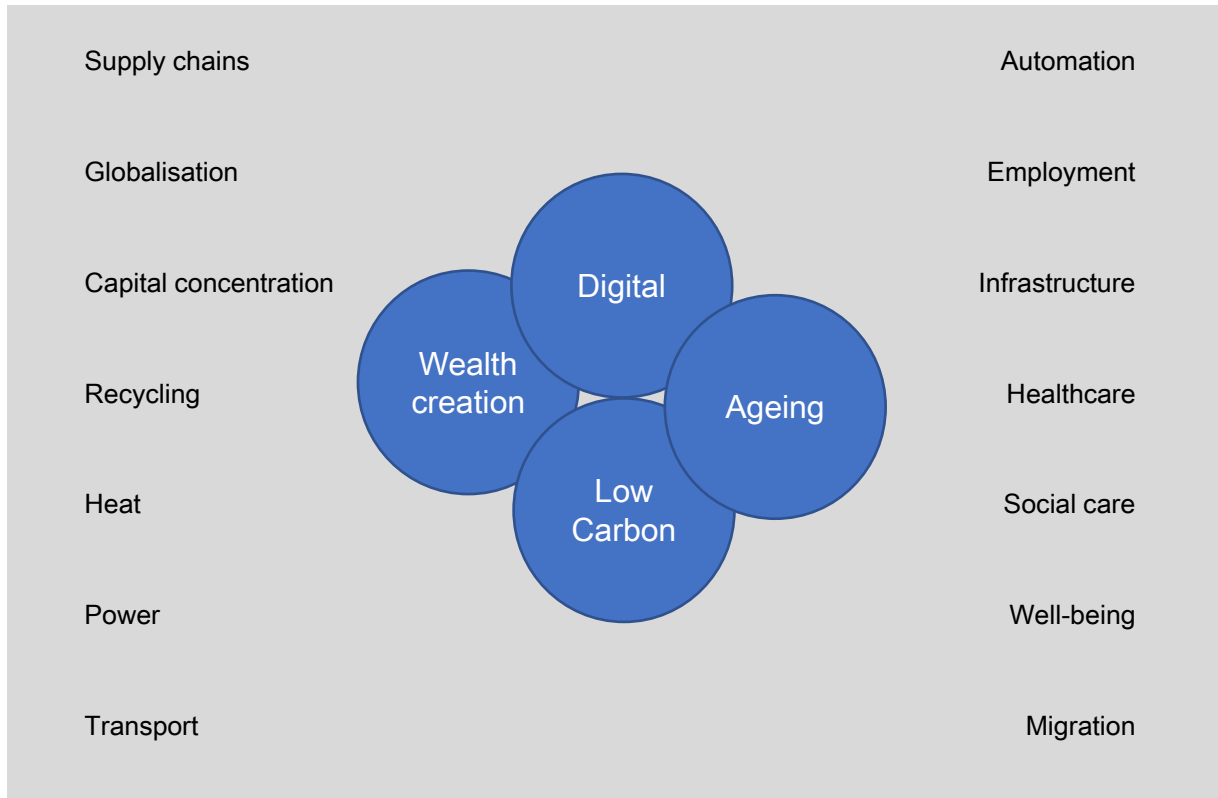
- Nigel Wilcock, Executive Director of the Institute of Economic Development and advisory business Mickledore
- Institute of Economic Development
 - Membership body supporting economic development practitioners
 - Continuous Professional Development
 - Events and information dissemination
 - Partnership (incl. RSN)
 - Influence

Why a Toolkit

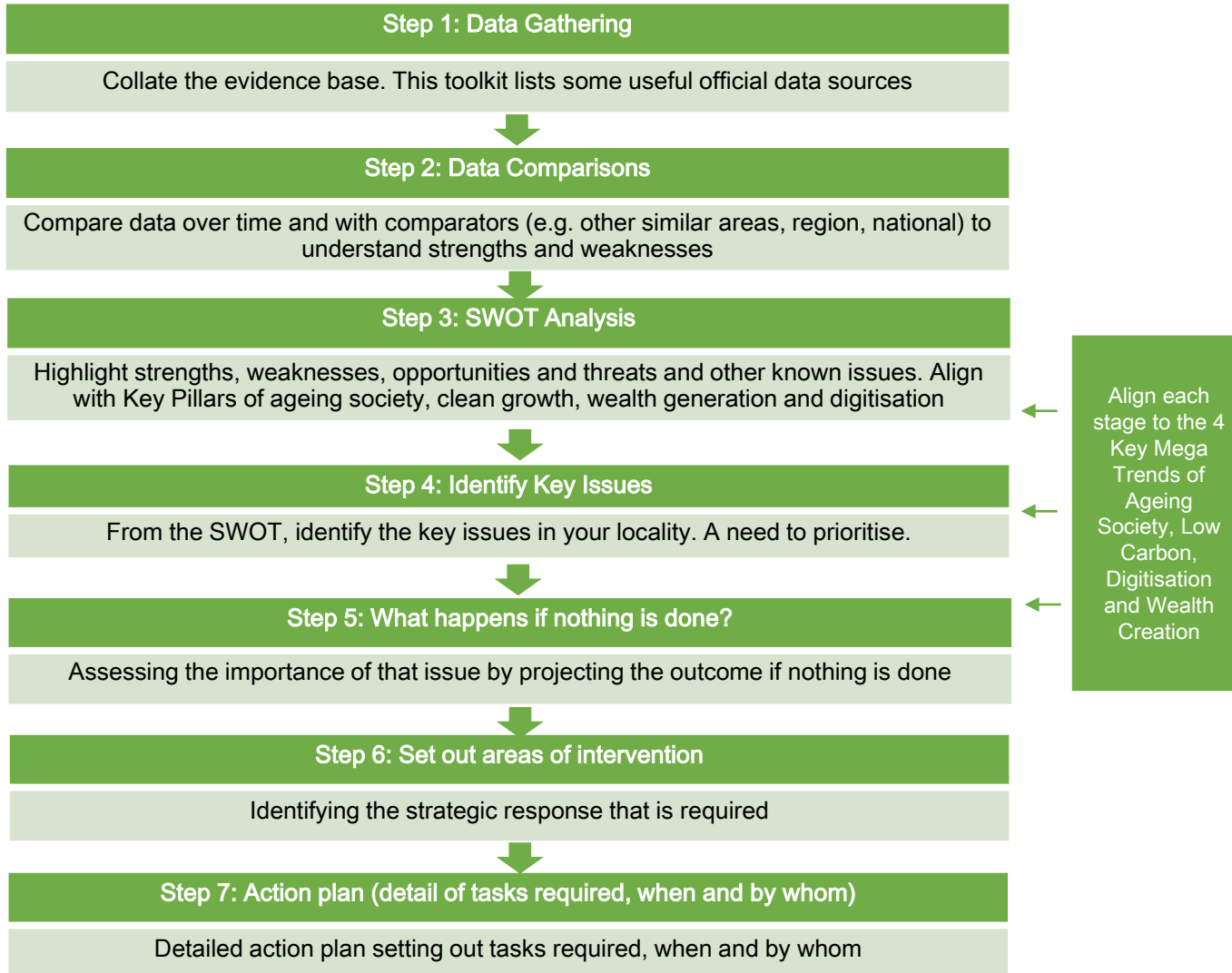
- Uncovers the issues that are preventing rural economies from gaining full recognition
- Reviews some of the policy drivers that are affecting rural economies
- Outlines some of the mega trends which will create change in rural economies but links these to opportunities
- Provides a number of case studies of different rural economy initiatives as well as some examples of successful rural businesses.
- Identifies the steps that can be taken to ensure that rural economies remain in the economic narrative
- Summarises the key measures that a rural economies can address to answer “what looks good”

Macro-economic drivers

- Four main drivers considered – and very close to the UK's Industrial Strategy
- Wider themes impacted by these drivers



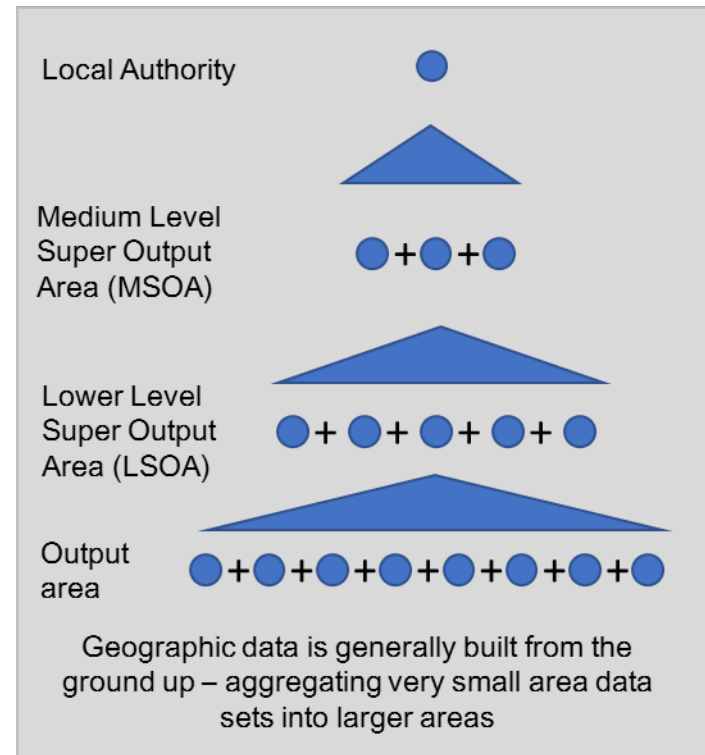
Toolkit stages



Type of information provided

- Data available
 - Sources
- How to build data
 - Economic Geography
- How to consider data
 - Time series comparators
 - Relative measures to other areas / regions

Spatial economic data in England



Type of information provided

Series of tables sets out sources, geography and use

Measure	Description	Source	Lowest geographical level
Growth in sector employment	Most commonly use 2 digit Standard Industrial Classification (SIC) code; does go down to more detailed 5 digit level	Business Register and Employment Survey (BRES) Use range of years for percentage change	Lower level super output area (LSOA)
Growth in business units by sector	The number of local business units in a locality at a reference point in a year, broken down by industry type (SIC), employment band and legal status	UK Business Counts Use range of years for percentage change	Mid Layer super output area (MSOA)
Location Quotients (LQs)	The proportion of employment by sector (2 digit SIC code) in locality to national proportion (use >1.5 as indicator of significance). This needs to be calculated.	Business Register and Employment Survey (BRES) Use latest full year available	Lower level super output area (LSOA)
GVA by LA, sector and per head	gross value added (calculated using the income approach), known as GVA(I), allocated to local authorities in the UK.	Office of National Statistics (ONS) Regional GVA(I) by local authority in the UK	Local Authority (apportioned data so treat with caution)

Type of information provided

Includes vitality checklists for community led / bottom up economic strategies

Services	Retail	Infrastructure	Leisure
- Doctor surgery	- Grocery	- Bus links	- Pub
- Dentist	- Petrol	- Train	- Restaurant
- Optician	- Pharmacy	- Taxi	- Evening entertainment
- Vets	- Butcher	- Broadband	- Takeaway
- Chiropodist	- Baker	- Mobile network	- Coffee shop
- Hearing	- Cash Point	- Housing? Range,	- Exercise
- Library	- Post office	affordability, rental/social	- Playground
- Community Centre	- Fish	- Local job opportunities	- Park
- Church	- Hairdresser	- Links to economic drivers	
- Nursery	- Off Licence	- Business support inc	
- Primary School	- Beautician	networking and training	
- Secondary School	- Dry cleaners		
- After school/holiday child care	- Gift shop		
- Volunteer led services (dementia friendly, xxx)	- Hardware		
	- Evening		

Critical Success Factors

1. Start with an open mind
2. Know when to stop
3. Stand back and see the big picture
4. Consider dependencies
5. Share views with others
6. Identify the key issues before the individual actions
7. Focus on the priorities
8. Consider what others have done
9. Engage others and develop a plan
10. Review regularly.

Best Practice Examples

- Begun to compile best practice examples for consideration
- These can be developed over time

Low Carbon	Digital	Ageing	Wealth creation
<p>Borderlands Growth Deal Summary – turning some of the challenges arising from zero carbon into economic advantages for the area.</p>	<p>B4RN Providing rural digital connectivity for all and ensuring that the community links created provide wider benefits</p>	<p>National Innovation Centre for Ageing How the ageing society can provide commercial opportunities for rural new developments, services and products</p>	<p>Transition Town Totnes Empowering local community action</p> <p>SW Mutual Creation of a bank that invests local deposits in the local area</p>

Conclusion

- Intended to add value to the process
- De-mystifies strategy for non-practitioners
- At the design stage and available for members of RSN and IED by the end of September

- Thank you