



**Time for a Rural Strategy – North West Roadshow**  
**South Lakeland District Council 17<sup>th</sup> October 2019**

**WHAT IS MISSING FROM THE STRATEGY TEMPLATE?**

Feedback from discussions have been grouped into similar areas

<p><b><u>Governance</u></b></p> <ul style="list-style-type: none"> <li>• Different strategies are needed even within one county – tourist areas / non tourist areas</li> <li>• Devolution – impacts previously been ignored in rural areas – would mayoral set up work?</li> <li>• How do market towns interact with their Hinterlands?</li> <li>• Community Voice / democracy/Local Councils – who’s voice is heard?</li> </ul>	<p><b><u>Format of document</u></b></p> <ul style="list-style-type: none"> <li>• Executive Summary would be good</li> <li>• Include Case studies into document</li> <li>• Great Places Research – would be good case studies</li> <li>• Interaction between rural /urban. Recognise not discrete areas but boundaries blur</li> <li>• Cumbria Mobility Network – case study?</li> <li>• Rushland Horizon project -Case Study?</li> </ul>	<p><b><u>Economy</u></b></p> <ul style="list-style-type: none"> <li>• Farming practice is likely to change – how do we sustain it and its culture?</li> <li>• Coastal areas and their particular challenges</li> <li>• Link with LEP’s – Access to Funds</li> <li>• Encourage visitors or not? Sustainable Tourism</li> <li>• Public Transport to support visitor numbers</li> </ul>
<p><b><u>Young People</u></b></p> <ul style="list-style-type: none"> <li>• Exposing young people to local opportunities to help keep them</li> <li>• How to retain young people / how to attract back young professionals – connection to train links and good employment opportunities</li> </ul>	<p><b><u>Social Issues</u></b></p> <ul style="list-style-type: none"> <li>• Hidden poverty / deprivation / social issues/hate crimes</li> <li>• Addiction</li> </ul>	<p><b><u>Planning</u></b></p> <ul style="list-style-type: none"> <li>• Restrictive planning by National Parks – repurposing of empty homes/properties</li> <li>• Reduction in red tape/led to business having more power</li> <li>• Compulsory Purchase</li> <li>• Change NPPF to make homes for local people more possible</li> </ul>

<p><b><u>Climate Change</u></b></p> <ul style="list-style-type: none"> <li>• Rural Strategy needs to be environmentally sustainable</li> <li>• Natural Capital / biodiversity / ecological services</li> <li>• Flood mitigation</li> <li>• Linking of county/district/parish councils to implement greener policies</li> </ul>	<p><b><u>Housing</u></b></p> <ul style="list-style-type: none"> <li>• Affordable housing for rent for local occupancy</li> <li>• 2<sup>nd</sup> homes are a problem for 3 wks occupancy of year</li> <li>• Land costs are too high in villages to build affordable homes</li> <li>• Land banks – land in rural areas costs too much for social housing for locals</li> <li>• Build more houses to reduce costs for locals</li> <li>• ‘Garden villages’ – uncontrollable at market value land prices pushing prices out of reach of locals</li> </ul>	<p><b><u>Health &amp; Wellbeing</u></b></p> <ul style="list-style-type: none"> <li>• More emphasis on mental health and wellbeing</li> <li>• Impact on health services of visitors</li> </ul>
<p><b><u>Rural Crime</u></b></p> <ul style="list-style-type: none"> <li>• Rural Crime Prevention</li> <li>• Govt investment in policing will not mean more rural police, they will be focused in urban areas</li> <li>• 101 does not really work for rural crime – priority seems to be given for urban areas</li> </ul>	<p><b><u>Culture</u></b></p> <ul style="list-style-type: none"> <li>• Culture, Tourism, Heritage</li> <li>• Benefits of rural creative economy</li> </ul>	<p><b><u>Benefits of rural areas</u></b></p> <ul style="list-style-type: none"> <li>• Happiest people are those that leave and then come back, but need broadband and housing and 5g and workspaces etc</li> <li>• Cooperatives</li> <li>• Need to consider how the rural areas is a good place to invest -what do they need which rural could provide?</li> </ul>

## **HOW DO WE PERSUADE GOVERNMENT THAT RURAL IS GOOD TO INVEST IN?**

- Emphasise positive elements of rural areas
  - Diversified economy
  - Access to the countryside
  - Improved health and wellbeing
  - Farming and food supply part of national defence
  - Creative economies
  - Encourage people to migrate from overcrowded cities
  - Placing a value on landscapes / valuing natural capital, public goods for public £
  - GP and social prescribing
- Need to change it around and persuade business that rural is a good place to invest in
- Rural thinktanks need that create policy rather than pressure groups
- Does Government need to impose structures, rather than letting areas decide for themselves, creating a patchwork of unequal opportunities

## REGIONAL PERSPECTIVES FOR THE NORTH WEST

<p><b><u>Planning</u></b></p> <ul style="list-style-type: none"> <li>• NW Regional Strategy was good and had good principles – LA were given targets for building on brownfield sites, planners were proactive in identifying sites, LA met targets</li> <li>• Halt development of greenfield sites – relates to statutory powers</li> </ul>	<p><b><u>Agriculture</u></b></p> <ul style="list-style-type: none"> <li>• Cumbrian Agriculture on smaller scale – hill farms need more support</li> <li>• Ecological protection by farmers on small scale farms</li> </ul>	<p><b><u>Climate Change</u></b></p> <ul style="list-style-type: none"> <li>• Climate Change – Livestock impact – Opportunities to study reduction</li> <li>• Hydro Schemes / Pump Storage / Tidal Opportunities</li> </ul>
<p><b><u>Deprivation</u></b></p> <ul style="list-style-type: none"> <li>• Child Poverty / Undernourishment / Food banks</li> <li>• Multi-employment – People can only manage with several jobs</li> </ul>	<p><b><u>Geography</u></b></p> <ul style="list-style-type: none"> <li>• Geography is an issue – creates barriers across the North West</li> <li>• Govt sees cities as areas of prosperity, towns are more of a concern and rural is forgotten</li> <li>• What area counts as NW or NE?</li> </ul>	<p><b><u>Economy</u></b></p> <ul style="list-style-type: none"> <li>• Nuclear expertise / lots of money poured into the region /power stations/submarines – did the money stay?</li> <li>• Need for fair funding – based on land as well as population</li> <li>• Not getting cultural investment because local council culture officers are no longer there – small organisations need support</li> </ul>
<p><b><u>Health and Wellbeing</u></b></p> <ul style="list-style-type: none"> <li>• Health Trusts areas could be better funded and more accessible to older and poorer patients</li> <li>• Health services need to locate around people in the area better</li> <li>• Centres of Excellence are too far away</li> </ul>	<p><b><u>Tourism</u></b></p> <ul style="list-style-type: none"> <li>• Do we encourage visitors or not?</li> <li>• Sustainable tourism</li> <li>• Public Transport supports tourism – should it be nationally funded?</li> <li>• Honeypot areas around Windermere – people go straight there and avoid other areas like the Ribble Valley</li> <li>• NW has a Manchester in the mix which draws lots of the funding</li> <li>• Tourism zones – take people out of busy areas and attract them to less busy ones?</li> <li>• Certain areas are dominant – Manchester/Liverpool/Lakes – what about other areas left behind</li> </ul>	

## HOW WOULD A RURAL STRATEGY HELP THE NORTH WEST?

Provide a voice

- Allow a voice for the area on specific issues – gives identify and clarity on needs and opportunities
- Understand regional issues and therefore improved planning policy
- Policies based on statistics and facts would also help to illustrate the gaps where statistics are missing
- Help with shared solutions – learning from each other
- Result in more equality between rural and urban areas
- Could take dominance away from Liverpool / Manchester
- Change perspective that rural I the 'bit inbetween' the urban areas

Provide benefits for the area

- Provide a framework for the LEP – rural investment
- Sell the benefit of rural to urban ie investing in the rural economy – ultimately helps the whole economy

## HOW CAN WE WORK TOGETHER TO MAKE THIS HAPPEN?

Networking

- More opportunities like today
- More conversations and joint meetings
- Policy not just lobbying
- National organisations working together
- Communication at local level is beginning to happen
- Buy in / Inclusivity

Lobbying

- Change Govt thinking on rural issues through stronger and more persistent lobbying

- Politicise rural issues more robustly

#### Highlight benefits

- What is the potential of the super aging population?
- Small amount of funding can go a long way – resourceful / innovative
- Demonstrate that investment in rural areas brings results
- Awareness campaign that rural is more than agriculture and the environment

Elect rural focussed councillors and MP's