



## Time for a Rural Strategy – North West Roadshow Newcastle 11<sup>th</sup> July 2019

### WHAT IS MISSING FROM THE STRATEGY TEMPLATE?

- Climate Change and the role of the rural areas in helping this
- Rural Crime
- Creative Industries / Culture /Tourism
- Needs to emphasise the positives of the area, what rural can do for the rest of the country
- Needs to link into existing work and strategies
- Young people's support services
- Transport and Interconnectivity of transport from urban to rural and vice versa
- Lifelong learning
- Affordable Warmth

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

- Highlight benefits of rural areas and what they can offer urban areas
- Explore the potential that rural areas have

## **REGIONAL PERSPECTIVES FOR THE NORTH WEST**

- Reflect regional variations across England. Could have chapter for sub regional strategies?
- National strategy with areas all have details at a local level. Do we need the LEP's? Borderlands/Combined Authorities/not sure who is taking responsibility for what?
- Reflect diversity in stories we tell. i.e. past foot and mouth stats didn't tell full story – so told it in different ways. We need to retell the stories.
- Interconnectedness of rural/urban. USP – what rural can offer health and wellbeing.
- Sub regional issues – Cumbria coastline, for example steel areas flooding/ winter issues -seasonality of tourism. Durham geothermal mine waking public estate nationalising to asset transfer. Digital education.
- Borderlands – IPPR North – rewilding across border, planting more trees.
- Entrepreneurs in rural NE – close to coast and Northern Powerhouse NE is small part of that. International centre for rural innovation could bid for money to test at lots of different ways of living as have coast/moorland etc.
- Regional perspectives given on allocation and collection of resources.
- Capacity to develop regional elements of the strategy.
- Making case for rural not just Rural vs Urban. Rural USP – demonstrate what this is and how rural can benefit other areas.
- Work with what we have in North East – ie tourism / Hadrians Wall to boost the economy
- Index of deprivation is so slanted towards urban it doesn't help rural

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

- Raise profile of rural issues and provide mechanism for funding applications / evidence
- Need national strategy rather than regional
- More neighbourhood planning/built environment rather than for example, economic support. A way of unifying community to work on particular issues.
- Mental health – young and old people's isolation. Ability to access services.
- Rural Strategy would focus spending on areas that could benefit. Needs to consider 25 year environmental plan/Industrial strategy etc.
- Rural Strategy would give something to implement. Could then evidence what has been done to see what worked or didn't – framework to improve.
- RS would help region if less urban/rural + be more place based. Place based proofing tool. Would help more to understand benefits of local area i.e. microbusinesses each got one more employee would be better than one big business coming in getting established.

- Needs to be at national level – mandate to look into things in rural – then adapt to local strategies: start with education.
- Place based approach – how does rural fit into this.
- Importance of linking this into other strategies – make it easy for Government to adopt/buy into.
- Strategy can provide evidence for a political ask. OK in stable area + time of government. What of the House of Lords evidence – can we distil into key areas? How do we make progress on these things?
- We need to say what we think rural proofing is – it needs money and teeth behind it to get things done.
- Needs flexibility for region and influence plans at regional level. Needs to be solution focussed.
- Demonstrating benefits of investment. Not rural/urban arm wrestle – explain if you invest in untapped potential it will benefit the whole.
- It is difficult to get voice heard with low population figures event if there are huge deprivation issues – a strategy may help to address this
- Needs to be coordinated approach so that it can be channelled into the right areas and influence
- No economies of scale in rural so strategy needs to recognise this

Other points raised:

- Rural Proofing – We've had it for so long and it hasn't worked – should it be completely revamped rather than tweaked?
- What does rural proofing need to be to work effectively?
  - Government departments don't all understand what 'rural' is – need to make it easy for them to understand