Rural economies – full partners or your green fringe?

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Commission for
Rural Communities
Tackling rural disadvantage

The green fringe…..

Marketing Derby

"Derby has easy access to beautiful towns and villages such as Ashbourne, Bakewell, Buxton, Melbourne and Wirksworth, all of which are great places to live, spend quality time or just relax and explore.

Derby is situated in incredibly attractive countryside including the iconic Peak District (the world's first national park) and the new and growing National Forest."

http://www.marketingderby.co.uk/files/city_essentials_brochure.pdf

…… not yet full partners….

More generally, one of the unresolved issues in the region is the relationship between the region and its surrounding rural areas. Facilitating urban/ rural links will be beneficial for the city region…..”

OECD 2006. Territorial Review of Newcastle and its city region Exec Summary

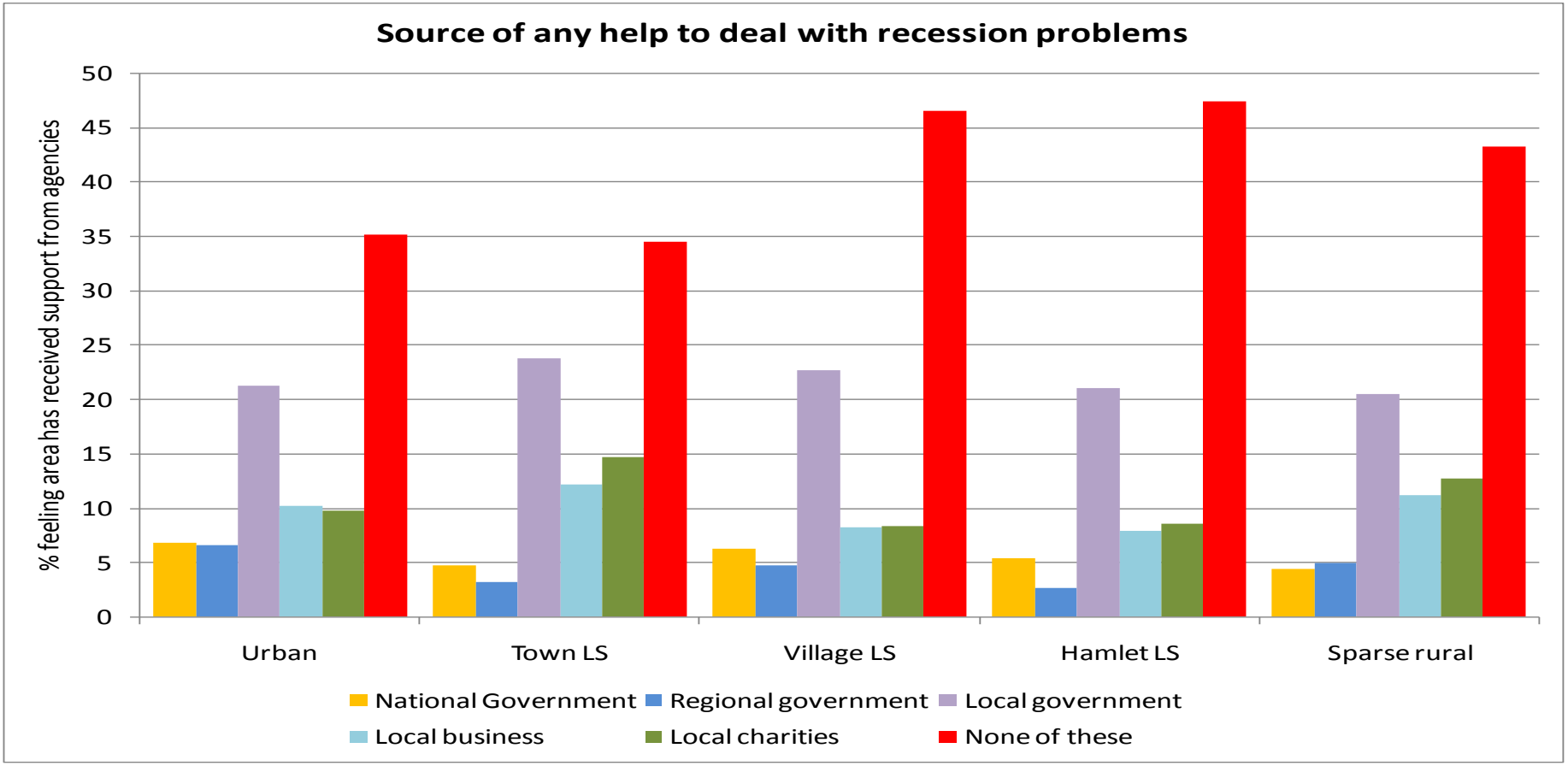
Smaller rural district council and small/ medium sized towns in these regions (CRs) feel particularly threatened by the move towards city regions; fearing the potential marginalisation of their interests within an agenda dominated by large city interests.

CLG 2009: *Review of economic assessment and strategy activity at local and sub-regional level*

Change in perspectives, better prospects for growth

- Build on good foundations of local government
- Rural economic resilience
- Harness rural drivers of growth – you may be surprised!

Economic leadership devolved!



- Villages, hamlets and sparse areas are most likely not to be aware of help from any source.
- Rural see slightly less help from national and regional, and somewhat more from charities.

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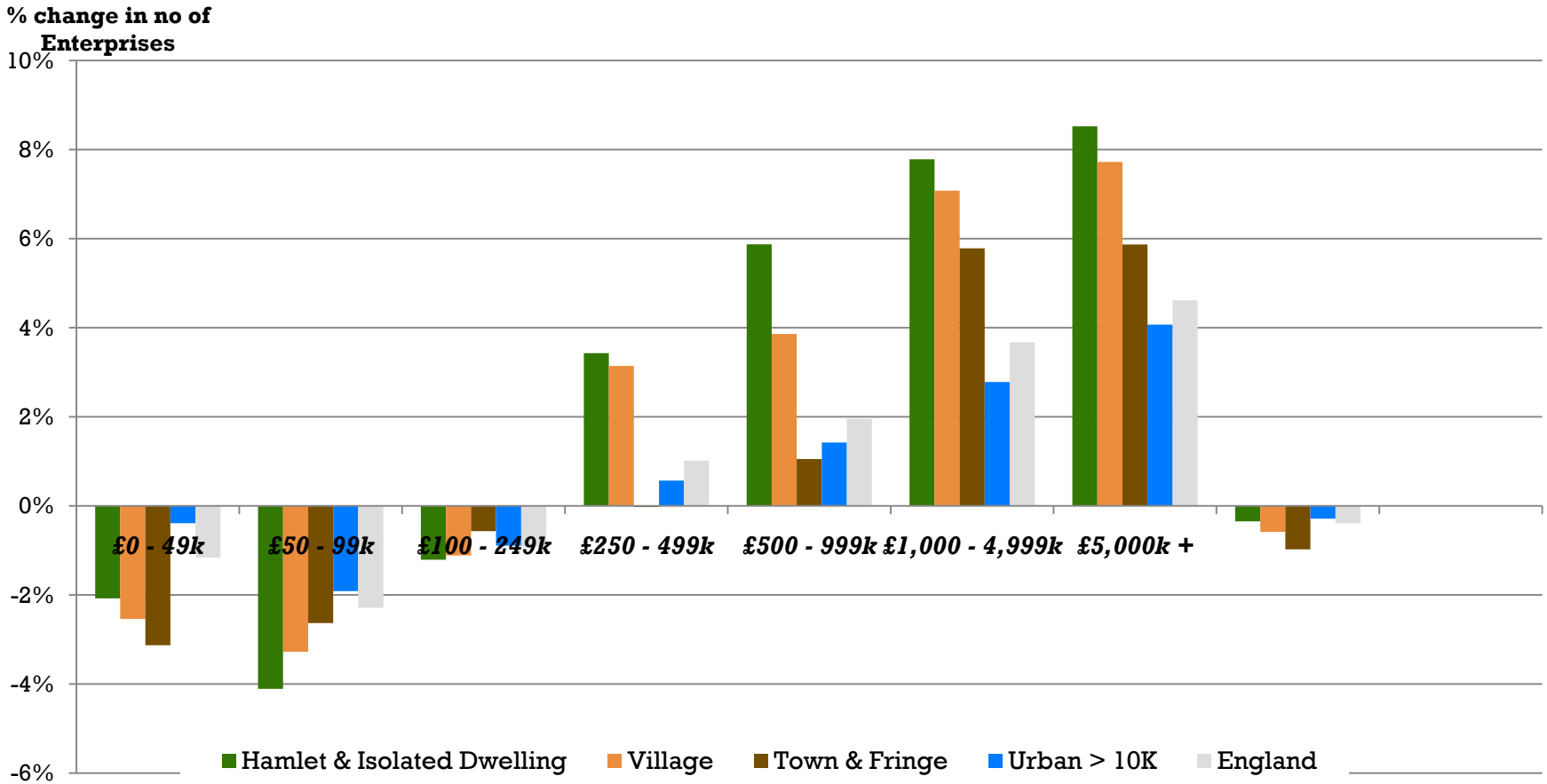
Change in VAT/ PaYE Enterprises by turnover category (2005-09)



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Source: ONS bespoke count data for CRC from IDBR 2005-2009

Entrepreneurial activity in urban and rural areas (2004-08)

Figure 3.4.9 Total early-stage entrepreneurial activity (TEA), 2004 to 2008

Interpretation: This chart shows the level of total early-stage entrepreneurial activity (the GEM TEA rate) for rural and urban locations in England between 2004 and 2008. It is clear that the rate of early stage entrepreneurship in the rural locations, and especially in Rural - Sparse, are higher than in urban areas and indeed similar to that observed in Inner London.

Source: Global Entrepreneurship Monitor, 2010.

Rural place in Local Enterprise Partnership bids

- Staffordshire LEP notes a significant rural community accounting for 75% of the land area, 20% of the population and 25% of all businesses
- 'Rural-based businesses are essential to not only the economy of the area, but also the cultural and social fabric' (Northamptonshire)

  Source: The Rural Property Portal
- 'To the east and west the Diamond is interlinked to the rural economy which has distinctive strengths.....(Rural West Sussex) High levels of self employment; high proportion of home based businesses, thriving and diverse, manufacturing is the biggest sector measured by employment' (Coast to Capital LEP)

Rural place in LEPs …….

- **CRC review to provide good practice and informed comment for LEPs to reflect rural economic interests**
  - Reviewed and interviewed existing sub-regional economic partnerships
  - Examined some LEP bid documents for their rural implications

….to achieve full economic partnership

- **Full partnership and equitable treatment needs action in:**
  - Evidence and recognition of rural
  - Policies, strategies and mainstreaming of rural contribution
  - Strategic leadership of rural economies
  - Engaging rural stakeholders

Evidence of rural contribution

- **Comprehensive:** *Hull and Humber Ports City Region Rural Strategy,* or *The Worth Project* (Hampshire Economic Partnership's Rural Economy Task Group)
- **Targeted:** *Rural housing and regeneration*, (Leeds City Region) or *Skills and Enterprise in Rural West Sussex* (Rural West Sussex Partnership)
- or **spatially unconstrained** as *Business crime reduction investments* (Derby and Derbyshire Economic Partnership)

Policies, strategies and action

- **Rural Strategy**: distinctive economic drivers and spatial characteristics of rural areas, but designed to integrate rural priorities into overall strategy. (Hull and Humber Ports City Region Rural Strategy)
- **Integrated**: as in PLACE (Pennine Lancashire) Housing Strategy covering both rural and urban
- **Distinct:** Live and Work Rural project in Peak District, supported by Derbyshire Economic Partnership

Leadership and strategic representation

- **Rural Forum or Partnerships**: as in Coventry, Solihull &Warwickshire Rural Forum
- **Feed into Strategic Partnership Board:** as with Humber Economic Partnership's Board; and rural parish voice communicated via Ribble Valley BC to PLACE (Pennine Lancashire) Jnt Cttee
- Elected or appointed representatives act as **Rural Champions,** suggested for Leeds City Region

Engaging stakeholders

- **Rural workshops** to advise on rural challenges or approaches: eg Leeds City Region
- **Use existing rural forums**: eg West Sussex Rural Partnership to develop Skills and Enterprise Action Plan; or
- **Other rural groups:** eg West Midlands Rural Hubs

Supporting stakeholders

- Encourage **existing business groups improve rural coverage**: Business Crime Prevention Advisors and Derbyshire and Nottinghamshire Chamber of Commerce to improve rural penetration.
- **Support creation of business voice**: The Haven Gateway Partnership to help set up Business Forum for Suffolk-Essex

Rural economies – some steps to full partnership

1. Recognise or research rural economies' worth and potential
2. Embed in Partnership Policies, Strategies and Action plans
3. Ensure rural representation in Partnership's strategic and delivery decision making
4. Engage and support stakeholders, from business to civic society

Thank you for listening….please look out for our LEP document

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