

Rural England Supporters meeting

22nd April 2021



Our purpose and structure

Aim: to contribute to the resilience of rural England, by informing better policy making.

How:

- Building the rural evidence base
- Supporting information exchange
- Bringing stakeholders together
- Encouraging informed debate

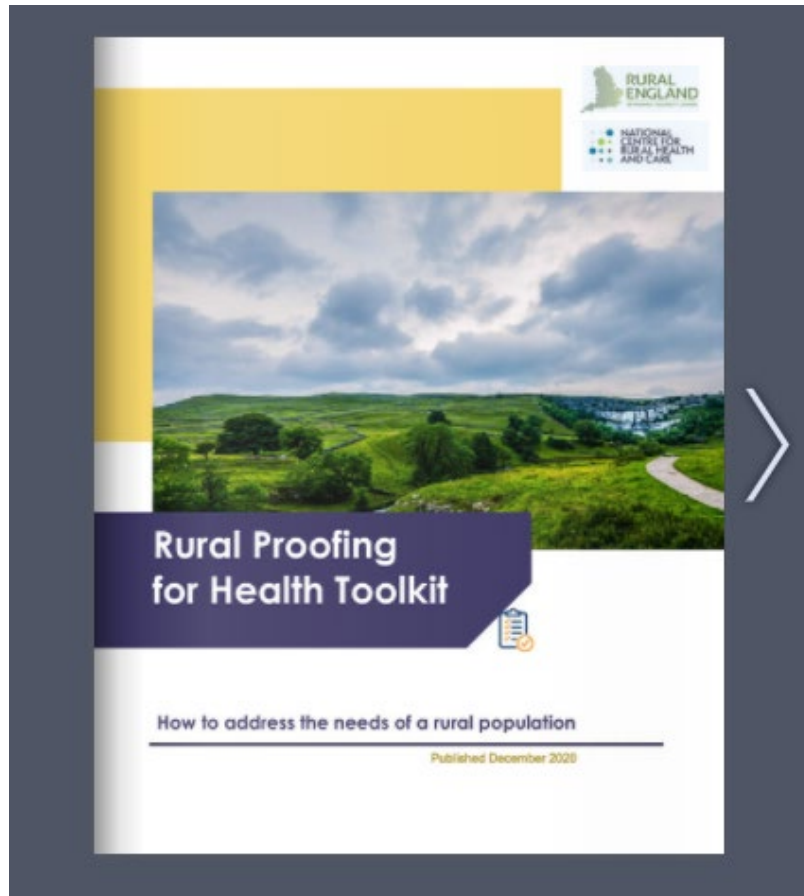
Rural England is a not-for-profit (CIC) and independent organisation that is:

- Managed by its Directors
- Funded by its Supporters
- Advised by and networked through its Stakeholders

Research activity in 2020/21

- **Rural Proofing for Health Toolkit:** guidance aimed at organisations in the health and care sector
 - **Rural Net Zero Inquiry:** a review of net zero policies and expert views of their rural implications
 - **Rural Vulnerability Project:** lessons from Priority Services Register customers in rural areas (with CCRI)
 - **Rural Arts Touring Schemes:** summary based on Coventry University fieldwork
 - **State of Rural Services 2021:** work has commenced
- The impact of Covid-19 restrictions on our research activity was mixed
 - No Rural Vulnerability Day could be held in Parliament in 2020/21
 - Online launch event for Rural Proofing for Health Toolkit (9th December 2020)

Rural Proofing for Health Toolkit



- A guide to help health and care organisations take account of rural needs and circumstances
- To improve the delivery of health and care services in rural areas
- Includes good practice and other ideas for effective rural delivery
- Follow up work with Cirican to facilitate use of the Toolkit

Planned research activity in 2021/22

Ongoing research to complete:

- **Rural Net Zero Inquiry:** launch the inquiry report at an online event (June?)
- **Rural Vulnerability Project:** complete the research and write-up a report
- **State of Rural Services 2021:** seek to publish by late 2021

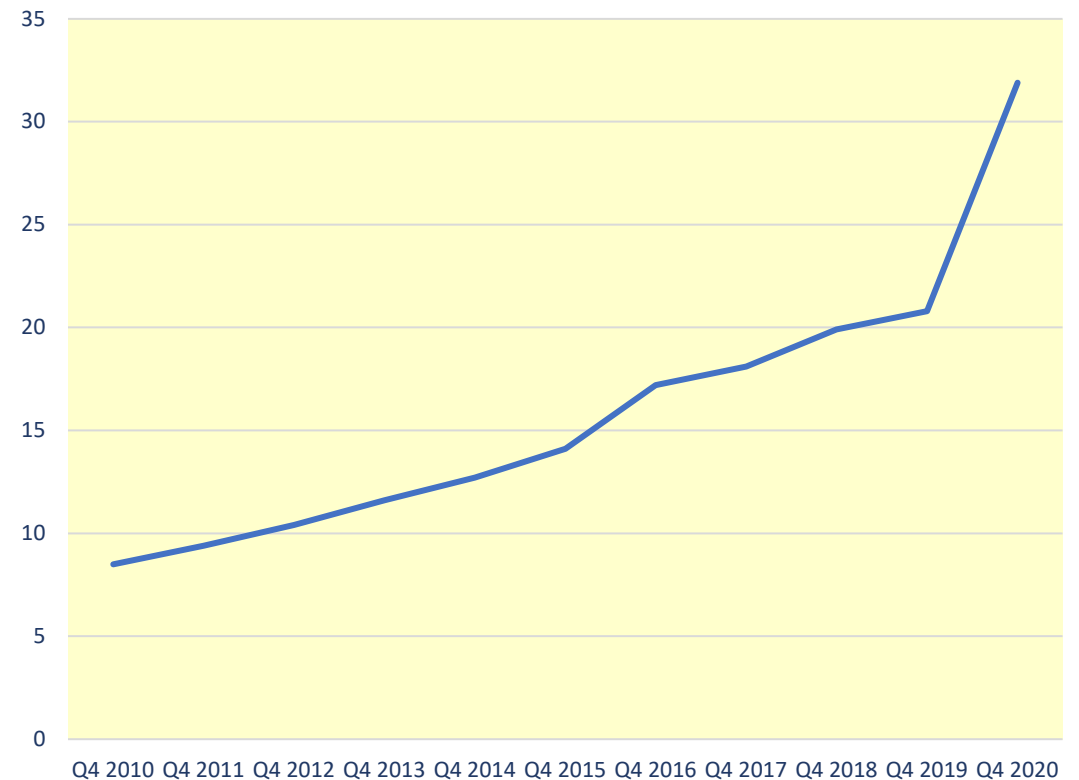
Other expected or possible projects:

- Rural vulnerability follow-up research (to be defined)
- Health and wellbeing benefits from the rural touring arts

State of Rural Services 2021

- Builds on similar (well received) reports produced in 2016 and 2018
- This time focussing on pandemic impacts and trends
- How have rural residents been using services this last year?
- What about this is particular to rural areas?
- Are such trends likely to prove permanent or just blips?
- Includes a survey of rural residents (using the Rural Panel)

Internet sales as a proportion of all retail sales, GB (2010 to 2020)



Any comments or questions ... ?



**RURAL
ENGLAND**

NETWORKING / RESEARCH / LEARNING