

RURAL PROOFING OF OPTIONS ON RURAL RENAISSANCE POLICY: RR4 – CRITICAL RURAL SERVICES

1.1 Introduction

This paper presents the findings from rural proofing the draft options on Rural Renaissance Policy – Critical Rural Services and is a key component for influencing the authors of the draft preferred RSS Spatial Option. In pro-actively assessing the development of the Policy Options for the RSS Phase Three Revision the following has been considered:

- Whether the various options are likely to have a potential different impact for rural areas/people or uncertainty from that elsewhere, because of the particular characteristics of rural areas; and
- Where necessary, exploring what adjustments or compensations might be made to reflect rural needs and circumstances and produce the desired outcomes in rural areas or avoid/mitigate any undesirable impacts. Where appropriate rural proofing may also highlight opportunities to maximise positive impacts in rural areas

The options and explanatory text have been appraised against the Commission for Rural Communities Guidance [published May 2009] and is designed to be used alongside other appraisal systems including the Sustainability Appraisal process.

Please note that the checklist is designed to complement and not substitute consultation with rural communities, businesses and organisations. It is meant to be applied from the early stages of policy making although it may also be used during implementation and evaluation.

1.2 Rural Renaissance – Critical Rural Services

The Phase Three Revision seeks to identify the role of service provision in enhancing the sustainability of rural communities, whether particular services are critical to this process and whether the process itself, and consequently the policies to address it, varies in different types of rural area.

The Options being considered are:

1. Sustainable – Climate Change Driven: providing for and encouraging service provision that reduces the need to travel
2. Community based – Adopting a bottom-up approach facilitating local people to identify service needs, scale and locations
3. Status Quo – Accept that the existing policies are adequate in dealing with rural service provision

1.3 Analysis

In reviewing how rural issues relate to these policy options, i.e. setting out the questions to be explored by the Rural Proofing process, the three options have been considered. The table overleaf highlights which issues are likely to be relevant.

Table: Rural Proofing

RP Topic	Will the option/proposal.....	O1	O2	O3	Comments
Availability & Provision					
RP1: Availability of services	Affect the availability of public and private services?	√	√	√	<p>O1: Result in more concentrated distribution in the larger county and market towns. Higher order services would be improved minimising the need to travel elsewhere. Provision of lower order services in smaller rural communities may not be improved and may even decline. Although mobile, ICT and outreach facilities would be used where appropriate, there would be a need to improve transport/accessibility to compensate for the centralisation of services</p> <p>O2: Likely to be a more dispersed distribution of services meaning that there might be less reliance/need for the centralisation of services and the needs of the rural communities can be better catered for in situ giving a boost to the rural economy providing some of them. Need to encourage alternative funding streams for threatened rural services</p> <p>O3: Looks at promoting the development of services both close to where people live and concentrated in accessible towns</p>

RP2: Service Delivery	Be delivered through existing service outlets and how will you ensure rural residents can access services in areas where outlets are few and far between?	√	√	√	People in the smaller more remote settlements would be disadvantaged unless an adequate public transport network could be provided alongside mobile, ICT and outreach services to avoid the need to travel.
RP3: Private sector involvement	Be delivered by the private sector or through a public-private partnership? Will the smaller and scattered population in rural areas provide a sufficient market to attract the private sector? Will there be similar opportunities for choice and competition? Does the private sector in rural areas have the capacity to deliver?	√	√	√	Positive impact. Highly likely that there will be a strong private/voluntary sector involvement but it may be necessary to encourage commercial providers with incentives – particularly if they are delivering tangible quality of life benefits - and through offsetting the higher rural costs to ensure fair and equitable access for all.
Delivery Costs					
RP4: Cost of delivery	Be more expensive to deliver in rural areas where people are more widely dispersed or economies of scale harder to achieve?	√	√	√	<p>Longer travel times or distances add to the cost of service provision. Additionally economies of scale are lost when services operate out of small outlets.</p> <p>Allowing for higher unit delivery costs in funding formulae would help as would encouragement of joint/shared provision where possible and desirable.</p> <p>The encouragement of economies and efficiencies through supporting local supply chains/just-in-time deliveries would be welcomed in rural areas – supporting local employment too.</p>

<p>RP5: Local delivery</p>	<p>Rely on local institutions for delivery? Will the policy be as effective in rural areas.</p>	<p>√</p>	<p>√</p>	<p>√</p>	<p>Specific support may be required in terms of capacity building and encouragement for private and voluntary sector input. Meanwhile allow for an increased level of public sector input to compensate for the possibility of limited private sector input.</p> <p>Clearly important to see policies embedded in county and district LDDs, Parish Plans and Community Strategies.</p>
<p>Accessibility & Infrastructure</p>					
<p>RP6: Travel Needs</p>	<p>Affect travel needs or the ease and cost of travel? Will the impact be different in sparsely populated or remote rural areas, where typically journey times are longer, public transport is poor, and travel options are limited or expensive, especially for low income groups?</p>	<p>√</p>	<p>√</p>	<p>√</p>	<p>Reduce the need to travel by using mobile services or local delivery or telephone/internet.</p> <p>Address travel difficulties by co-ordinating and improving transport links; alleviate costs of travel by subsidising services or individuals; consider operating times to meet the needs of low income groups without access to a vehicle.</p>
<p>RP7: Infrastructure</p>	<p>Rely on infrastructure (e.g. broadband ICT, main roads, utilities) for delivery? How will the policy work in rural areas, where the existing infrastructure is typically weaker (e.g. roads, electricity grid), some infrastructure doesn't exist (e.g. cable TV, mains gas) and upgrading of infrastructure may be difficult or expensive?</p>	<p>√</p>	<p>√</p>	<p>√</p>	<p>Consideration may be given to encourage or co-ordinate additional demand within local communities in order to make supply viable; or the use the public sector's collective demand to stimulate supply.</p> <p>Consider using regulation or licences to encourage the development of improved infrastructure.</p>

<p>RP8: Administrative Areas</p>	<p>Delivery of the policy be challenging at the edges of administrative areas? Many rural people find it easier to cross an administrative boundary to access facilities.</p>	<p>√</p>	<p>√</p>	<p>√</p>	<p>Particular effort is needed to ensure that a policy does not disadvantage border communities.</p> <p>Encourage “postcode” blindness and reciprocal sharing of service provision across administrative borders where this makes sense.</p> <p>Note: additional needs of rural communities and service provision either side of the Welsh Border: Border Proofing Welsh and English policies and delivery to ensure minimal impact.</p>
<p>RP9: New buildings or development sites</p>	<p>Depend on new buildings or development sites? Where will these be located in rural areas, given that there are few brownfield sites and fewer locations where housing or other development will be acceptable?</p>	<p>√</p>	<p>√</p>	<p>√</p>	<p>O1: suggests a focus of development on County and Market Towns.</p> <p>O2: carries the risk that in order to support more widespread service provision, there would be pressures for more scattered housing development.</p> <p>O3: creates the flexibility for development to be located where it is most appropriate and needed.</p> <p>Clearly important to see policies embedded in county and district LDDs being mapped and defined ensuring any development is of high quality and will contribute to local character and distinctiveness with minimum environmental impacts</p>

Communications					
RP10: Communication	Rely on communicating information to individuals and communities? How will they access information in rural areas, where there are fewer (formal) places to obtain advice and information?	√	√	√	A clear communications policy encouraging the support from rural communities is essential. Failure to properly manage the communications process will have implications for securing buy-in for planning proposals and the opportunity of promoting community engagement in rural areas
Economies					
RP11: Impact on rural businesses	Impact on rural businesses, including the self-employed? Will it have a different effect on smaller businesses (which employ a greater proportion of the workforce in rural areas) or those sectors which are typically more significant in rural areas - farming and construction? Will the higher proportion of self-employed people in rural areas be affected by the policy (including women running part-time businesses)?	√	√	√	Positive Impact. Creating and safeguarding jobs and economic value is very welcome particularly in rural areas and amongst rural communities. There is a need to ensure that the needs of smaller businesses are specifically addresses. Mobile and outreach business support, advice and training is advocated whilst minimising regulatory or other burdens that disproportionately affect small firms
RP12: Impact on land-based industries	Have a particular impact on land-based industries and therefore on rural economies and environments? How will the policy affect the agricultural sector and the mining, extraction and water industries, which have a particular importance in many rural areas? Will there be a knock-on effect on the environment Conversely, if the policy affects the environment, what are the implications for businesses based on natural resources such as tourism, leisure, renewable energy and food production?	√	√	√	Positive Impact. Lots of opportunities to identify “win-win” solutions which will deliver economic, social and environmental benefits – promoting local supply chains where possible and allowing/ encouraging a diverse range of rural enterprises. Consider incentives for environmentally-friendly practices.

<p>RP13: Impact upon those on low income</p>	<p>Affect those on low wages or in part-time or seasonal employment? For those who work in rural areas, wages tend to be lower on average and a higher proportion of the workforce is engaged in part-time or seasonal employment. Will your policy implementation affect wage levels or people's access to quality employment? Will it affect the type of businesses that tend to pay low wages or offer seasonal/part-time work (e.g. agriculture, tourism)?</p>	<p>√</p>	<p>√</p>	<p>√</p>	<p>A probable positive impact. Additional employment opportunities e.g. private/voluntary service provision could increase or extend the availability of seasonal employment opportunities.</p> <p>Consider measures to improve the choice of work (e.g. increasing skills, improving local childcare, improving transport to work).</p>
<p>Disadvantage</p>					
<p>RP14: Disadvantaged Groups</p>	<p>To be targeted at the disadvantaged? How will it target disadvantage in rural areas, which is not usually concentrated in neighbourhoods? Do the indicators to be used for identifying need measure deprivation issues that are particular rural features (e.g. access to services, access to job opportunities, low earnings and housing affordability)?</p>	<p>√</p>	<p>√</p>	<p>√</p>	<p>70% of disadvantaged people do not live in Deprived areas and so targeting of population groups rather than areas is advocated.</p> <p>WMES Monitoring and the developing rural disadvantage indicator is to be welcomed</p>