



Investing in Rurality Together

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The challenges of the past will grow exponentially in the future



The UK Government historically or



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What are others doing?

DEBENHAMS

HOME RETAIL GROUP

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Imagine a world where ...

- You can access, transact and collaborate with services, people, health, training through your TV
- Public services are sharing information, connected real-time even when in your home
- Range of different channels available for you to interact, including tele-consultations so you don't always have to travel to access services
- You are empowered to monitor your own condition in your home, giving you choice, control and access, plus services opportunity to innovate, transform and provide greater choice



Working Together

- Be prepared to contribute, no one party can or should fund it all
- Technology is an enabler, but alone it will not deliver transformation
- Σ > Communities collaborating together to develop common requirements, aggregate volunteers, build scale and attract partners
- Don't work in isolation, build solutions to meet multiple needs rather than one problem at a time
- Get public services to collaborate and invest jointly more in rural areas; embracing other sectors



But what do you think.....



Questions and Answers



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Bringing it all together

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