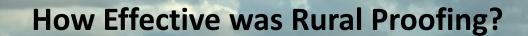


Sonja Rewhorn

Royal Geographical Society with IBG

Advancing geography and geographical learning

Rural Geography Research Group



The Rural— urban divide is one of the oldest discourse in Geography (woods, 2011)

It is about the fair deal, sustainable communities, social equity for urban and Rural communities... Rt. Hon John Prescott, Deputy Prime Minister and Rt. Hon Nick Brown, Minister for Agriculture Fisheries and Food – Our Country: the future. A fair deal for rural England November 2000

Critically evaluate the effectiveness of rural proofing...

Geographers have long been concerned with social justice' (Valentine 2003); multi faceted

It is an element of the rural geography and the policy making debate - which has not been studied in detail

The 18 underlying principles

Making an upfront commitment

Seeking broad (sustainability) outcomes

Understanding geography (using evidence)

Harnessing rural strengths

Reducing the fixed costs of provision

Accounting for a range of outcomes

Taking a user focussed approach

Starting from first principles (i.e. needs)

Considering settlement interdependencies

Designing in flexibility to delivery models

Increasing use of existing assets

Offering a portfolio of solutions

Targeting spatial gaps in provision

Focusing on hard to reach groups

Using incentives or penalties in contracts

Seeking collaborative approaches

Testing new models before mainstreaming

Monitoring outcomes at local levels

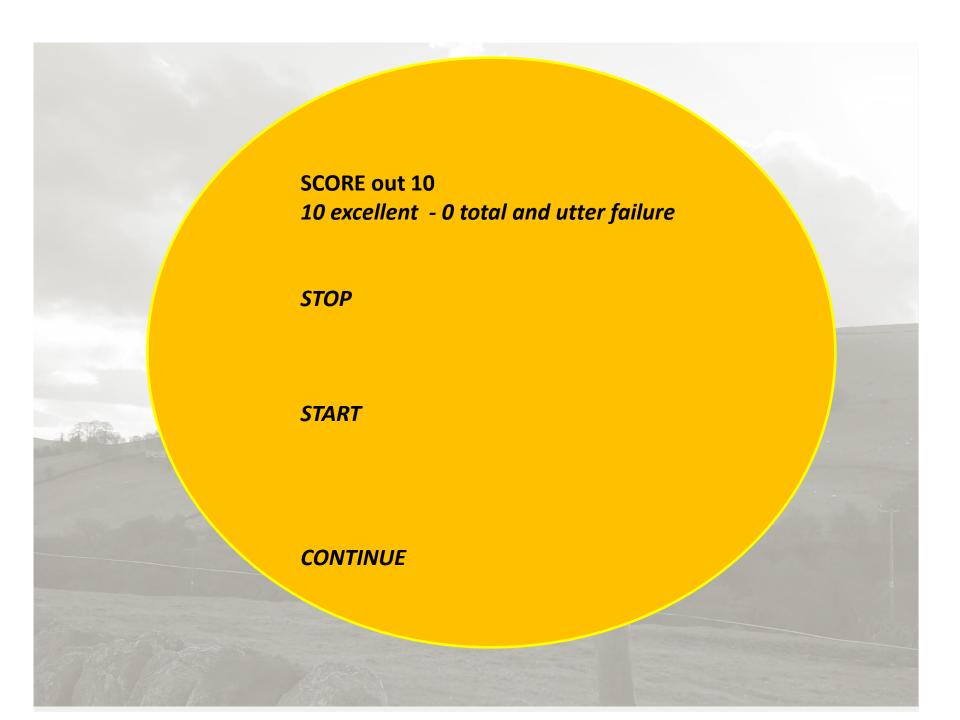


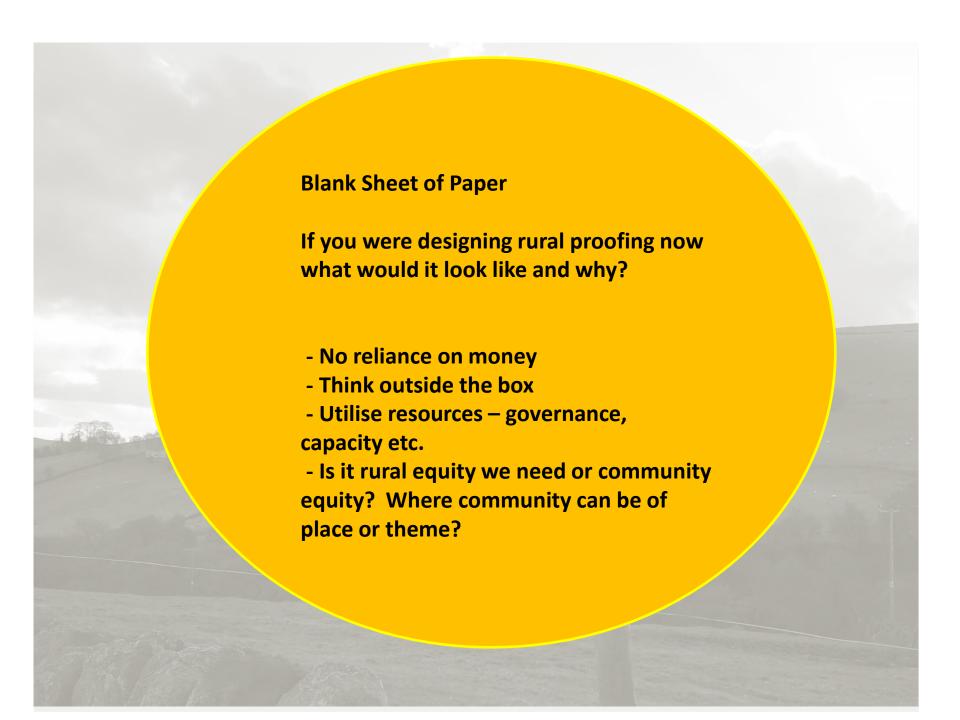












Emerging themes...?

Common observations

- The multi-faceted dynamic of Rurality
- Discourse of ownership of responsibility and relevance of power
- Role and opportunity of groups not the Principal Authority
- Image –Reality
- Shift from Government to Governance

Appreciative Re-design

- Good Idea but was not promoted; could make a real difference
- Capacity building individuals and organisations
- Needed to be placed within a reporting framework - 'carrot and stick
- Make the most of transprofessionalism / partnership arrangements
- Make the most of Governance arrangements

