



## How Effective was Rural Proofing?

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

1

• Making an upfront commitment

2

• Seeking broad (sustainability) outcomes

3

• Understanding geography (using evidence)

4

• Harnessing rural strengths

5

• Reducing the fixed costs of provision

6

• Accounting for a range of outcomes

7

• Taking a user focussed approach

8

• Starting from first principles (i.e. needs)

9

• Considering settlement interdependencies

10

• Designing in flexibility to delivery models

11

• Increasing use of existing assets

12

• Offering a portfolio of solutions

13

• Targeting spatial gaps in provision

14

• Focusing on hard to reach groups

15

• Using incentives or penalties in contracts

16

• Seeking collaborative approaches

17

• Testing new models before mainstreaming

18

• Monitoring outcomes at local levels



**SCORE out 10**

***10 excellent - 0 total and utter failure***

***STOP***

***START***

***CONTINUE***

## **Blank Sheet of Paper**

**If you were designing rural proofing now  
what would it look like and why?**

- No reliance on money**
- Think outside the box**
- Utilise resources – governance,  
capacity etc.**
- Is it rural equity we need or community  
equity? Where community can be of  
place or theme?**



## 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 trans-professionalism / partnership arrangements
- Make the most of Governance arrangements



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