# GIVING RURAL AREAS A LOUDER VOICE





Our mission is:

- To represent the case for a better deal for service provision
- To facilitate the exchange of useful and relevant information
- To develop best practice

We are the most comprehensive rural network in England, and the only national network representing service providers, community representatives and national organisations.

Our goal is to give rural areas a louder voice and bring rural thoughts and concerns together.

## Why is our work important?

- $\rightarrow$  1/5 of population live there
- ---> Employment rates are higher, wages markedly lower and cost of living is higher
- --> Council Tax is much higher per head in rural areas than in urban areas ... this is because ...
- --> Formula Grant is considerably lower per head in rural areas than urban areas.

Put simply, rural communities are paying more for less provision in their local areas. Delivering effective joined up services to rural communities is a complex challenge and only by working together can we start to tackle these issues.

### LOBBYING / REPRESENTATIVE ROLE

- All Party Parliamentary group on Rural Services
- Fairer Funding Campaign

We have been successful in coordinating a voice for rural local authorities to join together to lobby Government for a better funding deal for rural authorities.

#### RURAL ENGLAND

- UK Rural Policy and
  Practitioners Group
- Library of good rural practice
- Rural Observatory
- Performance & Improvement
  Service
- Heart of the Village Research
- Annual State of Rural Services
  Report
- Seminar programme highlighting key rural challenges
- Rural Vulnerability Service

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#### NETWORKING FOR REAL

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This service pulls together the work of Rural England and the Representative role of the network to enable in particular local authority Officers and Members, but also all of our wider network of organisations to effectively network together. It includes the Rural Health Network, bringing together a range of cross sector organisations to facilitate the sharing of information, best practice, innovative ideas and research and analysis to ultimately provide a better service for our rural communities.

If you would like further information about the Rural Services Network or to join please contact us:

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