

NORTHUMBERLAND

Northumberland County Council

Rural Deprivation: a strategic perspective

Janice Rose

14 June 2016

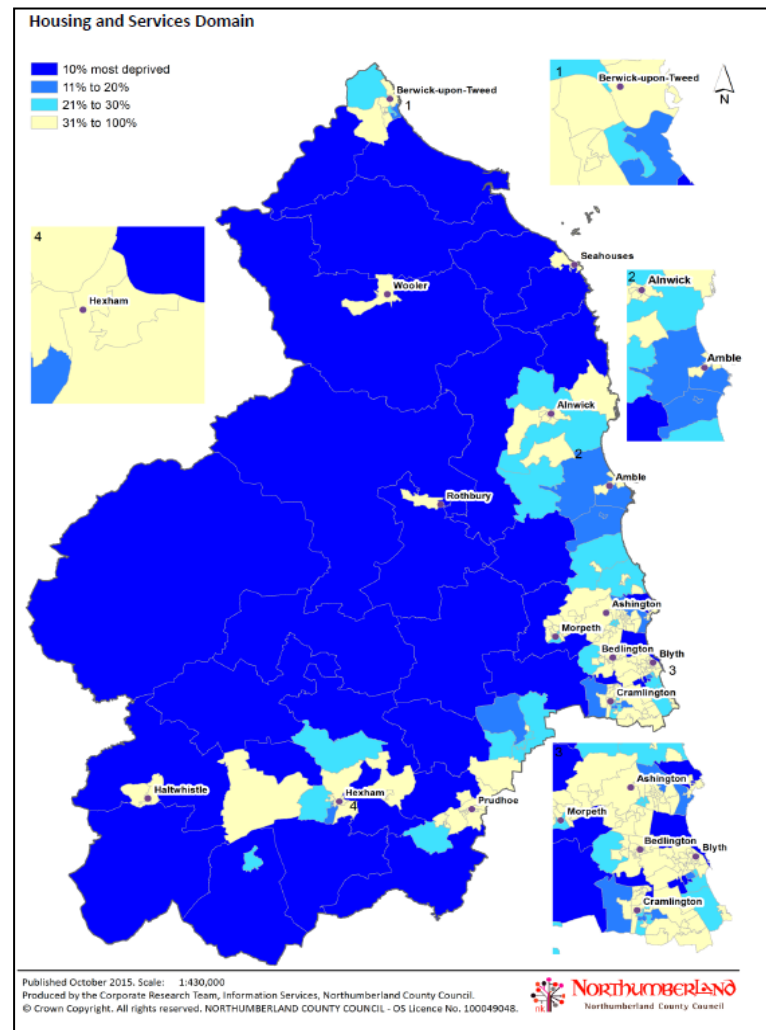
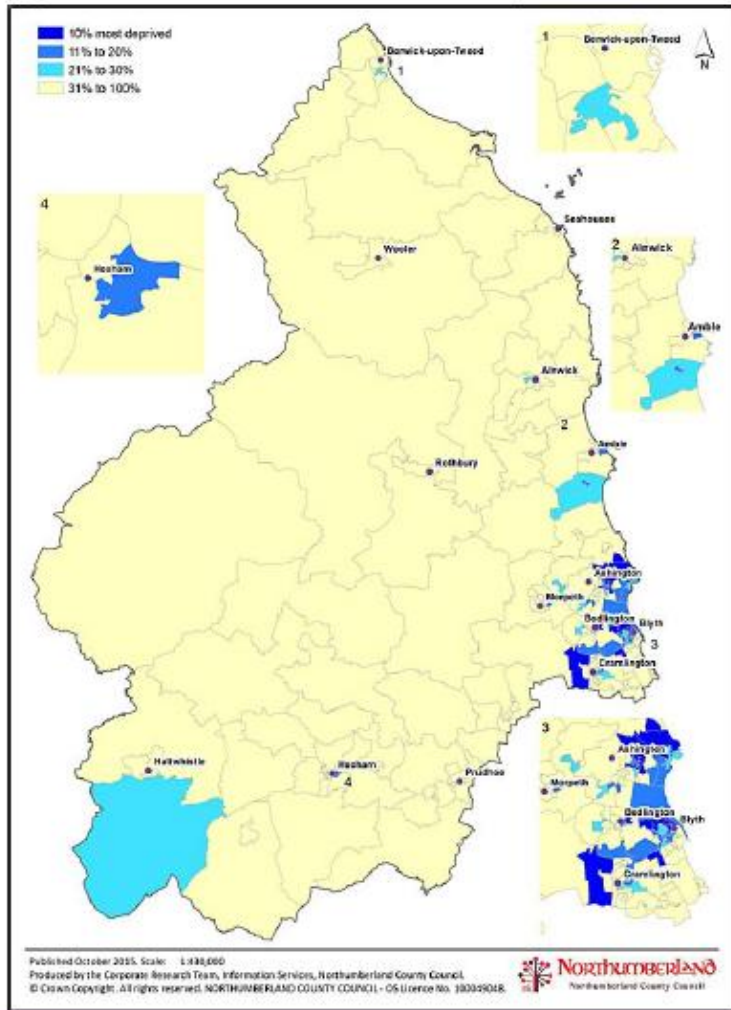
Where to start?

Urban v Rural

- Urban and rural deprivation display some common characteristics
 - Low levels of income
 - Access to education and training
 - Access to affordable housing
- But also some differences which are linked to:
 - Higher cost of living
 - Accessibility and connectivity
 - Fuel poverty
 - Ageing population

**This complexity together with the
“scale” and “concentration” of
that deprivation effectively hides it**

Indices of Deprivation?



**Plus the Government's approach
is about promoting rural growth as
opposed to tackling rural poverty**

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Inclusive Rural Growth: a county perspective

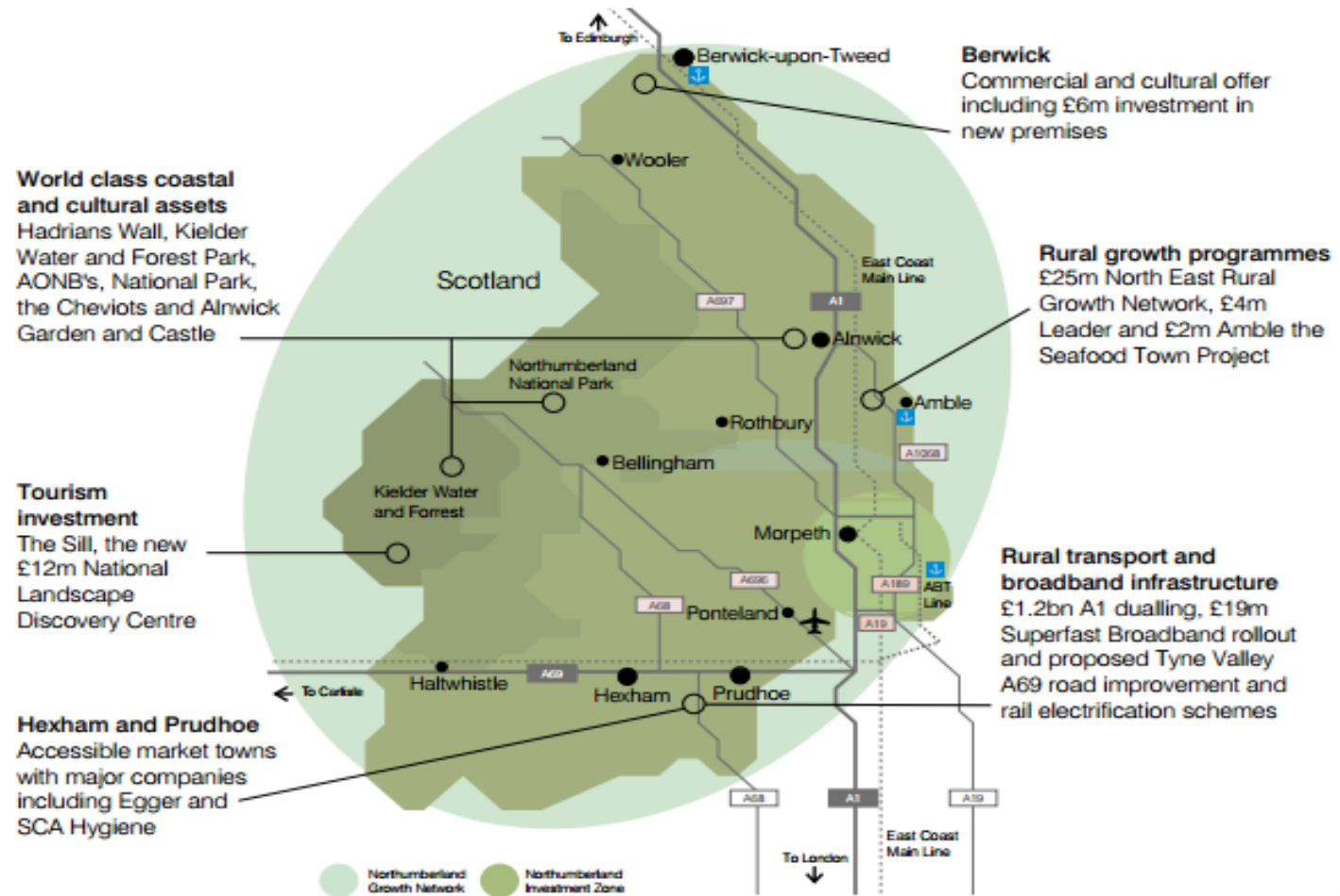
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The opportunity

Northumberland Economic Strategy

Northumberland Growth Network



North East Combined Authority

- Devolution Agreement for the North East
 - Rural Growth and Stewardship
 - Rural Transport
 - Superfast Broadband
- Mayoral Combined Authority
 - Will have a “Rural Affairs” lead on the Cabinet
 - Agreement that the proposed North East Investment Fund will incorporate rural proofing as part of programme/project assessment

Borderlands Initiative

- Local authority-led collaboration across Cumbria, Dumfries and Galloway, Northumberland and Scottish Borders
- Population of over 1 million people, with 14 million within a drive time of 2 hours
- Accounts for the equivalent GVA (£18bn) of the UK's economy as that of Tyneside (£17.1bn) or the City of Edinburgh (£18.6bn)
- Has some traction with both the UK and Scottish governments – and currently pulling together a strategic proposition that builds on the area's collective strengths for both to consider

The Challenge

- Is to deliver Rural Growth in a way that ensures no-one is left behind
- Has to be a shared responsibility
 - Voluntary and community sector
 - Town and parish councils
 - DEFRA family of organisations
 - Private sector