Maintaining vibrant rural communities: Drivers, Policies and Futures

Dr Sarah Skerratt
Senior Researcher & Team Leader: Rural Society Research

Leading the way in Agriculture and Rural Research, Education and Consulting
Outline of presentation

1. Brief personal introduction
2. “Vibrant rural communities” – Drivers:
   a. What do we understand?
   b. What do we understand less well?
3. Policies & Futures
4. Three questions for our “Conversation”
Brief personal introduction

• Leader of Rural Society research at SRUC
• 22+ years working in rural community development, as a researcher and consultant
• Main research field: evaluating processes of sustainable rural community development, capacity-building, leadership, plus role of digital technologies
Drivers: what *do* we understand?

- Affordable housing, infrastructure (e.g. roads, rail, high-speed broadband, access to affordable fuel)
- Employment (opps & structure) & education/skills
- Population structure (age, migration)
- Variability across rural Scotland
- Communities *are* engaging in their futures
- Economic, social/cultural and environmental dimensions – all three need to be “vibrant”
Infrastructure and services

• Essential to modern living in rural Scotland
  • “the basic physical systems of a country’s or community’s population”

• But ... changing definitions of what is “essential” over time
  • e.g. mains electricity, oil deliveries, health, basic or high-speed broadband, transport
  • can lead to differences in expectations
“The demographic structure of rural regions is often not appropriate to support provision of local public services. Because these regions have difficulty in establishing the necessary critical mass of facilities, producer services and infrastructure... the economy does not generate employment opportunities and there are strong incentives for young people to move away. This kind of vicious circle, in which unemployment and lack of services lead to rural exodus has been a common pattern in rural regions ever since the agricultural sector began to shed unemployment ...”

If no strategic investment ... Cycle of decline
• “Community resilience”:
  — Ability to bounce back; capacity to adapt
  — Be creative, transforming the local situation
  — Reliance on local “assets” or “capitals”

• 7 types of capital ...
# 7 capitals:

<table>
<thead>
<tr>
<th>Capital</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial</td>
<td>Financial capital plays an important role in the economy, enabling other types of capital to be owned and traded.</td>
</tr>
<tr>
<td>Built</td>
<td>Fixed assets which facilitate the livelihood or well-being of the community.</td>
</tr>
<tr>
<td>Social</td>
<td>Features of social organisation such as networks, norms of trust that facilitate co-operation for mutual benefit, includes a sub-set of spiritual capital (that form of social capital that links to religion/spirituality). Bonding, bridging social capital.</td>
</tr>
<tr>
<td>Human</td>
<td>People's health, knowledge, skills and motivation. Enhancing human capital can be achieved through education and training.</td>
</tr>
<tr>
<td>Natural</td>
<td>Landscape and any stock or flow of energy and material that produces goods and services. Resources — renewable and non-renewable materials.</td>
</tr>
<tr>
<td>Cultural</td>
<td>Shaping how we see the world, what we take for granted and what we value.</td>
</tr>
<tr>
<td>Political</td>
<td>The ability of a community to influence the distribution and use of resources.</td>
</tr>
</tbody>
</table>

Source: C.B. Flora
Community engagement:

Resilience Concepts
1. Social Networks and Support
2. Positive Outlook
3. Learning
4. Early Experience
5. Environment and Lifestyle
6. Infrastructure and Support Services
7. Sense of Purpose
8. Diverse and Innovative Economy
9. Embracing Differences
10. Beliefs
11. Leadership

SRUC

A Manifesto for Rural Communities
Inspiring Community Innovation

Figure 1: © Hugh McLean, Roi Cherry
Pulteneytown Peoples Project

- One of 15% most deprived areas in Scotland

- Project sustained since 2002
  - Resident survey of local needs
  - Housed in local community
    - Breakfast & after-school club
    - Independent living for 16-25 year olds
    - Skills training
  - Numerous awards

HomeLink Caithness

Free Confidential Housing Support Advice Information
To develop Independent Living Skills and Manage A tenancy On Your Own.

Moving out to live on your own is an important decision which most people have to make at some point.
Depending on circumstances moving to your own place can be a very exciting time, but it can also be a complete stress.
You will be faced with some questions you may not have had to think about before.

- How will I pay my rent?
- Will I get benefits?

"HomeLink has helped me sort out my money problems. They have built my confidence and helped me become a happier person."

New Opportunities
- Do I have to pay council tax?
- Will there be carpets?
- How will I afford furniture?
Welcome to Atlantis Leisure Centre, Oban

A business run by the community for the community

POWER PLATE

NEW!
Power Plate
View Video »

Atlantis Gym

Atlantis Gym»
Gym Info »

NEW - Easter Holiday Programme now available More »
New Aqua Natal Class 5.30 - 6.30pm Mondays More »
Masters Swimming More »
New Junior Coaching Programme More »
NEW - Body Attack Classes Click here for details »
POWER PLATES NOW ARRIVED. Please call 566800 to book a free session. View video »
What is Power Plate? »
LCD Tvs in the Gym

Tai Chi Fit
Step
Body Balance
Circuit Training
Aerobics
Legs, Bums & Tums
Aqua Aerobics
Body Pump
Boxercise
Over 50's Fitness
AND MORE »
Welcome to the Connected Communities website.

Connected Communities is a next generation broadband wireless network connecting businesses, teleworkers, schools, community centres, airports, post offices, remote learning centres, doctors, hospitals, and citizens across the populated islands of the Outer Hebrides of Scotland.

High-level broadband communications is a prerequisite for future development and underpins our aspirations to grow the economy and breakdown geographical barriers. Our aim is to develop the concept of a Connected Hebrides, a place which combines quality of life offered by rural living with global connectivity, opportunities for employment and inward investment, business creation, skills and learning.
Examples of partnerships ...

- Mull of Galloway Experience
- Galloway Red Kite Trail
- Spring Fling
- Communities on the Edge
- Taking the Past into the Future
- In the Artists Footsteps
- Making Tracks
Importance of voluntary sector:

No of Charities per 1,000 population

- East Ayrshire
- South Ayrshire
- Aberdeenshire
- Moray
- Angus
- Stirling
- Dumfries & Galloway
- Perth and Kinross
- Scottish Borders
- Highland
- Argyll and Bute
- Orkney Islands
- Western Isles
- Shetland Islands
- North Lanarkshire
- Falkirk
- South Lanarkshire
- West Dunbartonshire
- East Dunbartonshire
- East Renfrewshire
- West Lothian
- Renfrewshire
- Clackmannanshire
- North Ayrshire
- Inverclyde
- Fife
- Aberdeen City
- East Lothian
- Glasgow City
- Dundee City
- Midlothian
- Edinburgh, City of
What we understand less ...
### 1. Assets or liabilities ...

A guide to the different way Forestry Commission Scotland works with communities

<table>
<thead>
<tr>
<th>Types of involvement</th>
<th>Working with individuals</th>
<th>Working with groups and organisations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Informing</td>
<td>Consulting</td>
</tr>
<tr>
<td>Forest design plans</td>
<td>Informing</td>
<td>Consulting</td>
</tr>
<tr>
<td>Woods in and Around Towns (WIAT) projects</td>
<td>Informing</td>
<td>Consulting</td>
</tr>
<tr>
<td>Health improvement activities e.g. Health Walks</td>
<td>Informing</td>
<td>Consulting</td>
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<tr>
<td>Learning activities e.g. Forest School</td>
<td>Informing</td>
<td>Consulting</td>
</tr>
<tr>
<td>Volunteering</td>
<td>Informing</td>
<td>Consulting</td>
</tr>
<tr>
<td>Community woodland</td>
<td>Informing</td>
<td>Consulting</td>
</tr>
<tr>
<td>Community based business</td>
<td>Informing</td>
<td>Consulting</td>
</tr>
<tr>
<td>Community renewables</td>
<td>Informing</td>
<td>Consulting</td>
</tr>
<tr>
<td>Affordable housing</td>
<td>Informing</td>
<td>Consulting</td>
</tr>
<tr>
<td>Woodland crofts</td>
<td>Informing</td>
<td>Consulting</td>
</tr>
</tbody>
</table>

**Source:** Menu of community engagement options (Forestry Commission Scotland).
2. Aspects of community participation

- **Challenges:**
  - Localised can => parochial
  - Communities competing for funds
  - Non-democratic; if you are articulate you are heard
  - Assumes capacity, willingness and interest

- **Implications:**
  - Issues of “entitlement” (voluntary activity replacing local/national government activity)
  - Can over-stretch the community => burnout
  - Hot spots and “not spots” = “Darwinian” ...
Scotland: policy landscape
Scotland Rural Development Programme 2007 - 2013

The SRDP is a £1.6 billion programme of economic, environmental and social measures designed to develop rural Scotland over the next six years. Individuals and groups may seek support to help deliver the Government’s strategic objectives in rural Scotland. Further information and guidance can be found in the accompanying pages.

I am very grateful for any feedback you can give about your personal experience of the delivery of the SRDP. I take the Scottish Government’s responsibilities in delivering the SRDP very seriously, and we are committed to listening to customers in helping shape the way that we deliver services. Your comments and suggestions can be sent to SRDPFeedback@scotland.csi.gov.uk. Unfortunately, I am unable to respond to any individual queries sent to this mailbox. If you have any questions, please contact your local area office in the first instance.

Richard Lochhead - Cabinet Secretary for Rural Affairs and Environment

Latest News

- Rural Priorities - Planned shutdown of data capture (front office) 20 January 0800-0900
- Rural Priorities - Centres of Expertise for Historic Environment and Rural Communities
- URGENT - Rural Priorities - Spring 2010 Assessment Deadlines Extended
- Rural Priorities - The results of the November 2009 assessment round are announced
- Land Managers Options - Implementation of new Animal Welfare Monitoring and Benchmarking System
- Rural Priorities - Update on Annual Recurrent Payments
LEADER is part of the Scotland Rural Development Programme, aimed at promoting economic and community development within rural areas. It replaces the Leader+ programme that ran from 2000 to 2006, and encourages new and experimental approaches to rural development. LEADER is a bottom-up method of delivering support for rural development through implementing a local rural development strategy. Support is aimed primarily at small-scale, community driven projects that are pilot and innovative in nature.

You can find out more about LEADER, including details of your Local Action Group on the Scottish Government SRDP website.

You can search our Projects Database for information on LEADER projects, and don’t forget to take a look at our Featured Projects section where you can find case studies of projects happening across the country.

Latest news

- LEADER up to 90 percent intervention
- Community Services and Facilities funding to stay in Rural Priorities - for now

Tags: LEADER
### Rural Priorities: Thriving Communities

<table>
<thead>
<tr>
<th>Priority Code</th>
<th>Thriving Rural Communities Priorities</th>
<th>Relevant packages</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOR31</td>
<td>Improved viability and well being of Scotland's rural communities. Particularly proposals that:</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>• support the provision of buildings and facilities for local communities, where the need and demand has been clearly demonstrated</td>
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<tr>
<td></td>
<td>• encourage communities to increase their capacity to sustain and promote economic development, e.g. through the ownership and development of small business space, involving the use of historic buildings, etc.</td>
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<td></td>
<td>• help communities to meet service needs identified through community planning</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• help communities to take over delivery of local services from existing public service providers, using community ownership or other forms of business models that encourage self sufficiency and sustainability</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• encourage social enterprise and community-led service provision, particularly where this assists in sustaining a key local service or facility.</td>
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</tr>
</tbody>
</table>
And beyond rural...
A policy framework

Source: Dumfries & Galloway Economic Strategy (p.37)
STRATEGIC HOUSING INVESTMENT PLAN (SHIP) 2009/14
PROCESS FOR PREPARING 2010/11 UPDATE

1. **Reason for Report**
The Scottish Government requires all local authorities to update their SHIP each year. The submission timetable for the SHIP for 2010/2015 is the end of November 2009. The purpose of this report is to seek agreement from Members on the proposed process for updating the current Strategic Housing Investment Plan (SHIP) for 2010/11.

2. **Report Summary**
2.1 The main focus of the Dumfries and Galloway SHIP is to set out how the Council intends to meet its affordable housing requirements over a five year rolling programme. The SHIP shows how the affordable housing investment priorities prioritised in the Council's LHCS will be delivered in practice. It will also influence the

A community plan for Dumfries and Galloway for 2009-2012

Our vision
Working together to create an ambitious, prosperous and confident Dumfries and Galloway where people achieve their potential.

Our principles
We have identified the following principles as being important to help our partners to achieve the vision.

Together and at the right price.

South of Scotland
COMPETITIVENESS STRATEGY
2007-2013

The result of six years' hard work between the public agencies in the South of Scotland was rewarded on 2nd November 2009, when John Swinney MSP, Cabinet Secretary for Finance and Sustainable Growth, attended the South of Scotland Forum.

The first of a series of annual meetings between the South of Scotland Alliance and the Scottish Government, the Forum focused on the issues that matter most for the economy of the South of Scotland.

Headed up by the council leaders and leaders of the key political groups/groupings, the Alliance includes the chief officers of Dumfries and Galloway Council, Scottish Borders Council and Scottish Enterprise.

Those present included:
Scottish Borders Council:
Councillor Walter Mudie, Convener and David Hunter, Chief Executive
Dumfries and Galloway Council:
Councillor Fergie Nicolson, Leader and Gavin Stevenson, Chief Executive
Scottish Enterprise:
Gavin Bard, Chair of the Regional Advisory Board and David Cass,
Policy and practice integration?
Finland’s rural areas:

- **3 types:**
  - Urban-adjacent
  - Rural heartland
  - Sparsely populated rural areas:
    - 89% of territory = 5\(^{th}\) highest in OECD countries
    - 53% of total population = 2\(^{nd}\) highest in OECD countries
Finland national rural policy

“Broad”:
- Includes all policies and actions of government which can impact on rural areas – national & regional; all sectors

“Narrow”:
- Focuses on measures and tools specifically targeted at rural development, both EU and national
- Regionally-specific, cross-sectoral co-operation, extensive partnership and participation

Developed by Rural Policy Committee (most Departments, MPs, national rural organisations) established 1988:
- Evolved through national administrations
- Coherent policy fabric, incorporating EU Progs
- New Rural Programme every 4 or 5 years
- Underpinned by Local Action Groups, Village Action Groups, Municipalities etc
Integration of people into process

- Integration of “hot spots” & “not spots”, ideas, actions & individuals into national framework and strategy

- Municipalities (smallest = 200 people)
  - 432 Municipalities (19 regional)
  - 58 LEADER Local Action Groups (10K-90K people)
  - 19 Regional Councils
  - 19 Regional RP Committees
  - Ministerial committee
  - Rural Policy Committee (est. 1988)
  - Finnish Parliament Rural Network (est. 2003)
  - Village Action Association (19 regional)
Another individual with vision…
Paijanne 5-Villages network around lake: an individual with vision

Key features:
- Seasonal
- Events & Issues
- Intranet
- Network-building, offline & online
So ... “thriving rural communities”?
Thriving rural communities enhanced by:

1. National, **strategic infrastructure** investment:
   a. Territories rather than sectors: **scale**
   b. Investment rather than spending: **time**

2. **Integration** of national initiatives with local, place-based actions, projects and programmes

3. Better understanding of **impacts of participation** in rural development:
   a. Significance of voluntary sector (+ageing)
   b. Systematic evidence and analysis
   c. So that we know what would/not happen without it ...
So ... three questions for our “Conversation”:

1. Integration between policy and on-the-ground practice:
   • Is it happening sufficiently to support thriving rural communities?

2. A “territorial” (e.g. D&G, SOS) approach:
   • What is achievable that’s NOT possible through a sector-by-sector approach?
   • How do we know this?

3. “Investment” or “spending”?
   • What is the mindset, and does that matter?
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sarah.skerratt@sruc.ac.uk