

RURAL PRODUCTIVITY – THE RURAL POWERHOUSE CAMPAIGN

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THE CLA RURAL POWERHOUSE CAMPAIGN

- Closing the rural productivity gap would add £43bn to the economy - creating hundreds of thousands of skilled jobs in communities everywhere.
- This would be on top of the £261bn the rural economy already contributes to the national economy.



CLA IDENTIFIED NECESSARY IMPROVEMENTS

- The reasons for the countryside's lower productivity are complex; but some of the key concerns are:
 - Poor digital connectivity
 - Outdated planning systems
 - Unnecessary bureaucracy
 - Historical underinvestment



THE CLA 5 KEYS TO SUCCESS

- 1. A fully connected countryside
- 2. A planning system designed for rural communities
- 3. Profitable and sustainable farming
- 4. Investment in skills and innovation
- 5. A simpler tax regime



THE APPG RURAL PRODUCTIVITY INQUIRY

- Earlier this year, the APPG for Rural Business and the Rural Powerhouse launched an inquiry that will explore how to boost the rural economy in a post-Covid world.
- Looking to explore why rural productivity is 18% below the national average and identify solutions to help bridge the divide.





CALL FOR EVIDENCE – AN INQUIRY INTO RURAL PRODUCTIVITY

APPG for Rural Business and the Rural Powerhouse

Closing date: 30th June 2021

Introduction:

The APPG for Rural Business and the Rural Powerhouse is holding an inquiry into rural productivity. Currently rural areas are, on average, 18% less productive than urban areas and this inquiry will seek to explore how to reduce this disparity, and propose solutions. A significant number of businesses in the rural economy are land-based, multi-generational SMEs, the majority of which operate as sole traders or family partnerships.

The APPG is holding a parliamentary inquiry that will examine different aspects of the rural economy and assess barriers to productivity growth. The APPG will seek both oral and written evidence which will feed into a report into levelling up the rural economy.

Levelling up the country is a key part of the Prime Minister's agenda and the recovery from the pandemic offers an opportunity to revisit that agenda amidst shifting societal priorities. The rural economy is not monolithic, and there are some key components that the inquiry will be looking into and would welcome evidence on.

The APPG invites you to submit evidence on the below themes. There is no requirement to provide answers to all the questions or themes, and we ask that each answer is no longer than 300 words.



THEMES OF APPG INQUIRY

- Connectivity – has the government given up on bridging the digital divide?
- Planning – is the planning system fit for purpose for economies and communities in rural areas?
- Land use – how can we better manage the land to meet the demand for environmental & climate delivery and food production?



THEMES

- Skills – how can we futureproof a rural workforce?
- Tax – does the tax system provide benefits or barriers to rural productivity?
- Government Process – do government structures/mechanisms help or hinder the development of rural policy?



RESPONDING TO THE ENQUIRY

- The deadline for written responses closed on June 30th 2021
- The CLA in its role of coordinator received many stakeholder responses including representations from many LEPs and industry bodies
- Oral consultations have also been held



THANK YOU

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