



rural matters

our charity strategy

ruralcc.org.uk

   @YourRCC

Why rural matters

Rural Leicestershire and Rutland are often thought of as idyllic and privileged places nestled in the heart of the English countryside. Whilst for most this perception is a fortunate reality, there are many people and places hidden across our counties facing significant issues and disadvantage as result of their rurality.

As a charity, we believe that by simply being in a rural location no person, organisation or business should be disadvantaged and that facilities, services and other opportunities should be made equally accessible wherever and however possible.

We must be realistic and understand that rural provision can sometimes be disproportionately costly, time intensive or logistically challenging.

Rural disadvantage...

- Limited employment opportunities and prevalence of lower paid jobs
- Poor access to public transport, broadband and other services
- Lack of affordable housing and a higher cost of living
- Loss or deterioration of community facilities and public spaces
- Increased risk of loneliness due to geographic and social isolation
- Lower per capita expenditure on health and social care

Challenges however should not form justification for inequality or bias. Innovation and creative thinking can often overcome any challenge, especially if you engage with the people that you are aiming to support. This is where our charity has a key role to play.

The ethos underpinning our work is clear. By bringing people together and supporting them to raise awareness of and tackle the issues impacting their area we will help to make rural communities across Leicestershire and Rutland happier, healthier, stronger, and more accessible places to live and work.



Our vision

Our purpose

We will create a network of...

Strong and connected rural communities that support each other and maximise the opportunities, assets and resources available to them.

We are here to...

Deliver a range of quality services to create, develop, support and represent strong, inclusive and forward thinking rural communities.

Our values

Connected

We listen, are an advocate for others and have a strong, clear and influential voice.

Ambitious

We push ourselves to grow and improve by being bold and embracing innovative ideas.

Responsible

We lead and inspire others, share ownership and work with honesty and integrity.

Efficient

We make the best of all assets and resources by being flexible, smart and creative.



We have four

Rural people

We will improve the lives of people disadvantaged by living in a rural area by improving their wellbeing and economic prosperity and supporting them to be more active in their local community

Our work will be focused on

- Reducing loneliness and isolation
- Suicide awareness and prevention
- Boosting employment and reducing the cost of rural living
- Improving wellbeing through positive community led action



Rural policy

We will increase our representation and awareness raising activity to better influence the development and implementation of local and national policies that impact our rural areas

Our work will be focused on

- Representing rural communities with key policy and decision makers
- Increasing awareness of issues prevalent in rural areas
- Campaigning for better investment into our rural communities



clear aims

Rural place

We will make rural areas more diverse, accessible and vibrant places by supporting better community led planning and helping to improve spaces where people meet and access services

Our work will be focused on

- Enhancing village halls, community buildings, open spaces and outdoor recreation facilities
- Supporting neighbourhood and community led planning
- Helping to strengthen and grow the rural economy



Rural profile

We will raise the profile of our charity and the rural issues we work to tackle and provide a platform to promote people and organisations that positively impact our rural areas

Our work will be focused on

- Growing our awards to celebrate and promote more rural champions
- Building a visible, clear, strong and representative brand for rural areas
- PR activity to raise awareness of rural issues and the impact of our work



The RCC is needed more than ever



over 9 million

people in the UK feel that they are often or always lonely¹

124 areas

of Leicestershire & Rutland where older people are at high risk of loneliness²

over

250 village halls

make up the largest network of community facilities in rural Leicestershire & Rutland



over 60% of rural parishes

in Leicestershire & Rutland not actively engaged in neighbourhood or community led planning³



376 people

have died by suicide in Leicester, Leicestershire and Rutland over the last five years⁴

1 - British Red Cross (2019) 2 - Age UK loneliness maps 2016 (<http://data.ageuk.org.uk/loneliness-maps/england-2016/>)
3 - Active and made neighbourhood plans listed on Leicestershirecommunities.org.uk and rutland.gov.uk (September 2019)
4 - Office for National Statistics - Suicides in the UK: 2018 registrations (September 2019)



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