Future Directions for Rural Economies and Expertise

Jeremy Phillipson
Resetting rural development?

Our evidence and policy response has traditionally suffered from twin institutional biases:

1. Enterprise support measures and infrastructural provision have tended to be urban focused
2. A rural development focus on agricultural and touristic development that overlooks the wider rural economy
Resetting rural development?

Overcoming persistent stereotypes of rural areas as lacking their own dynamism, with the reality that:

• Rural economies are substantial in their own right and often outperform urban areas
• They are at the vanguard of key socio-economic trends and innovative responses
Resetting rural development?

Recognising diverse sources of dynamism within contemporary rural economies

Crystal Scientific

IHC Engineering
Key questions for rural policy

- How can national & local gov’t plan support for rural communities to reach full potential?
- How can public & private sector organisations work together to support sustainable growth?
- How to ensure an adequate, appropriately skilled rural labour force?
- How can housing needs be addressed?
- Can the creative industries play a role?
- How can we maintain supply of public goods in the countryside?
- Who should lead on policy for rural?
- How can policy be rural proofed in future?
- How can we ensure rural communities are well connected?
- How can we encourage an enterprising countryside?
Key questions for rural policy

Encouraging an enterprising countryside?
Key questions for rural policy

Encouraging an enterprising countryside?

➢ At all spatial levels rural and urban firms display some similarities in performance, needs and potential, but also differences

➢ Rural firms achieve similar turnover performance and are just as likely to report a profit as urban firms

➢ Rural businesses’ performance and needs vary by country and region
Key questions for rural policy

Encouraging an enterprising countryside?

➢ Rural firms are committed to creating new products and to exporting, and show clear evidence of untapped potential

➢ Addressing wider weaknesses in affordable housing, transport, education and services vital in meeting businesses’ skills requirements and recruitment
Key questions for rural policy

Encouraging an enterprising countryside?

➢ Rural enterprises warrant equity of attention within the nation’s economic growth plans and industrial strategies

➢ Policies and programmes tailored to address differences in the plans, obstacles and use of support

➢ Bringing expertise to bear in identifying and addressing local constraints
# Models of Rural Development

<table>
<thead>
<tr>
<th></th>
<th>Top down (or exogenous) development</th>
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<tbody>
<tr>
<td><strong>Key principle</strong></td>
<td>Economies of scale &amp; concentration</td>
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<td><strong>Dynamic force</strong></td>
<td>Urban growth poles</td>
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<tr>
<td><strong>Functions of rural areas</strong></td>
<td>Food &amp; primary products for expanding urban economies</td>
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<tr>
<td><strong>Major rural development problems</strong></td>
<td>Low productivity &amp; peripherality</td>
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<tr>
<td><strong>Focus of rural development</strong></td>
<td>Agricultural modernisation; encourage labour &amp; capital mobility</td>
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<tr>
<td><strong>Sources of knowledge</strong></td>
<td>Scientific research and external experts</td>
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## Models of Rural Development

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<tr>
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<th>Bottom up (or endogenous) development</th>
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<tbody>
<tr>
<td><strong>Key principle</strong></td>
<td>Harnessing local (natural, human &amp; cultural) resources for sustainable development</td>
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<tr>
<td><strong>Dynamic force</strong></td>
<td>Local initiative &amp; enterprise</td>
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<tr>
<td><strong>Functions of rural areas</strong></td>
<td>Diverse service economies</td>
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<tr>
<td><strong>Major rural development problems</strong></td>
<td>Limited capacity of areas/groups to participate in economic activity</td>
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<tr>
<td><strong>Focus of rural development</strong></td>
<td>Capacity-building (skills, institutions, infrastructure); overcoming exclusion</td>
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<td><strong>Sources of knowledge</strong></td>
<td>Indigenous knowledge</td>
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Models of Rural Development


<table>
<thead>
<tr>
<th>Objective</th>
<th>Old approach</th>
<th>New approach</th>
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<tbody>
<tr>
<td>Equalisation, farm income, farm</td>
<td>Competitiveness of rural areas, valorisation of</td>
<td></td>
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<tr>
<td>competitiveness</td>
<td>local assets, exploitation of unused resources</td>
<td></td>
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<tr>
<td>Key target sector</td>
<td>Agriculture</td>
<td>Various sectors of rural economies (ex. rural</td>
</tr>
<tr>
<td></td>
<td></td>
<td>tourism, manufacturing, ICT Industry, etc.)</td>
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<tr>
<td>Main tools</td>
<td>Subsidies</td>
<td>Investments</td>
</tr>
<tr>
<td>Key actors</td>
<td>National governments, farmers</td>
<td>All levels of government (supranational, national,</td>
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<tr>
<td></td>
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<td>regional and local), various local stakeholders</td>
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<td></td>
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<td>(public, private, NGOs)</td>
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Models of Rural Development

➢ Networked (or Neo-endogenous) Development
➢ based on local resources and participation animated from either within the local area or through external connections linking localities into broader circuits of power, capital and expertise
What have we learned?

- Many communities have benefited from community-based initiatives.
- There can be tension between balancing community ownership and external inputs.
- Local responses are not enough in face of larger scale processes and policies that impact local economies.
- A risk inequalities may be perpetuated by localism, within and between places.
- Community initiatives require sustained inputs of capacity building support.
What have we learned?

Back to bottom-up rural development?

• One scenario is that rural communities are left to themselves
• Some communities will rise to this challenge; but many will not, and inequalities may widen within a “two-speed countryside”
• A two tier-approach (involving an ‘enabling state’)
  – Rural-proofing of regional national policies
  – Investment in and support for capacity-building, with the most marginalised individuals and places
Building ‘expertise in place’

➢ Vernacular Expertise ('Expertise in Place')
  ➢ expertise that people have about the places in which they live and work, how these places work and how they relate to the wider world.
  ➢ expertise that is home-grown, useful in an everyday context, nourished by outside sources
Building ‘expertise in place’

Example: the Vernacular Expertise of Farm Advisers

Combining field-generated knowledge

“I suppose I would describe [my expertise and knowledge] as experience-based … How do you deal with a situation? You look at the last time you dealt with it, you look at the last time you dealt with something that had the same elements” (Land Agent)

and field-focused knowledge

“It's tailoring your advice, not just to the site and the issues on the site, but also to the client's background, interest and level of knowledge ….” (Applied Ecologist)
Building ‘expertise in place’

➢ Capacity building includes working with, and helping to mobilise, expertise in place
➢ Every single community, enterprise and locality is a site of experimental adaptation
Building ‘expertise in place’

Creating networks for expertise exchange
e.g. Landbridge

Welcome to landbridge
A knowledge exchange network for researchers and rural professionals who advise farming and land businesses

Latest News

Agri-tech winners
The names of the 15 Agri-Tech Catalyst Award winning projects have been announced. In this first round of the competition, the winning projects will receive a

“The more knowledge you share, the more you will benefit in return”
Mike Butcher, Agronomist and Landbridge member

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Building ‘expertise in place’

Equipping communities with learning and evaluation tools

➢ Example: Flood risk management and modelling
➢ Example: Rural Development Programme for England and Evaluation Assessment Tool
➢ How could Leader LAGs be equipped to develop similar evaluation expertise?
Conclusions

The Haha Archers blogspot

Foxy Records

Eddie Grundy
POOR PIG