



European Network for  
Rural Development

# Setting the scene:

## Employment opportunities in rural areas and related support mechanisms

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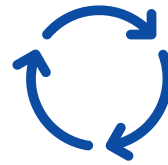
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# EU Rural Development

Economic vitality,  
primary production,  
jobs, communities

Planning for  
climate change



Maintaining the natural and  
cultural capital upon which we  
all depend



# Prospects: Economic outlook (Piketty, 2014)

After the turbulence of the 20<sup>th</sup> Century, we are returning to a global pattern of relatively slow growth

Most future growth will be where populations grow – in the developing world

In the developed world, low growth and population stasis will combine with diverging incomes (bigger gaps, rich and poor)

Successful (developed) economies will be those which can

- reduce these disparities,
- become more efficient and sustainable in use of resources, and
- maintain well-being

*– we can't expect to grow our way out of difficulties, indefinitely*



Continuing expansion of digital society, virtual communities, and converging global lifestyle aspirations

Strong migration flows both in and out of rural areas, also some big seasonal shifts

The challenge and opportunities of rural ageing will increase

Rural accessibility to / for young people – priced out, in some places?

What roles for culture, tradition, sense of place + belonging?



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# Future drivers

- We have signed up to the SDGs: this requires serious action
- Can the EU de-Carbonize by 2030, or 2050?



# Implications for the future

The Primary Sector must become more resource-efficient, protecting, not wasting, re-using and enabling ecosystem resilience

More options will develop for secondary and tertiary sectors via digitisation, enhanced communications, circular economy initiatives, re-orientation to services

Multi-functionality of rural space will increase to meet multiple demands - food, energy, water management, therapy, leisure...

Rural communities will need resilience to cope with future shocks and uncertainties, from global markets / trends and climate change

➤ **The nature and patterns of rural employment will change**



# Rural jobs: from issues to opportunities

Issue	Description	Opportunity?
<b>Low population density</b>	limited markets for produce and limited employment opportunities Some services may not locate in rural areas due to lack of a market	Online, niche or export markets Remoteness as an asset?
<b>Remoteness</b>	Increased transport costs for inputs, and for outputs going to markets	Professional services, innovation, tranquillity
<b>Poor infrastructure</b>	Transport communications and broadband access are limited	New low-cost connections, shared systems
<b>Relatively dependent on primary sector</b>	Although farming, forestry and fishing do not dominate, they remain more significant in employment and creation of demand for support services	A resource for new product and market ideas, reapplying core skills/ know-how in new ways
<b>Limited ability of labour to respond</b>	Lack of skills and education opportunities constrain the workforce when the job market changes	Work on adaptability, build social networks
<b>Adverse demographics</b>	Ageing structure of the population, and out migration of young people reduce availability of those of working age and demand for services	Are older people provided for? Have they valuable knowledge? Build cross-community links and actions

# So, how to get from here to there?

Many rural areas currently offer poor or limited employment prospects – how can this be transformed?

- **Grow your own:** working with local people, building on their knowledge, their aspirations, their capacities...
  - **Attract others:** improve the basic infrastructure, offer better Quality of Life, but build *lasting* connections to avoid ‘quick-in, quick out’ tactics.
- **WHAT** policy measures, and **WHICH** delivery options?





# Policies and measures

## CAP Rural Development Programmes

*The 'usual suspects'...*

- M04 – Investments in physical assets
- M06 – Farm & business development
- M07 – Basic services & village renewal
- M08 – Investments in forest areas
- M19 – LEADER / Community-Led Local Development

*... the accompaniments*

- M01 – training
- M02 – advice
- M16 – co-operation, in all its forms

*... the indirect facilitators*

- M09 – Producer Groups
- M10, M11, M15 – AECM, organics and FECM

## EU H2020 initiatives

- Skills agenda
- Platform against poverty and social exclusion
- Employment and Social Innovation (EaSI) programme

## Other ESIF funds

**Social Fund** for skills beyond usual sectors

**Regional Development Fund** for bigger non-agri projects: protected area plans, tourism initiatives, new major facilities.

**Fisheries Fund** for CLLD to diversify or add value



# Processes and progress

## Individual and business capacities

Entrepreneurship takes time and confidence to develop.

Taking on employees also requires new skills and confidence.

## Social capacities

New ideas are commonly linked to new connections: social learning through interactions between multiple actors.

Product and service providers need the opportunity to identify their market and customer base.

Potential buyers need opportunities to discover products and services.

- **Pooling, linking, sharing and exchanging knowledge, ideas, experience are all very important factors.**



# Home-grown place-making

## Local assets

- Housing, historic features, traditions and culture – what is distinctive?
  - Forest and farming systems – a wide range of produce, or specific items?
  - Environmental quality – high, or potential to improve?
  - Character: coastal, hilly, remote, per-urban – who might wish to visit, who could easily access?
- This depends on good background knowledge

## Local skills, knowledge, confidence

- How do people learn – can these opportunities be increased?
  - Create opportunities to bring people together
  - Building confidence through step-wise group activities, small gains
  - Supporting trusted leaders, identifying innovators and facilitators
- This depends upon having a presence ‘on the ground’ – it cannot be delivered from a central office in a distant city



# Local Food, Adding Value

In 2010, Charlie Beldam – a farmer’s son and enthusiastic foodie – set up Cotswold Gold as a diversification venture based on his University course work. He is the 3rd generation of his family to run a business from East Lodge farm.

The farm was already producing high quality rapeseed - Charlie wanted see if this crop could be made into a quality product.

“Cotswold Gold is a premium extra virgin rapeseed oil made using traditional cold pressing methods that preserve the health benefits of the seed making the oil naturally high in vitamin E, rich in omega 3, 6 and 9 and low in cholesterol”



The business now employs 9 additional, permanent staff and supplies local, national and international markets.



# Making wider connections

## Health and welfare

Social farming, rural retreats, health walks, provide care in the community, respite and rehabilitation for excluded groups



## Education

Rural areas are great for student training, measuring, analysing, working with communities

- Some people find a new vocation in these roles



# Attracting newcomers

- Outreach to (nearest) urban areas: build connections via produce, or leisure, or both
- Offer opportunities to come, stay, enjoy, learn, dream... festivals, courses, nice cafés, walks and talks
- Invest in good infrastructure to increase quality of life and ease of trading
- Seek long-term relations, not 'quick wins' based on unequal terms

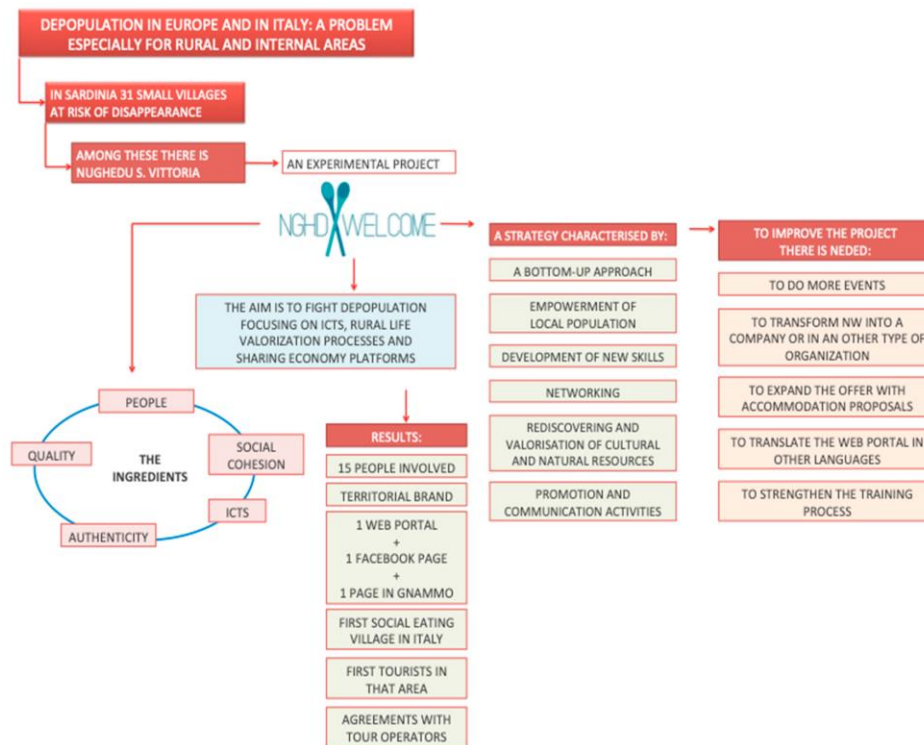


# Unlocking potential & future proofing: ideas

## The sharing economy



Nughedu, Sardinia: a unique experience of social eating, with all food locally sourced and prepared by the community. Events take place in the centre of the village, or inside private houses.



# Unlocking potential & future proofing

## Circular economy, green economy

### Welsh government launches its own Digital Currency, the Celyn

Every country now is thinking of a national digital currency. The latest addition to the list is the government of Wales. The currency termed the Celyn will coexist with the Pound sterling. The Welsh government wants to create an ecosystem for enterprises and firms. As of now, the currency will be available only for small-size enterprises.



Our work is underpinned by ground-breaking research. Examples of this can be found at [www.wrap.org.uk/keypublications](http://www.wrap.org.uk/keypublications)





# Unlocking potential & future proofing

## The silver economy Challenges for tomorrow

By 2020, in OECD countries,  
**people over 65**  
will represent...

More than  
**20%**  
of total  
population

Approximately  
**40%\***  
of the size  
of the working  
population

More than  
**40%\*\***  
of total  
consumption across  
all markets



What markets will receive  
a **"silver boost"** ? \*\*\*

### Growing sectors



### But also...



What are the new  
**"silver products and services"** ?

**Solutions to promote autonomy,  
regular activity and health for seniors!**



What is the economic potential  
of the **silver market**?

## Silver economy

What are the distinctive needs for older people in rural areas?

How can digital channels enable joined-up funding and creation of products and services to meet these needs?

# Now, over to you... **Thanks!**



**Harrisons:** We have seen our company grow from an ambitious start-up in the Cotswolds, to one which now delivers POS components to over 100 destinations across the globe.

