



East Suffolk
Community
Partnerships
Bringing ideas to life

Aldeburgh
Leiston
Saxmundham
& villages

Aldeburgh, Leiston, Saxmundham and Villages Community Partnership

Rural Proofing

“Rural proofing is a means to achieve equally effective and successful outcomes for communities, businesses and individuals from policy and in the design and delivery of (publicly funded) services, regardless of their size or location.”

The Community Partnership is committed to applying a rural proofing approach to its work. This ensures that any decisions made by the Community Partnership will be made considering equity for rural areas. We would like to see this approach reflected in the community projects we support and therefore encourage applicants to tell us how they have considered rural areas and residents.

Below are some examples to be included in your application: -

What can be done to encourage participation from rural residents and ensure that local assets are utilised fully? What are the barriers to participation for rural residents and how can these be overcome?

- Applicants should demonstrate they are engaged with the community and what they will contribute.
- Applicants should consider what could be done to overcome any real or perceived barriers.
- There might be cost implications to these so budgeted costs may increase.

Is your project accessible to rural residents? If so, how?

- Applicants should consider whether their project/service can be reached by rural residents particularly those who do not have access to a private car.
- The cost of transport such as a bus, community transport or taxi might be a barrier for some.
- Transport schedules may not fit with session/service times.

Will planned communication reach rural residents?

- Multiple methods of communication will have a greater impact than just one. Examples include local newsletters, notice boards, social media including paid for services such as Facebook boosts, posters/flyers, 1 to 1 or small group conversations at community activities, word of mouth, through schools and local organisations.

How will rural participation be monitored?

- Applicants should think about how they will monitor where participants come from to ensure fair access to rural and non-rural residents.
- Applicants may need to amend their plans at a later stage to take any rural/non-rural imbalances into consideration.