



accre

ACTION WITH
COMMUNITIES
IN RURAL ENGLAND

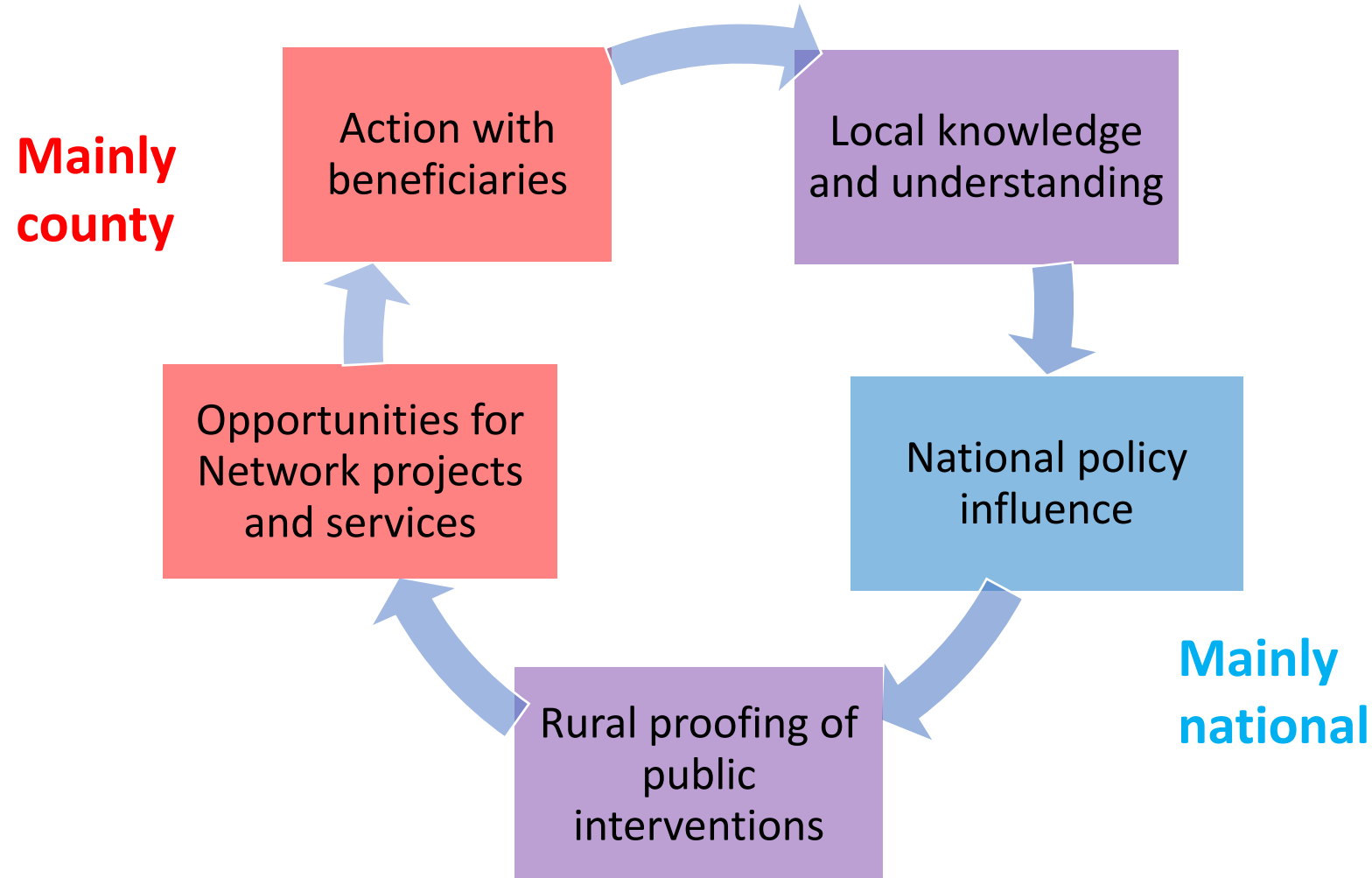
Wellbeing in rural areas

ACTION with Communities in Cumbria – AGM 2022

ACRE's strategic priorities

1. Effective delivery of support by ACRE Network members (ACT in Cumbria) to rural communities throughout England from DEFRA's grant-in-aid.
2. Raising the profile of a Network that supports rural communities to manage change for the benefit of all.
- 3. Advocating nationally for those most at risk of disadvantage from their rurality.**
4. Building a strong and mutually supportive Network of 39 independent organisations.

ACRE Network approach to policy



Rural wellbeing, three perspectives:

- Is wellbeing just the absence of ill-health? How does it link with our understanding of disadvantage?
- Mental health, isolation and rural communities
- An approach based on the 'hierarchy of needs' – a rural perspective

Wellbeing and the index of multiple deprivation:

- Ranking of the most 'disadvantaged places' in England.
- 'Worst' 20% of local areas often targeted in many decisions about the use of public money and public intervention
- Tends to focus attention on the intensity of disadvantage in dense urban areas
- Frequently misunderstood. In many County areas there are more 'disadvantaged people' outside the lowest ranking 20% than there are within them.
- A poor indicator of both disadvantage and 'lack of wellbeing' in sparse rural areas.

Rural mental health:

- A good deal of attention focused on rural areas as a result of the pandemic:
 - Occupational concerns, loneliness, isolation, lack of access to services, relatively high suicide rates
- Despite the gap, learning from FMD has still been possible
- Environment, Food and Rural Affairs Ctte Inquiry earlier this year
- Government intent to prepare a 10 year mental health strategy
- **How do rural areas and rural communities figure in the thinking of those preparing the strategy?**

A hierarchy of needs approach:

