

**Staffordshire County Council’s Economic Strategy 2023- 2030 vision is that:** By 2030, the people of Staffordshire will be able to benefit from more and better paid job with the county being a one of the primary locations for sustainable growth and investment in the UK. As part of the delivery of that vision, Staffordshire’s Rural Economic Strategy 2023-2030 seeks to **“maximise the contribution of Staffordshire’s rural assets to the development of a thriving, digital, high value and clean economy that creates good jobs and supports inclusive growth, by developing the productivity, competitiveness and resilience of the rural economy.”**

## Priorities

Stimulate enterprise and innovation to increase productivity, competitiveness and resilience for well paid jobs and movement towards Net Zero.



Make sure that business growth-support and peer networks reflects the need of local business; increase the supply of enterprise space; develop a rural youth enterprise programme and develop a rural enterprise and innovation hub as a focus point for partners and investors to come together to showcase solutions to rural challenges.

Support sustainable productivity whilst also creating environmental and society benefits through investment and business support.



Increase farmer engagement with business support; develop agri-tech demonstrators; develop a ‘new entrants into farming’ programme; make sure that we have a supple of employments sites for commercial agri-food developments

Recover and grow the visitor economy including ‘green tourism’



Develop rural destination branding and marketing; support tourism businesses to market, support farm and forestry diversification; develop rural culture and heritage attractions; work with partners to improve high speed broadband and 4G/5G mobile coverage; invest in low carbon energy infrastructure and electric vehicle charging; bring forward investment in road and rail.

Improve rural digital connectivity and access to opportunities for rural businesses, and improving low-carbon energy infrastructure

Regenerate the five Rural Hub Towns (Leek, Cheadle, Stone, Uttoxeter and Rugeley) to unlock investment and develop their offer to visitors



Review growth opportunity sites across each of the Rural Hub Towns; unlock growth – opportunities, support master planning for Rural Hub Town Centres and develop distinctive place branding and marketing for each of the Rural Hub Towns.

## What underpins everything we do

Working and delivering with our stakeholders and partners

The provision of skills and knowledge is crucial to all of the strategi priorities.- including strengthening the AgriSTEM Academy, enhancing rural apprenticeship and support digital skills development

Forming a Rural Strategy Leadership Group from representatives from the private, public, academic and voluntary sectors, to drive forward the strategy

Monitoring and evaluating