



# The Rural Economy in Essex – The Impact of the Economic Downturn

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Essex County Council

## Recession and Volatility

- **World food prices,**
- **The price of oil,**
- **Costs of production,**
- **Regulation**
- **Cost of living**
- **Finance**



# The Backbone of Farming

- Grain,
- Rapeseed, Sugar beet
- Livestock, Vegetables
- Land prices,
- Staffing and employment,
- Skills,
- Regulation,
- Commercial Controls from buyers and supermarkets
- Finance and budgetary skills



# Land Management

- Attitude to conservation
- Tourism
- The next generations
- The right land for the right purpose **in keeping with local needs and the environment**
- Diversification - priority



# The Recession in the Rural Economy

- Job Losses
- Increase in travel costs
- No Affordable Housing availability
- Skills base
- Local facilities.

## Creation of Sustainability In Villages (*The Great Bentley Effect*)

- **Pro-active effort** with **target dates** for the **delivery** of:
- **affordable housing**
- **An employment Area**
- **Local Shop and Post Office**
- **High speed broadband**
- **Village hall / Pavilion and adjoining playing field**

# Generate New Relationships

- **Community Leaders start dialogue with land owners direct - get them positively involved**
- **Start dialogue with District Planners and your Local and County Councillors**
- **Put forward positive suggestions and ideas copying in the RCCE**
- **If some one says “it’s not sustainable” ask what you have got to do to make it sustainable**

**Find out how, and what you have to do to make things happen**

**Let us not dwell on what has happened in the past but what we can really do for the future**

**It’s your community**



## Grant Aid for Business

Various types available:

- Local Authority
- County
- EEDA - GBI





# Priority Thoughts

- Local Produce in Local Shops, for Local People
- Keep the Essex pound in the Essex Purse
- Essex can lead the way

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Thank You

