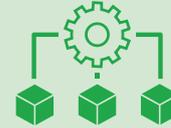


# Infrastructure and networks: rural enterprises and the Levelling Up agenda

State of Rural Enterprise Report

No 2, May 2022

## How did rural businesses rate their infrastructure?



**34%**

judged **broadband quality** as 'poor' or 'very poor', compared to 20% of urban firms



**36%**

rated **transport infrastructure** as 'poor' or 'very poor', compared to 19% of urban firms



**57%**

judged **public transport** as 'poor' or 'very poor', compared to 21% of urban firms



**49%**

rated the availability of **affordable housing** as 'poor' or 'very poor', compared to 30% of urban firms



**50%**

judged the provision of **basic services** as 'poor' or 'very poor', compared to 30% of urban firms

Rural firms in villages, and hamlets and isolated dwellings expressed greater dissatisfaction with broadband, transport and basic services.

## How much were rural firms connected to business networks?



**23%**

'strongly agreed' that they know a lot of other **business leaders** in their local area



**22%**

'strongly agreed' that they often interact with **neighbouring businesses**



**18%**

'strongly agreed' that they derive support from **other businesses**

Rural firms in villages, and hamlets and isolated dwellings were less likely to report that they know, interact with, and feel supported by other businesses.

## How much were rural firms involved in their communities and what impact did it have?



**35%**

engaged in **social, environmental or community** activity



**85%**

reported a **positive community impact** of this activity

**51%**

said it helped develop **employee skills**



**40%**

said it helped attract and retain **employees**



**30%**

said it helped develop new **products or services**

There were differences between rural locations and regions in levels of engagement in social, environmental and community activities.