

# Local Level Rural Proofing

## Resource #1: What is rural proofing and what are the benefits?

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### What is 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.

### What are the benefits of rural proofing our policy and service delivery?

Effective rural proofing embeds a local focus in policy making, service design and commissioning. It ensures that design takes full account of and responds to the unavoidable impact that differences related to "place" have on cost, access and outcomes.

Effective rural proofing will help to optimise the outcomes your organisation delivers from its policies or services to all communities (including businesses, individuals and groups) in your territory regardless of their size or geographical location.

Effective rural proofing improves outcomes across all types of areas and from all services. It is just as powerful in responding to different levels of rurality as it is for use in mixed rural - urban areas.

Effective rural proofing does all this because:

- it designs out unintended gaps in service accessibility;
- it ensures that you take best advantage of all available local resources and assets;
- it identifies opportunities to innovate in collaboration with communities and neighbourhoods;
- it demonstrates your commitment to provide fair access to all; and
- it embeds good practice into the heart of your organisation.

You can find out more about the principles of rural proofing and how to apply these to your policy and service design in the rural proofing in practice *insights* paper and rural proofing in practice slide pack.



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