

The Future Rutland Conversation

Narrative summary report:
The Draft Future Rutland Vision

February 2022

A summary report outlining the key findings identified following public consultation on the Draft Future Rutland Vision

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We asked and this is what you told us.

1. Introduction

The Future Rutland Conversation is an in-depth discussion with everyone who lives and works in Rutland, to understand what's most important to them. The aim of Future Rutland is to take this knowledge and use it to develop a new 'shared vision' for the county – a clear statement of intent that unites communities, businesses, and public bodies around a set of common goals and aspirations which can help to shape Rutland's long-term future.

Over the course of this year-long project, the Future Rutland Conversation has heard from more than 2,000 people of all ages and from every part of the county. Multiple rounds of public engagement have taken place since Future Rutland first began in April 2021. This has eventually led to the publication of a Draft Vision that describes a Rutland of the future based on the things which local people themselves say *really* matter.

Consultation on the Draft Future Rutland Vision took place throughout November 2021, when adults, young people, businesses, and visitors were asked to read the Vision and provide further feedback. They were asked if the county that's described in the Vision is a place where they would want to live and, importantly, whether they thought anything was missing.

The following report summarises the feedback received as part of the final round of public consultation on the Draft Future Rutland Vision. The report also indicates where changes have been made to the Vision, based on these responses. A clear explanation is provided in instances where feedback has not resulted in a change to the Vision.

All the original data and information that has been used to inform the development of this summary report can be read in full online at: future.rutland.gov.uk.



2. Overview of Future Rutland engagement

Stage #1 – April to June 2021

The Future Rutland Conversation begins. A total of 15 themed surveys are launched covering subjects like transport, the environment, health and leisure. Future Rutland's main overarching survey asks people to share what they value most about life in the county now, and what they want from the future.

Results of this stage:

- 2,020 participants, including 465 young people
- 4,500 responses across all 15 Future Rutland surveys
- 250 people on live Zoom discussion events
- 7,300 unique visits to the Future Rutland website

Stage #2 – July 2021

A series of reports are published summarising all the comments, feedback and survey responses gathered during Stage #1 of the Future Rutland Conversation. People are asked to review these summary reports, provide further comment, and say whether they feel anything has been missed.

Results of this stage

- 2,700 unique visits to the Future Rutland website
- 1,200 report downloads
- 100 survey responses providing additional comments and feedback

Stage #3 – November 2021

A Draft Future Rutland Vision is developed using all the feedback gathered throughout Stages #1 and #2 of the Conversation. Adults, young people, businesses and visitors are asked to read the Draft Vision and share further feedback to help shape the final version.

Results of this stage

- 3,600 unique visits to the Future Rutland website
- 2,100 downloads of the Draft Future Rutland Vision
- 516 survey responses providing additional comments and feedback

3. Method statement

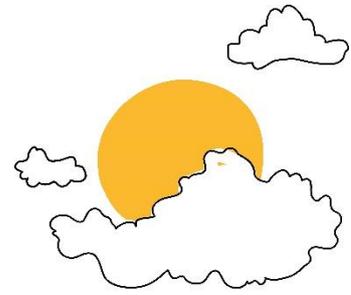
Consultation on the Draft Future Rutland Vision ran for a period of four weeks, throughout November 2021. During this time, adults, young people, businesses, and visitors were asked to read the Vision and provide feedback via a short online survey consisting of both open and closed questions. As with each previous round of the Future Rutland Conversation, anyone without internet access was encouraged to call Rutland County Council. They were then given the option to receive a paper copy of the survey questionnaire or a consultation over the phone. A letter was sent to every household in Rutland prior to the start of the consultation to share details of these engagement methods and make sure every Rutland resident had the opportunity to take part.

The survey that took place around the Draft Future Rutland Vision was supported by five online discussion events held using video conferencing technology. Each of these five Zoom sessions lasted for 90 minutes and was facilitated by a member of the Council's Communications Team. Feedback on the Draft Vision was also gathered in the form of written submissions from Parish Councils, individual residents and local groups. Targeted engagement around the Draft Vision also took place with children and young people – through school council representatives, the Rutland Youth Council, young carers groups and the Rutland Disabled Youth Forum.

The Draft Vision consultation was promoted via an extensive communications and marketing campaign, which took place online (social media, website, and email) and through traditional media outlets, such as newspapers and radio stations. Information was also disseminated through Parish Councils, local schools, and business leaders such as the Federation of Small Businesses (FSB) and Local Enterprise Partnership (LEP), as well as partners like Discover Rutland and Active Rutland.

All the raw data and information gathered during the Draft Vision consultation was analysed and evaluated by the Councils Communications Team. This included more than 25,000 words of written feedback. Analysis took place over a two-month period, during which time changes were also made to the Draft Vision. These changes were carried out where similar comments or observations were made repeatedly by a significant number of respondents and helped to identify key points that were either missing or underrepresented in the Vision.

4. Who took part?



516

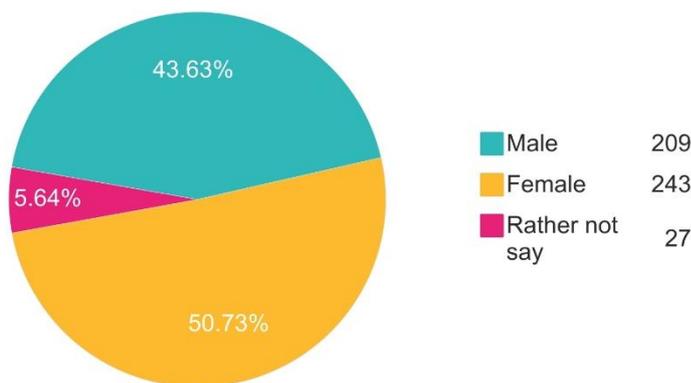
 responses

A total of 516 adults and young people submitted responses to Future Rutland's 'Draft Vision' survey during November 2021.

Gender profile

Of those who responded to the 'Draft Vision' survey and chose to share personal information, just over half were female (50.7%), while 43.6% were male.

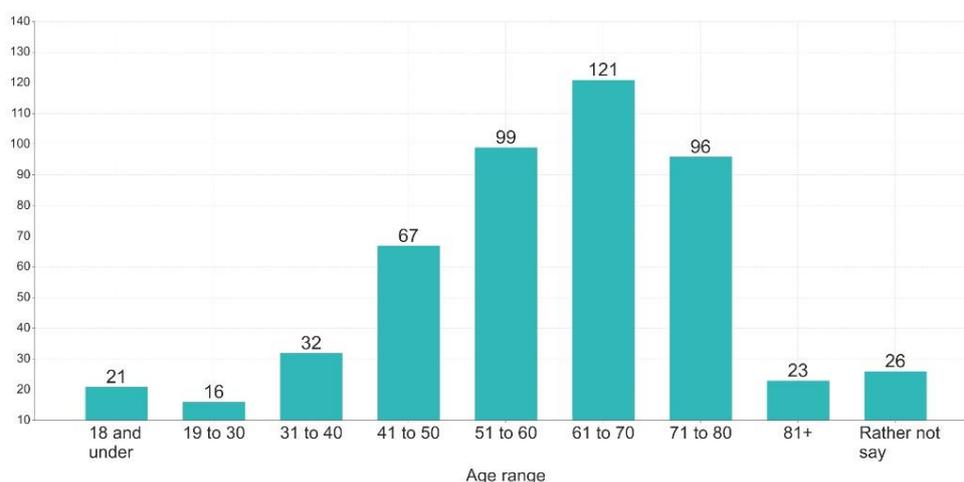
Figure 1 - Gender profile of 'Draft Vision' respondents



Age range

The largest number of responses to the 'Draft Vision' survey came from the 61-70 age group. More than two thirds (65.7%) were aged 51 and over. A small proportion of responses came from people aged under 30. However, in addition to the Draft Vision survey, targeted consultation was carried out with young people in the form of direct engagement with schools (particularly Uppingham Community College) and the Rutland Disabled Youth Forum. This took the form of two dedicated events (one online and one in-person) where young people were asked about the vision and gave feedback on behalf of peers.

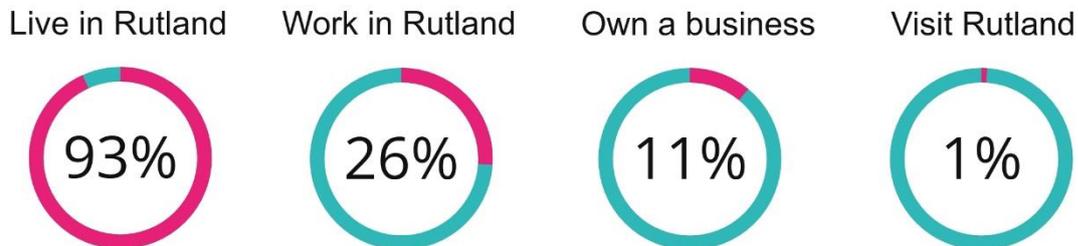
Figure 2 - Age range



Connection to Rutland

Respondents were also asked to give an indication of their connection to Rutland. Almost all respondents to the 'Draft Vision' survey (93%) lived in Rutland, while 26% worked in the county. Business owners accounted for 11% of respondents. A very small percentage of respondents identified themselves as past visitors to the county.

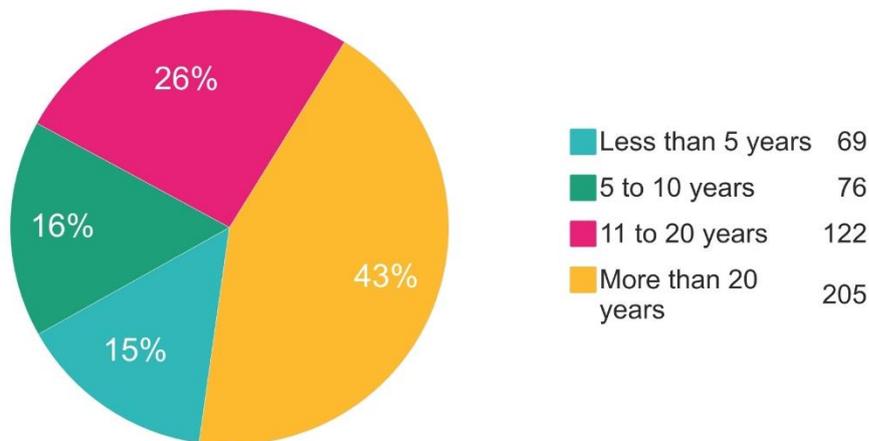
Figure 3 - Connection to Rutland



Residency

Of the respondents who took part in the 'Draft Vision' survey and identified themselves as Rutland residents, 43% have lived in the county for more than 20 years. Just 15% of respondents have lived in the county for less than five years.

Figure 4 - Length of residency



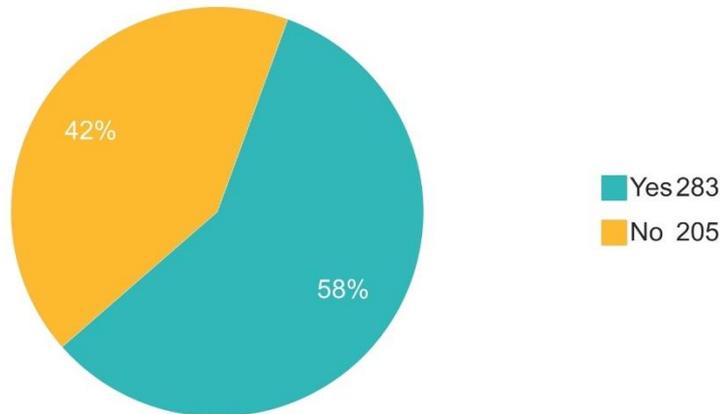
In terms of geographical location, the areas of Rutland that contributed the largest number of responses were:

- Oakham (34%)
- Uppingham (10%)
- Barleythorpe (7%)
- Langham (5%)
- Ketton (4%)
- Edith Weston (3%)
- North Luffenham (3%)
- Whissendine (3%)

Previous involvement

Of those who responded to the 'Draft Vision' consultation, just under half (42%) indicated that they had not taken part in any previous round of the Future Rutland Conversation.

Figure 5 - Did you take part in the Future Rutland Conversation earlier this year?

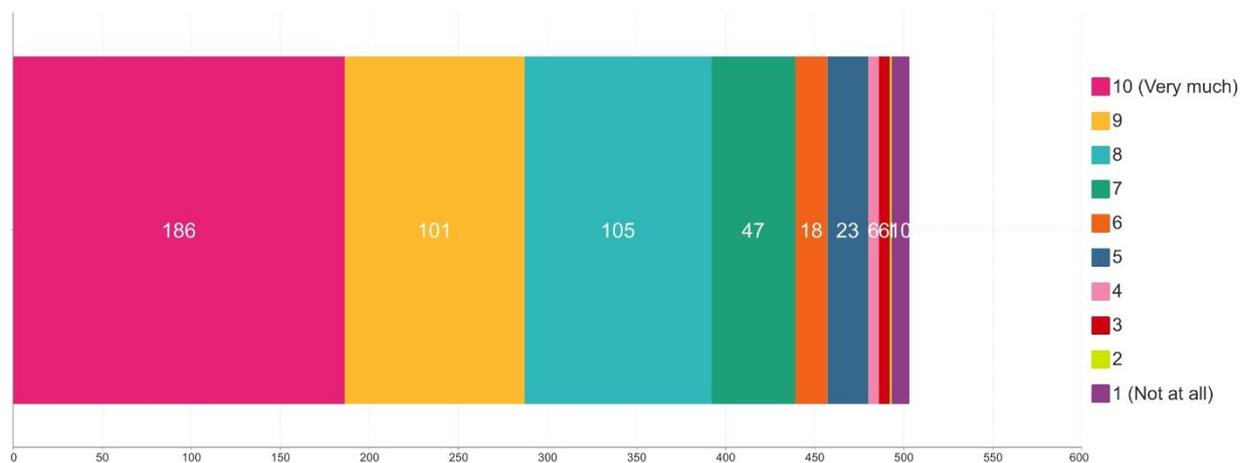


The Vision itself

Respondents were asked whether the county of the future that is described in the Draft Vision is the kind of place where they would want to live. This was presented as a sliding scale question with the option to give a score from 1 to 10 (with 1 being 'not at all' and 10 being 'very much').

Out of the 503 people who gave a response to this question 439 (87%) said that the Vision did describe a place where they would want to live and gave a value of 7 or higher. More than a third of respondents (37%) gave the maximum value of 10.

Figure 6 - The Draft Vision describes the kind of place that local people have said they want Rutland to be in the future. Is this the kind of place where you would like to live? (1 = no, not at all, 10 = yes, very much)



5. Comments and feedback

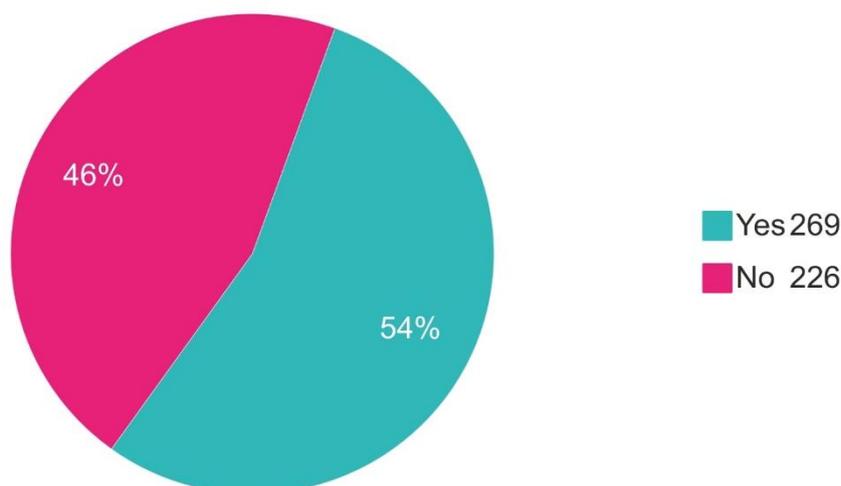
Consultation around Future Rutland's Draft Vision asked people whether they felt anything was missing from the Vision document. Just over half of respondents to this question (54%) said 'yes' and were encouraged to provide further written feedback that gave a reason for their answer. Analysis of this written feedback found that most comments related to one of the following key issues or subject areas:

- The environment
- Health and well-being
- Housing and infrastructure
- Diversity and inclusion
- Culture and heritage
- Employment and the economy
- Achieving the Vision
- Prioritising goals

In the following report section, people's comments and feedback have been summarised as a series of short statements, which are accompanied by direct quotes from those who completed the 'Draft Vision' survey.

In many instances, comments did not highlight something that was missing from the Draft Future Rutland Vision but were instead made to reinforce an existing point or highlight an area where respondents felt further emphasis or elaboration was needed.

Figure 7 - Is there anything that you think is missing from the Vision which should be included?



The environment

Summary statement

People are deeply concerned about environmental protection and the immediate impact that climate change is having on our planet – not just our county. A number of respondents felt that the Draft Vision does not go far enough in addressing the climate crisis. A greater sense of urgency and firmer commitments around carbon reduction were cited as possible improvements to the Vision. Some respondents also called for the Vision to put more emphasis on the importance of biodiversity and the protection of wildlife. While the Vision already talks about communities and organisations embracing their environmental responsibilities, multiple respondents felt that this should include a specific reference to businesses and the importance of developing circular economies. Multiple respondents also highlighted the role that farming and agriculture play in food production and conservation.

-  *“Carbon neutrality is mentioned in the Vision but the importance of this deserves more than just a mention, even in this document.”*
-  *“More on the transition to net zero is needed. Such a huge challenge that was hardly mentioned.”*
-  *“More emphasis on biodiversity, sustaining and helping to enhance our current nature reserves - Rutland needs to be more than just a pretty rural view.”*
-  *“The draft sounds all ok but it really seems to miss any reference to the emergency we face relating to disappearance of our wildlife.”*
-  *“No reference to the importance of changing unsustainable agricultural, planning, development and environmental practices that, due to climate change, are urgently needed.”*
-  *“By traditional standards, the paragraphs on sustainability, nature and bio-diversity may seem strong. They are nowhere near ambitious enough to meet the challenges that science confirms are coming our way.”*
-  *“Rutland could be looking to understand, enhance and reconnect the natural infrastructure that we need to make ourselves more resilient to climate change, so that the natural world that we rely on has more capacity to cope with rising temperature and greater extremes in weather.”*
-  *“The importance of Farming and food production within the conservation envelope.”*
-  *“The environmental sections don't go nearly far enough. They're all about individual responsibility - nothing about addressing industrial and agricultural pollution.”*
-  *“I recommend including the term / concept of ‘circular economies’ in the section about consumption and waste - ensuring that ‘waste’ products and outputs from industry are captured and reused in creative ways.”*

Health and wellbeing

Summary statement

The overwhelming majority of health-related comments made in response to the Draft Vision repeated earlier calls for better or easier access to primary care services – particularly in Oakham. As with previous stages of the Future Rutland Conversation, respondents want to be assured that local health services can meet both current and future demand. The importance of access to emergency health services and in-county services was also reiterated. It was felt that the Vision could be enhanced with stronger wording about health provision. Specific comments were also made about the importance of addiction and mental health support, and the role that education at an early age can play in keeping people healthy and well throughout their lives.

- “The health provision needs to be strengthened and provide better definition. The county needs more and better primary care resources. An Urgent Care Centre. Outpatient facilities for the 21st Century. Community beds for recovery and respite.”*
- “More provision for GP surgeries, especially in Oakham. There was not enough coverage for the population of the town even before the pandemic, and things have got a lot worse.”*
- “Health and wellbeing services need to grow proportionally with the population growth.”*
- “Attention absolutely needs to be made to the level of Health service available. Doctor’s surgeries are overwhelmed.”*
- “Easier and quicker access to Emergency health services should be a priority.”*
- “Healthcare needs to be supported. It is already hard to get doctors’ appointment but with more people to support, this task becomes even harder. Increasing the services available at the local hospital in Oakham would help reduce the number of people needing to travel greater distances for health care.”*
- “I recommend that, in the section on mental health, there is mention of education which supports people’s wellness and holistic development E.g. schools and colleges provide learning and learning environments which support children’s understanding of their own wellbeing, which they can then carry into their adult lives.”*
- “A vastly improved health provision and a sports centre with swimming pool and other teenager facilities.”*
- “Supporting those with addictions and mental health problems.”*

Housing and infrastructure

Summary statement

Consultation on the Draft Vision generated a number of comments about development in Rutland – particularly in relation to housing and infrastructure. Many respondents want to be assured that the needs of current and future residents will be met by sufficient infrastructure, including health provision, roads, cycleways, leisure services, and fibre broadband technology. There is also a strong view that development must be properly balanced with sustainability and environmental protection. Specific comments were made about the importance of having a healthy housing mix in Rutland, including starter homes, bungalows, affordable housing for young people, access to rented accommodation and homes for working-age families. It was felt that the Future Rutland Vision could be enhanced with a clearer statement or statements about housing and infrastructure aims.

-  *“Future building should involve a housing mix – starter homes, bungalows for the disabled or frail.”*
-  *“Ensuring that better-than-adequate roads and other infrastructure are prioritised in future development plans.”*
-  *“Plans for new infrastructure such as doctors and schooling.”*
-  *“The important need for safe cycle routes. Wider, clear pathways for mobility scooters.”*
-  *“With building dwellings, there should be proper building of health, education and leisure facilities.”*
-  *“Definitely more access to Council housing and rented property for all.”*
-  *“Superfast fibre optic internet for everyone. I can only have landline internet not even fibre optic at lowest speed.”*
-  *“Housing for young people unable to buy their own property.”*
-  *“Affordable housing will need to be a priority but also a recognition that we need homes and education linked to aspiring high-tech professionals and their families.”*
-  *“Development within the County to be properly balanced with the expectations for sustainability and biodiversity protection.”*
-  *“I realise it is an aspirational document but there is little reference to supporting infrastructure aims – transport, housing, health and care services – and what is hoped for here?”*

Diversity and inclusion

Summary statement

A number of respondents to the Draft Vision consultation wanted to see a greater emphasis placed on promoting diversity and celebrating our multicultural society. While the Vision already talks about the importance of creating a county for everyone, some respondents felt there should be a more specific reference to the inclusion of elderly people and those with disabilities, as well as other groups who are often perceived to be vulnerable. The importance of supporting communication between different groups and communities was also highlighted. So too was the need to ensure young people continue to be involved in shaping and delivering the Vision, as they are integral to both the county's present and future.

-  *"Focus on creating a diverse, multicultural community attractive and welcoming to all, regardless of race, creed or colour."*
-  *"I think there should be some reference to vulnerable people e.g. asylum seekers who may come to the county, and referred to in an inclusivity section."*
-  *"A diverse community."*
-  *"Rutland is currently only an inclusive place to live if you're white and well off. I don't see how the Council is planning to address this."*
-  *"A mention of valuing diverse people."*
-  *"It is very vague about inclusion of elderly and disabled people. I believe they should have had a specific mention."*
-  *"Respondents seem to be heavily linked to older people, of which I am one. We need a more inclusive plan which involves younger people too or they will feel they have been excluded."*
-  *"Addressing the needs of the young (employment, training, opportunity)."*
-  *"To communicate with everyone and to encourage an inclusive community and continuing innovation."*

Culture and heritage

Summary statement

The Draft Future Rutland Vision makes several clear references to the importance of culture, the arts, and our local heritage. However, a number of respondents felt that this does not go far enough, and that more emphasis is needed on cultural life – both for the benefit of local residents and the county’s visitor economy. Multiple respondents also commented on what they see as the need for greater protection and recognition of Rutland’s built heritage, as well as tools that could help people of all ages to learn more about and enjoy our historic environment.

-  *“Heritage and listed buildings need to be recognised, the history is special and needs recognition.”*
-  *“Protection of built heritage and natural environment by sustained monitoring and preservation. Education of the public about these ideas.”*
-  *“More emphasis on cultural activities - theatre / concerts etc. Both for locals and for attracting visitors.”*
-  *“More emphasis on cultural life.”*
-  *“Cultural activities and venues are missing from Rutland, and there is no mention of this in the Vision.”*
-  *“More focus on arts and culture.”*
-  *“This is to share views around the need for a ‘Local Heritage List’ for Rutland... The objective of compiling a Local Heritage List is to better recognise, appreciate and celebrate our historic environment and heritage assets for the benefit, enjoyment and education of all generations.”*

Employment and the economy

Summary statement

A number of respondents to the Draft Vision consultation felt that the document could be improved with greater clarity around the subject of economic development. While several of these responses agreed that the Vision should be a high-level document, it was felt that clearer wording about sustaining and growing appropriate employment would be a positive addition. Other respondents felt that more emphasis could be placed on innovation and creativity as a means of attracting businesses and investment into Rutland. The importance of high skilled/high pay jobs (particularly for young people) was also mentioned. Specific feedback from the Discover Rutland Tourism Committee drew attention to Rutland's visitor economy and ambitions to grow the sector by encouraging more overnight stays.

-  *"The statements describing plans to grow Rutland's economy are far too vague and open-ended to be meaningful. They require further qualification."*
-  *"There is no mention of employment beyond 'independent businesses and entrepreneurs' and (necessarily unspecified) plans to 'grow Rutland's economy'. Although this is a vision document, not a strategy, it needs more specific reference to sustaining and growing appropriate employment to encourage those who grow up here to stay here and providing opportunities to develop sustainable business."*
-  *"Innovation, creativity and excellence [are] not sufficiently recognised as a net attractor of the county."*
-  *"The vision aims for Rutland to be recognised as 'a great day out', however Discover Rutland's vision is to encourage people to stay longer, as the secondary spend would increase and the area is already busy with day-trippers."*
-  *"The balance between creating business and higher paid skilled jobs within the county that allow younger people to remain and work in the county is not being addressed thoroughly enough."*

Achieving the vision

Summary statement

A number of those who took time to comment on the Draft Future Rutland Vision were keen to understand more about how it will be delivered, once finalised. Some wanted greater clarity as to the process or processes by which the Vision will be implemented. Others wanted to see more detailed or measurable targets listed in the Vision, as opposed to the high-level goals and aspirations that have been identified in conversation with the community. Some respondents wanted to know how organisations, businesses and, particularly Rutland County Council would take the Vision forward. It was generally felt that more specific information about the first steps towards achieving the Future Rutland Vision would help to strengthen the document.

-  *"It is an excellent summary of what the future of the county should look like. The next item on the 'agenda' is to have the views approved and then to establish how and when to begin the process."*
-  *"A clearer exposition of the 'processes' that will help inform the implementation of the Vision and how people might engage with these processes to influence and help deliver its outcomes."*
-  *"A clearer view on ownership of the vision to avoid it becoming a council project. The need to establish clear performance indicators starting with a baseline where we are now."*
-  *"It would be useful to understand how the management of change is to be effected to ensure the practices and policies of the County Council align with those of the vision."*
-  *"There is fairly comprehensive coverage of what residents, etc. have said they would like, perhaps much as would the residents of any other, similar rural community, but surely there are opportunities not just to keep Rutland special, but to make it even more so, through innovation, coherent plans and policies, and, perhaps most important of all, strong leadership both from the Council and from relevant businesses and voluntary organisations."*
-  *"I would suggest that the role of the County Council should be better / more fully described as an enabler and a vehicle through which leadership would be delivered."*
-  *"There should be more detail of the aspirations and long-term goals, to include appropriate reference to the inevitable changes in the context in which the county must operate and which are out of the control or influence of the authorities in the county."*
-  *"Perhaps the final section could be more specific about the first steps toward an actual action plan to achieve the vision."*

Prioritising goals

Summary statement

The Draft Vision consultation drew constructive feedback from people who recognised that the document contains a number of overlapping areas and naturally competing goals. Some respondents felt that several of the aspirations contained within the Vision were incompatible, and that the document could be strengthened by explaining how this might be addressed or resolved going forward. It was recognised that more detailed policies and plans linked to specific aspects of the Vision would be key. It was also suggested that providing clarity around this particular issue early on in the Vision document would be beneficial.

-  *“Some of the statements can be contradictory. For example, being so welcoming to all types of businesses/ industry may not always sit comfortably with preserving Rutland heritage.”*
-  *“There was no sense of priority in the vision. I think green matters and health provision are the top priorities.”*
-  *“The first draft of the Vision Statement contains a number of necessarily competing aspirations, several of which are mutually incompatible with each other. These aspirations therefore need to be qualified to explain how the competing aspirations are to be reconciled in order to lead on to meaningful strategic objectives.”*
-  *“I accept that this is a draft vision, but it is one containing conflicting aspirations with elements that are mutually exclusive. For the vision to be of any practical value, it has to be realistically deliverable otherwise it is mere platitudes.”*
-  *“It has to be acknowledged that this Vision incorporates social, environmental and economic aspirations, which on occasion could be mutually incompatible with one another. As more detailed policies, programmes and plans, that will help to realise this Vision, are developed and adopted, these conflicts are likely to become even more sharply focused. The importance of setting this out right at the front of the Vision, is so that stakeholders understand that as these more detailed programmes are framed and developed they should be tested against the whole Vision, to ensure that appropriate weight and balance is given across all its component elements. A properly rounded long-term Vision, which this clearly is, will have to embrace these incompatibilities from time to time.”*

6. Changes to the Vision

Introduction

Having listened to feedback, the 'Introduction' section of the Final Future Rutland Vision has been updated to include specific references to combating climate change and celebrating diversity within our communities, as these were felt to be two important points that should be referenced at the outset. This section has also been updated in response to feedback that suggested more should be done to acknowledge the issue of 'competing goals' within the Vision, as well as providing an indication of how this would be addressed or resolved going forward.

Change reference	Page	Issue/Subject	Draft wording	Final wording
FRV_01	2	Achieving the Vision	Recognising that Rutland has something unique which needs to be preserved and enhanced, the Future Rutland Conversation asked local people what really matters to them.	Recognising that Rutland has something unique which needs to be preserved, enhanced and built upon, the Future Rutland Conversation asked local people what really matters to them.
FRV_02	2	Environment	Sustainable lives: Empowering people to live sustainable lives through the power of choice and the removal of barriers and obstacles.	Sustainable lives: Living sustainably and combatting the climate crisis through the power of choice, the removal of barriers, and real collective action.
FRV_04	2	Diversity and inclusion	A county for everyone: Ensuring everyone – whatever their circumstances – has the opportunity to live well, be heard and overcome any challenges they may face.	A county for everyone: Celebrating diversity and ensuring everyone has the opportunity to live well, be heard and overcome any challenges they may face.

Change reference	Page	Issue/Subject	Draft wording	Final wording
FRV_04	2	Prioritising goals	This Vision is not meant to be a detailed plan. It sets out big, long-term goals for Rutland, based on the things local people have said really matter to them. As a county, we need to keep talking and working together to decide how best to achieve these goals.	This Vision is not meant to be a detailed plan. It sets out big, long-term goals for Rutland, based on the things that local people have said really matter. More detailed plans and policies will stem from the Vision and serve as the catalyst for change. They will also help to strike the right balance wherever goals appear to be incompatible with one another. As a county, we will need to keep working together to agree our priorities, develop these plans of action, and continually test them against the Vision to make sure they achieve the outcomes we want.
FRV_05	2	Achieving the Vision	If the Vision is to be made real, it will take a big collective effort. Rutland County Council has organised the Future Rutland Conversation, but it cannot achieve all the goals in the Vision alone. Other organisations and local communities also have a huge role to play.	Rutland County Council started the Future Rutland Conversation but cannot achieve all these goals alone. Other organisations and local communities also have a huge role to play. Further details about this process and an indication of the first steps towards achieving the Future Rutland Vision are set out on page 11.

Further Commentary

A number of people who responded to the Draft Vision consultation felt that the document did not contain enough detail and wanted it to include specific, measurable targets for each area. The Vision is meant to be a high-level document. It is designed to act as a starting point for future work/policies/detailed plans that will help to achieve the shared goals which have been developed with individuals and communities throughout the Future Rutland Conversation. As a result, the Final Vision has not been updated to include lots of specific targets.

A special place

The 'Special Place' section of the Final Future Rutland Vision has been updated to include stronger wording around the importance of recognising and celebrating the county's heritage and natural environment. Feedback on the Draft Vision has also led to revised wording around economic development and employment. Specifically, the Final Vision provides further qualification around high-level plans to grow Rutland's local economy, while also acknowledging the need for businesses to support the county's wider environmental aspirations (detailed on pages 5 and 6 of the Vision). Wording about the housing needs of current and future generations has been updated to acknowledge the importance of different housing tenures.

Change reference	Page	Issue/Subject	Draft wording	Final wording
FRV_06	3	Culture and heritage	Rutland will be a place where the natural environment and heritage are cherished and enhanced.	Rutland will be a county where heritage and the natural world are cherished and enhanced. A place that actively recognises, appreciates and celebrates its historic environment for the benefit and enjoyment of all generations.
FRV_07	3	Employment and the economy	Rutland will also build on its reputation as somewhere for a great day out by becoming a key destination in the East Midlands for leisure, sport and cultural activities.	Rutland will also build on its existing reputation as somewhere for a great day out by becoming a key destination in the East Midlands for leisure, sport and cultural activities – a place where individuals and families can visit, stay and enjoy themselves.

Change reference	Page	Issue/Subject	Draft wording	Final wording
FRV_08	4	Employment and the economy	Plans to grow Rutland's economy will build on the county's strengths, promote collaboration and encourage greater investment. By doing this, Rutland will further enhance its status as a place where businesses of all shapes and sizes, in every sector, can start, grow and succeed.	Plans to grow Rutland's local economy will build on its existing strengths – its wide and varied network of small businesses; its traditional rural industries; and leading companies that value work-life balance and digital connectivity. Rutland will celebrate innovation, creativity and excellence to attract greater investment and enhance its status as a county where businesses of all shapes and sizes can start, grow and succeed.
FRV_09	4	Employment and the economy / Environment	NEW WORDING	In growing Rutland's economy and establishing sustainable businesses, care will be taken to create the right employment opportunities for young people and aspiring professionals, as well as ensuring that business makes a positive contribution to the environment.
FRV_10	4	Housing and infrastructure	The housing needs of current and future generations who want to make Rutland their home will be met by a healthy mix of well-designed and genuinely affordable properties that cater for everyone, regardless of their life stage or financial constraints.	The housing needs of current and future generations who want to make Rutland their home will be met by a healthy mix of well-designed and genuinely affordable properties that cater for everyone, regardless of their life stage, financial constraints, or choice of tenure.

Sustainable lives

Considerable feedback on environmental issues has led to a number of changes to the ‘Sustainable Lives’ section of the Final Vision. This includes an aspiration for Rutland to become carbon neutral by 2050 – a goal that is consistent with the [COP26](#) aim to secure global net zero by the middle of this century. Responses to the Draft Vision consultation have also led to stronger wording around the subject of biodiversity and a specific reference to protecting wildlife. The need for businesses in Rutland to embrace their environmental responsibilities has also been captured in the Final Vision document. Lastly, the Vision has been amended to include clearer statements about housing and infrastructure, digital connectivity for local communities, and an aspiration to draw on the concept of circular economies to reduce waste.

Change reference	Page	Issue/Subject	Draft wording	Final wording
FRV_11	5	Environment	Rutland will strive to become a carbon neutral county where environmental sustainability complements rural living.	Rutland will strive to become a carbon neutral county by 2050 – a place where environmental sustainability and responsibility complement rural living.
FRV_12	5	Housing and infrastructure	New homes and developments will meet the highest possible environmental standards, as well as having a positive impact on wildlife and the local ecology.	New homes and developments will have sufficient infrastructure and be built in sustainable locations. Their construction will raise environmental standards, as well as having a positive impact on wildlife and the local ecology.
FRV_13	5	Environment	Communities and organisations in Rutland will embrace their environmental responsibilities.	Communities, organisations and businesses in Rutland will embrace their environmental responsibilities.

Change reference	Page	Issue/Subject	Draft wording	Final wording
FRV_14	5	Environment	NEW WORDING	Local agricultural, planning and development practices will contribute towards a biodiversity net gain for the county.
FRV_15	5	Environment	Awareness and education will be at the centre of the county’s climate response, so that people of all ages are armed with the knowledge they need about recycling, biodiversity, growing food and reducing their carbon footprint.	Awareness and education will be at the heart of the county’s climate response, so that everyone is armed with the knowledge they need about recycling, biodiversity, protecting wildlife, growing food and reducing their carbon footprint.
FRV_16	5	Environment	More than this, the county of Rutland will fundamentally redefine its relationship with waste by reducing the amount that is consumed and then thrown away.	More than this, the county of Rutland will fundamentally redefine its relationship with waste – embracing the principles of a circular economy and reducing the amount that is consumed and then thrown away.
FRV_17	6	Housing and infrastructure	Rutland’s communities will be digitally enabled and fully capable of accessing online services for work, education, communication and much more.	Rutland’s communities will be digitally enabled and fully capable of utilising the latest internet technology for work, education, communication and much more.

Further Commentary

A number of comments made in response to the Draft Vision consultation called for specific wording to be included about the size, scale and location of new housing developments. The Future Rutland Conversation has captured every possible viewpoint on the subject of development since it was launched in April 2021, which has led to the following Vision goal: “Growth in Rutland will be sustainable and preserve the county’s quintessential character.” The size and location of new development within Rutland is an issue that will be addressed in detail through the county’s new Local Plan and is not, therefore, included in the Final Vision.

Healthy and Well

Following feedback gathered through the Draft Vision consultation, the ‘Health and Wellbeing’ section of the Final Future Rutland Vision has undergone a number of changes. This includes the addition of new text which emphasises the importance of local health provision and infrastructure, including GP services. Wording around the subject of mental wellbeing has been updated to acknowledge the role that early education can play in keeping people well throughout their lives. This section of the Final Vision now also includes a direct reference to support for serious problems like addiction. Wording around culture and the arts in Rutland has also been strengthened to describe a more complete and rounded leisure offer.

Change reference	Page	Issue/Subject	Draft wording	Final wording
FRV_18	7	Health and wellbeing	People in Rutland will be able to live healthy, active lives and make positive choices about their wellbeing. They will have every opportunity to invest time in self-care and connect with others, to maximise their wellbeing and happiness.	People in Rutland will be able to live healthy, active lives and make positive choices about their wellbeing. They will have every opportunity to invest time in self-care and continuous personal development, as well as chances to connect with others, to maximise their wellbeing and happiness.
FRV_19	7	Culture and heritage	The county’s exciting leisure offer will promote the important role that sport and exercise play in maintaining healthy minds and bodies. It will also recognise that culture and the arts are integral to Rutland and equally important for creativity and learning.	The county’s exciting leisure offer will promote the important role that sport and exercise play in maintaining healthy minds and bodies. It will also recognise that people’s ability to access culture and the arts are integral to Rutland, and equally important for creativity, learning and the county’s visitor economy.

Change reference	Page	Issue/Subject	Draft wording	Final wording
FRV_20	8	Health and wellbeing	NEW WORDING	Rutland's growing and ageing population will be served by the right health infrastructure (including GP services), staffed by a workforce that keeps pace in terms of its size and skills.
FRV_21	8	Health and wellbeing	Understanding that mental wellbeing is just as important as physical health, Rutland will be a place where mental wellness is at the forefront of everyday life.	Understanding that mental wellbeing is just as important as physical health, Rutland will be a place where the idea of wellness is learned and understood at an early age, and then carried through into adulthood.
FRV_22	8	Health and wellbeing	Adults, children and young people will have swift access to the right care in moments of crisis.	Adults, children and young people will have swift access to the right care in moments of crisis, as well as support for serious problems like addiction.

Further Commentary

A number of people who responded to the Draft Vision consultation expressed strong views about the need for a new public swimming pool in Rutland, following the recent closure of local facilities in Oakham. After consultation on the Draft Vision had begun, it was announced that designs would be drawn up to help establish a viable business case for a new swimming pool in Rutland, construction of which will depend on the availability of external funding. As a result of this commitment and an existing goal in the Vision to give people in Rutland access to “a wide range of leisure opportunities for all ages, abilities and interests”, a specific reference to swimming facilities has not been added to the Final Vision.

A county for everyone

Respondents to the Draft Vision felt strongly that Rutland should be a place that promotes and celebrates diversity. This has led to clearer wording around aspirations to bring people from all cultures and backgrounds together. In response to consultation feedback and direct engagement with young people as part of the Future Rutland Conversation, the Vision has also been updated to acknowledge the role that Rutland’s children and young people can play in shaping the county now, rather than pigeonholing them as ‘leaders of tomorrow’. Wording around support and protection for vulnerable people has also been strengthened.

Change reference	Page	Issue/Subject	Draft wording	Final wording
FRV_23	9	Diversity and inclusion	Rutland will have resilient and well-connected communities where everyone can enjoy what the county has to offer. A place for people of all ages and walks of life.	Rutland will have resilient and well-connected communities where everyone can enjoy what the county has to offer. A place for those of all ages and walks of life. Rutland will also be a county that celebrates diversity – bringing people from all cultures and backgrounds together as a single community.
FRV_24	9	Diversity and inclusion	NEW WORDING	Recognising that the county’s next generation is knowledgeable, intelligent, and extremely passionate, Rutland will be a place where young people are able to bring their views and ideas to the fore as community leaders and educators in their own right.
FRV_25	10	Diversity and inclusion	Vulnerable people will continue to be supported and protected in Rutland.	Vulnerable people, whatever their age or circumstances, will continue to be supported and protected in Rutland.

Further Commentary

A number of respondents to the Draft Vision consultation called for more specific references to the inclusion of older people, those with disabilities and other groups whom they regard as being ‘vulnerable’. Because many people within these groups do not consider themselves to be vulnerable, and because the Vision already contains several clear references to creating a county for everyone – regardless of age, background or circumstances, this specific feedback has not been actioned.

Beyond the Vision

The closing section of the Future Rutland Vision has been updated in response to comments that called for greater clarity around ownership of the Final Vision, how change would be brought about, and how progress against various goals and aspirations would be measured. This final section has therefore been revised to provide clarity around Rutland County Council's ongoing commitments in relation to supporting the Future Rutland Vision, as well as reaffirming the importance of partnership working and shared responsibility to take the Vision forward. Other changes include an acknowledgement that progress against the Vision will be tracked on an ongoing basis – as detailed plans and policies are developed – prior to a formal five-year review in 2026. A reference to the bearing that external factors and changes in the national context may have on delivery of the Vision has also been added. Lastly, the page title for this section has been changed from 'Beyond the Vision' to 'Achieving the Vision'.

Change FRV_26

So, what happens next? The Future Rutland Vision does not belong to any single group or organisation. Everyone can help to create the place it describes. However, Rutland County Council is uniquely placed to bring people together in a way that helps to advance the aims and aspirations captured in the Vision – whether by developing new public policies and strategies with partners and the community, or by acting as a common link between the many local groups and organisations who can effect change.

Rutland County Council's emerging Corporate Plan will set out its commitments in relation to the Future Rutland Vision and explain how the Council will contribute directly to various goals – helping to show others how they can do the same. The Council will also use its networks and leadership role to foster joint working and close collaboration between local communities, organisations, and professionals, to share responsibility for the Vision.

Progress against the Vision will be assessed year-on-year, as detailed plans take shape. This will lead up to a full review in 2026, accepting that there will still be a long way to go. Work to achieve the goals and aspirations in the Future Rutland Vision will also need to account for changes in the national context and other factors which are beyond the control of any local group or organisation – even when everyone works together.

7. Closing statement

This report summarises the comments and feedback collected throughout Future Rutland's month-long consultation on the Draft Shared Vision for Rutland, as well as detailing subsequent changes made to the Final Vision document.

This last stage of the Future Rutland Conversation was the culmination of more than six months' of continuous, ongoing engagement with local people, in order to make sure the Final Future Rutland Vision encapsulates their views and the things which they care most about.

Development of the Future Rutland Vision has been an iterative process where adults, young people, businesses and visitors have all been encouraged to contribute and then review the findings at every stage. Over the course of this year-long process, the Future Rutland Conversation has heard from well over 2,000 people, representing one of the largest sustained public engagement programmes ever undertaken in the county.

The result is a Final Vision document which has been met with approval from Rutland residents and where every goal is directly aligned with the aspirations of local people.

All of the feedback, data and information that has been gathered throughout the Future Rutland Conversation, including the most recent Draft Vision consultation, can be read online at: future.rutland.gov.uk.

