

# Future Rutland VISION Summary



*A place to live your best life*

People in Rutland were asked what kind of county they want to live in.

This is their vision, which paints a picture of the place they described.



# A special place

Drawing on all of its unique qualities and attributes, Rutland should capitalise on its location and natural assets to become a leading example of a modern rural county.

Rutland will be a place where the natural environment and heritage are cherished and enhanced.

Rutland's market towns of Oakham and Uppingham will thrive as vibrant destinations to shop, socialise and enjoy life.

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 further enhance its status as a place where businesses of all shapes and sizes, in every sector, can start, grow and succeed.

Rutland will remain one of the safest places to live anywhere in the country.

Growth in Rutland will be sustainable and preserve the county's quintessential character.

By doing all of this, Rutland will continue to strengthen its reputation as a thriving county of enterprise and opportunity, a special place to live well, spend time, do business, and invest.



# Sustainable lives

Rutland will strive to become a carbon neutral county where environmental sustainability complements rural living.

People will have easy access to the information and support they need to decarbonise and make sustainable choices.

The county of Rutland will also be a place that seizes opportunities to create and develop wild areas which support greater biodiversity.

Communities and organisations in Rutland will embrace their environmental responsibilities.

The county will have an integrated network of sustainable and accessible transport options that keep people of all ages connected with the things they need, the activities they enjoy, and with friends and family.

Rutland's communities will be digitally enabled and fully capable of accessing online services for work, education, communication and much more.



# Healthy and well

People in Rutland will be able to live healthy, active lives and make positive choices about their wellbeing.

People in Rutland will be able to access a wide range of leisure opportunities for all ages, abilities and interests.

Health and care services in Rutland will work closely together and be easy to access when needed.

Rutland will overcome health inequalities so that everyone gets the same high-quality care and support, regardless of where they live in the county or go to access care.

People with multiple illnesses or long term conditions, as well as those who are frail or vulnerable, will be supported to manage their care needs and live independently.

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.

Rutland will be a place where mental and physical wellbeing are seen as priorities. A place where the health of residents is not just measured by life expectancy but by people's ability to live well throughout the entirety of their lives.



# A county for everyone

Rutland will have resilient and well-connected communities where everyone can enjoy what the county has to offer.

Young people of all abilities will have the benefit of a positive and inclusive education, so that they can learn, do well and realise their ambitions.

Rutland will be a county where everyone can reach their full potential.

Rutland will be a county where no group or individual is marginalised or ignored.

Vulnerable people will continue to be supported and protected in Rutland. Rutland's towns and villages will be accessible to everyone, regardless of age or disability.

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Finally, Rutland will be a place where inequalities are reduced and communities are tolerant and welcoming.



# So, what happens next?

Rutland County Council started the Future Rutland Conversation to find out what really matters to local people. The Vision does not belong to any single group or organisation.

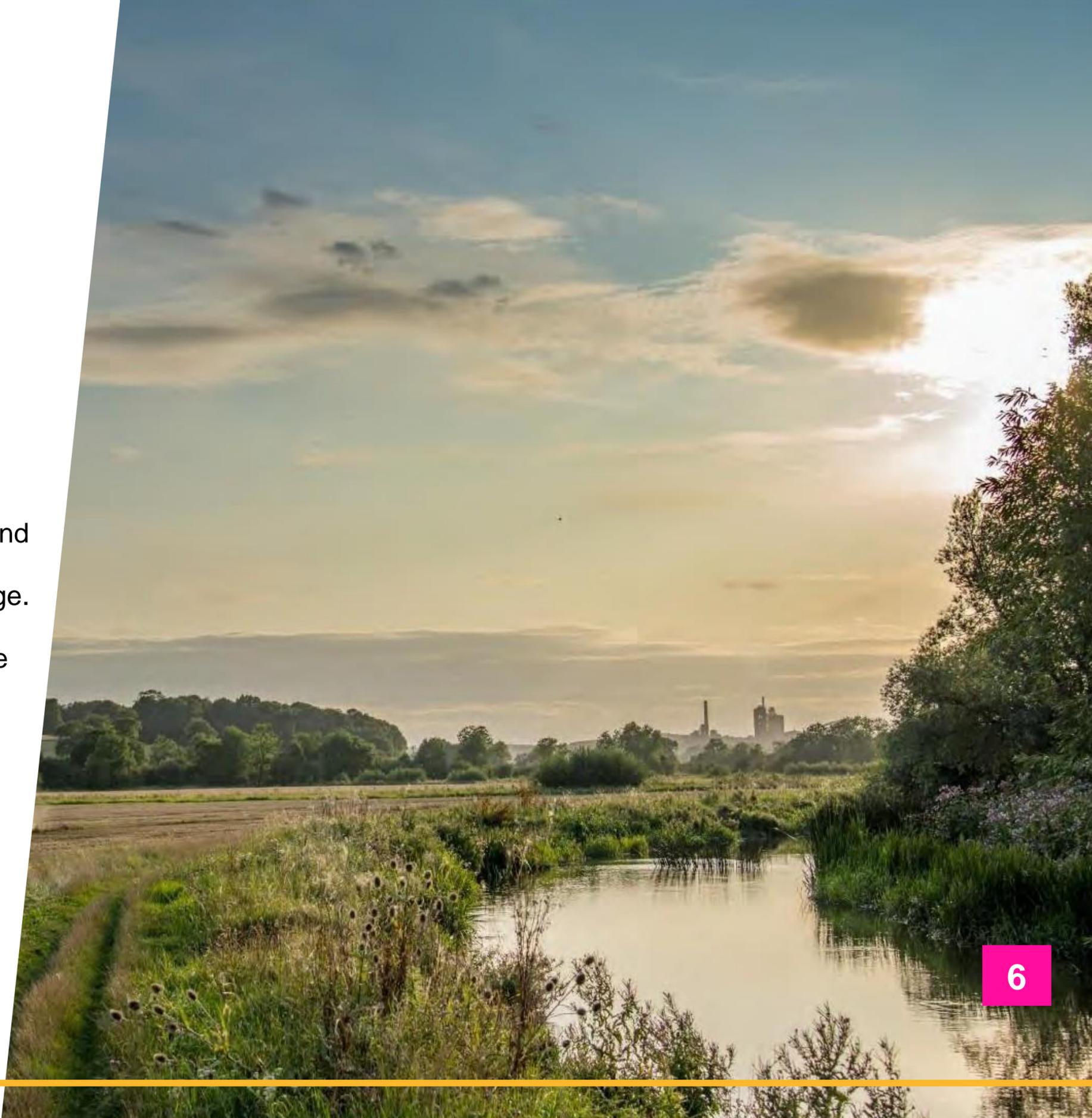
Everyone can help to create the Rutland it describes. However, the Council is uniquely placed to use the Vision to inform its long-term plans and policies and encourage others to do the same.

The aim is to make the Future Rutland Vision central to every plan and big decision that's made in the county – working together with local people to shape detailed action plans and bring about positive change.

Progress against the Vision will be reviewed in 2026, accepting there will still be a long way to go.

Everything that is done to achieve the goals set out in the Vision will also help to create a strong and distinctive brand for the county.

An identity that puts Rutland on the map, gains national recognition and helps to generate investment that benefits businesses and communities.





# RUTLAND

A modern rural county with an unrivalled quality and pace of life

Somewhere different and special, where you can escape from the norm

A place to be active and connect with nature

A friendly and welcoming county with incredible food, drink and heritage

A genuine surprise where countryside and traditional market towns  
are complemented by technology and innovation

A county for everyone and a place to live your best life