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| Invitation to take part in the Unlocking Rural Potential Business Survey  |

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| [View this email in your browser](http://mailchi.mp/sparse/invitation-to-rural-conference-847525?e=f311105afe)  |

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| https://cdn-images.mailchimp.com/icons/social-block-v2/color-twitter-48.png | [Follow Rural England on Twitter](http://rsnonline.us2.list-manage2.com/track/click?u=cd5b83a46a39234dad311accb&id=9845f04669&e=f311105afe)  |

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| https://cdn-images.mailchimp.com/icons/social-block-v2/color-link-48.png | [RSN Website](http://rsnonline.us2.list-manage2.com/track/click?u=cd5b83a46a39234dad311accb&id=32e160209e&e=f311105afe)  |

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| https://cdn-images.mailchimp.com/icons/social-block-v2/color-facebook-48.png | [Like us on Facebook](http://rsnonline.us2.list-manage.com/track/click?u=cd5b83a46a39234dad311accb&id=96deb61826&e=f311105afe)  |

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| **views on digital opportunities and barriers for rural Share your businesses** |

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| Businesses located in rural areas, including villages and small towns, are being asked to contribute their views by responding to a major survey about the use of digital technology.[https://ruralengland.org/unlocking-the-digital-potential-of-rural-areas-research/](http://rsnonline.us2.list-manage.com/track/click?u=cd5b83a46a39234dad311accb&id=1baf491e88&e=f311105afe) |

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| https://gallery.mailchimp.com/cd5b83a46a39234dad311accb/images/533122a7-3c7c-4d95-8e13-e9a7de685e20.jpg |

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| Please can you forward this email or survey link to as many rural business owners and managers in your area as possible.  Feel free to publicise using your local parish magazine, newsletter, Facebook page, Twitter and word of mouth! |

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| **Who can take part?**Information is sought from all types of businesses:**Sector:** from retailers, to manufacturers or professionals**Size:** from small sole traders to larger employers**Type:** from PLCs to social enterprises**Age:** from recent start-ups to long-established firmsResponses are just as valuable however much or however little a business uses digital technology.**What will the questions be on?**The survey asks questions about how businesses use technology (e.g. smartphones, laptops and tablets), what they use it for (e.g. emails, e-commerce, Skype meetings and social media).  It also asks about the benefits from using digital technology and whether anything holds back its use.  |

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| **How can you help?**This is an important and ground-breaking piece of research about the future of the rural economy.  The overall results will be discussed with MPs, Government departments and many others.  So please help us by passing this on to as many rural businesses as possible.  The deadline for responses is 1st September 2017.  |

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| **Who is the survey for?**The research is being undertaken by Rural England CIC and Scotland's Rural College, with YouGov running their survey.  Survey responses will be treated in confidence and businesses do not have to provide information that would identify them.   |

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| **If you are a parish council, local authority, individual person and you have links with local rural businesses or networks, please share this survey as wide as possible!**  |

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| [**Click here to complete the survey!**](http://rsnonline.us2.list-manage1.com/track/click?u=cd5b83a46a39234dad311accb&id=dd7d91406b&e=f311105afe)  |

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