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Choice Interactions and Business Strategy.

Characteristic features of the demographic structure of rural areas in the UK include net out-migration of young adults and an older than average age profile. These features pose a labour supply challenge for rural areas. However, many rural areas are experiencing in-migration (from other parts of the UK and overseas) and there has been considerable policy emphasis on capturing the skills of migrants to enhance local economic development. To date, the role of non-UK migrants in rural areas has received relatively little attention. This paper discusses the impact of recent growth in the numbers of international migrants on the economy and labour market of rural areas and considers the opportunities and risks for rural development posed by increasing reliance on non-UK migrants in the workforce.