

**CAMBRIDGESHIRE RURAL STRATEGY
ACTION PLAN FOR 2011 - 12**

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	COMMENTARY
----------	-------------	-------------------	----------	------------

LIVING IN THE COUNTRYSIDE

Priority 1: Preventing rural deprivation				
To ensure the allocation of resources takes account of all types of deprivation, including isolation and fuel poverty.	1: Use OCSI (Oxford Consultants for Social Inclusion) data to develop and interpret the Cambridgeshire rural evidence base to influence how local services are provided in rural parishes.	Cambridgeshire ACRE	ACRE / Oxford Consultants for Social Inclusion	
	2: Ensure each parish has at least one local service / meeting place that provides a 'social hub' and educate communities on new 'Right to Buy'.	Cambridgeshire ACRE / CCC's Making Assets Count Project	County Council's Libraries Service / District Councils / Diocese of Ely	
	3: Deliver the Future Rural Energy in England (FREE) Energy Advisorship Programme in Cambridgeshire to promote energy efficiency, reduce carbon emissions and to reduce fuel poverty in rural off-mains gas areas of the county.	Cambridgeshire ACRE	Calor	
To support local neighbourhood management / partnership working as a method of counteracting rural deprivation.	4: Develop and promote Neighbourhood Forums as a way of clustering parishes in rural areas in order to develop wider approaches to local issues and needs.	District Councils	Cambridgeshire Police / NHS Cambridgeshire / Voluntary Sector	

**CAMBRIDGESHIRE RURAL STRATEGY
ACTION PLAN FOR 2011 - 12**

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	COMMENTARY
Priority 2: Building homes to support a diverse rural population				
To work with planners to support the sustainability of smaller rural communities.	5: Agree procedures for supporting Parish Councils with the development of Neighbourhood Plans and Neighbourhood Development Orders.	Cambridgeshire ACRE	District Councils / Cambridgeshire County Council	
	6: Agree procedures for supporting communities to bring forward small developments through the Right to Build Order.	Cambridgeshire ACRE	District Councils / Cambridgeshire County Council	
	7: Work to develop mixed development sites (open market housing, affordable housing, employment, community facilities, open space) by which some cross-subsidy can be passed to the community.	Cambridgeshire ACRE	District Councils / Cambridgeshire County Council	
To provide more affordable homes in rural areas.	8: Continue to develop Cambridgeshire's Affordable Rural Housing service bringing together Registered Social Landlords, District Councils and Parish Councils in order to address proven need in rural areas.	Cambridgeshire ACRE	District Councils / Registered Social Landlords / Parish Councils	
	9: Increase the number and agree a set of standards for the management of Council owned and managed sites for the Gypsy/traveller community.	Cambridgeshire County Council	District Councils	Kirsten liaising with Steve Vartoukian regarding update.
	10: Increase the provision of extra care sheltered housing.	Cambridgeshire County Council / District Councils	Parish Councils / Registered Social Landlords	Kirsten liaising with Mike Hay regarding update.

**CAMBRIDGESHIRE RURAL STRATEGY
ACTION PLAN FOR 2011 - 12**

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	COMMENTARY
To understand the scale of hidden homelessness in rural Cambridgeshire.	11: Continue to conduct an independent Housing Needs Survey where applicable to ascertain local needs and make people aware of the results.	Cambridgeshire ACRE	District Councils / Registered Social Landlords	
Priority 3: Protecting and enhancing rural services				
To halt the decline of essential rural services.	12: Monitor the change in provision of rural services by repeating the Rural Services Survey (last undertaken in 2007) and publishing a results report.	Cambridgeshire ACRE	CCC's Research Department	
	13: Support multifunctional mobile service facilities, such as libraries, police, citizens advice bureau and health and social care services, to work together to bring services to rural areas.	CCC's Making Assets Count Project	All Partner agencies	
To support communities so they are able to play a greater role in finding their own solutions for viable service provision.	14: Support communities with saving essential rural services that are under threat through community asset management and co-production.	CCC's Localism Task & Finish Group	Cambridgeshire ACRE	
	15: Provide support to community groups / parish councils for widening the use of existing public and community buildings (e.g. village halls, churches, libraries, etc).	Cambridgeshire ACRE	CCC's Making Assets Count Project CCC's Localism Task & Finish Group / CCC's Libraries Service	

**CAMBRIDGESHIRE RURAL STRATEGY
ACTION PLAN FOR 2011 - 12**

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	COMMENTARY
Priority 4: Providing access to local health and social care				
To address peoples' concerns relating to the perceived centralisation of healthcare services.	16: Work with Parish Councils and community groups to raise awareness about the issues surrounding the provision of adult social care in rural areas and the need for community involvement in meeting rural social care needs.	CCC's Localism Task & Finish Group / Adult Social Care Group	Cambridgeshire ACRE / Age UK Cambridgeshire / Care Network	
To look for opportunities where health and social care services can be provided locally in existing community facilities.	17: Identify gaps in local service provision and consider what services could be provided.	All GP Consortia / Clusters in Cambridgeshire	Cambridgeshire ACRE / Parish Councils and other community groups	
Priority 5: Widening transport options				
To understand when, where and how people want to travel.	18: Work through Cambridgeshire Future Transport to strengthen community connections to passenger transport schemes by mapping transport patterns.	Cambridgeshire County Council	Cambridgeshire Future Transport members	
	19: Support the work of the Cambridgeshire Future Transport partners in finding transport solutions that are integrated and designed around local community needs.	Cambridgeshire County Council	Cambridgeshire Future Transport members	
To increase rural transport options.	20: Support the development of a Demand Responsive Transport Scheme in South Cambridgeshire.	South Cambridgeshire District Council		
	21: Encourage cycling and walking between rural communities by making	Cambridgeshire County Council	Parish Councils / Landowners	

**CAMBRIDGESHIRE RURAL STRATEGY
ACTION PLAN FOR 2011 - 12**

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	COMMENTARY
	footpaths, bridleways and roadways suitable.			
Priority 6: Supporting and strengthening local communities				
To increase the role of Parish Councils in providing governance to their own communities.	22: Co-ordinate a training programme for all parish councils to promote effective local governance.	Cambridgeshire & Peterborough Association of Local Councils	Parish Councils / Cambridgeshire County Council	
	23: Support parish councils and community groups to own and run community assets, ensuring they have an understanding of emerging Rights to Buy and Challenge.	Cambridgeshire & Peterborough Association of Local Councils	Cambridgeshire ACRE	
	24: Support and encourage parishes to achieve Quality Parish status where appropriate.	Cambridgeshire & Peterborough Association of Local Councils	Parish Councils	
To facilitate all rural communities in developing a clear vision for their own future through Community Led Planning.	25: Support and encourage the development and delivery of Community Led Plans by ensuring appropriate mechanisms at all levels for responding to actions are identified.	Cambridgeshire ACRE	District Councils / Local Strategic Partnerships	
To ensure communities have the capacity to bring their plans to life.	26: Provide training and support for local people to develop the community leaders of the future.	Cambridgeshire ACRE's Trailblazers Programme	CCC's Localism Programme and Pilots / District Councils / Voluntary Sector	

**CAMBRIDGESHIRE RURAL STRATEGY
ACTION PLAN FOR 2011 - 12**

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	COMMENTARY
----------	-------------	-------------------	----------	------------

ECONOMIC WELL-BEING

Priority 1: Improving employment opportunities				
To improve business and social enterprise support in order to facilitate rural entrepreneurship.	27: Encourage specialist business advice for self-employed people at all stages of work to gain skills and develop their business.	Business Link East (till Nov-11) & Norfolk and Waveney Enterprise Services Ltd	District Councils	Business support is a potential priority for the LEP but yet to be determined which types of business the LEP will prioritize (likely to be those with growth potential) and any actions to support.
	28: Ensure full allocation of the funding available through the Fens Adventurers Rural Development Programme (FARDP) in order to increase land-based businesses.	Cambridgeshire County Council / Fens Adventurers RDPE	Local Action Group / Cambridgeshire ACRE	FARDP spending on target with 40 projects supported. Defra cuts mean a reduction in overall programme spend of £220k in 2011/12. Awaiting indication of 2012/13 allocation.
To build on the success of Cambridge to encourage more high skilled jobs and business growth in rural area, reducing commuting.	29: Attract a wider range and larger number of businesses to set up and expand in rural Cambridgeshire.	District Councils	GCGP Enterprise Partnership ¹ / County Council / Fens Adventurers RDPE	District and sector factsheets produced to promote relocation opportunities to Cambridgeshire. Need to build relations with the new national contractor (PA Consultants) to deliver inward investment promotion services.
To create the correct mix of business premises to allow business development and growth.	30: Encourage the development of rural workspaces in appropriate locations by ensuring that appropriate references are made in Local Development Frameworks.	District Councils	County Council	Recent mixed scheme completed in St Ives and Ph2 of South Fens Business Centre in Chatteris under construction.

¹ All references to the Greater Cambridge Greater Peterborough (GCGP) Enterprise Partnership acting as a partner in delivering actions are subject to agreement by the LEP once its strategy is determined.

**CAMBRIDGESHIRE RURAL STRATEGY
ACTION PLAN FOR 2011 - 12**

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	COMMENTARY
	31: Encourage the growth of home-based businesses.	District Councils	GCGP Enterprise Partnership / Norfolk and Waveney Enterprise Services Ltd	
To improve broadband and mobile phone connectivity.	32: Support communities and businesses in setting up local broadband initiatives.	Cambridgeshire Broadband Together Partnership	GCGP Enterprise Partnership / Cambridgeshire ACRE / Parish Councils	Bid being prepared for BDUK funding covering some parts of rural Cambs.
Priority 2: Maintaining and enhancing market towns as essential service hubs				
To support tourism opportunities within and around market towns.	33: To increase support for tourism in market towns through local farm diversification and business development.	District Councils	Local Tourism Groups	Some districts reducing involvement in tourism inc closure of TICs
To ensure all market towns have appropriate plans for their future development.	34: Produce a long term plan for each market town.	District Councils	Market Town Partnerships	Some market town master plans completed and others underway.
Priority 3: Improving skills through education and training				
To enhance training and educational provision across all rural areas and at all skill levels.	35: Support initiatives which increase qualification and attainment levels (both higher and basic skills) in sectors where there are emerging employment opportunities.	Skills Funding Agency Cambridgeshire County Council	GCGP Enterprise Partnership / District Councils / Further Education Colleges & Schools	
	36: Work with rural employers to improve the skills of their workforce, in order to equip them for the business challenges of the future.	District Councils	Training providers / Skills Funding Agency	

**CAMBRIDGESHIRE RURAL STRATEGY
ACTION PLAN FOR 2011 - 12**

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	COMMENTARY
To reduce the barriers to young people in accessing education, vocational training and apprenticeships.	37: Encourage collaboration between businesses and further education facilities to develop apprenticeships with the intention of encouraging young people to stay in rural Cambridgeshire.	National Apprenticeship Service	County Council / District Councils	

**CAMBRIDGESHIRE RURAL STRATEGY
ACTION PLAN FOR 2011 - 12**

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	COMMENTARY
----------	-------------	-------------------	----------	------------

LAND AND ENVIRONMENT

Priority 1: Making the most of Cambridgeshire's unique landscape				
To ensure that planning of green infrastructure in and around rural parishes takes into account social, economic and environmental considerations.	38: Support communities to develop neighbourhood plans that ensure provision of green space.	District Councils	Cambridgeshire ACRE / Parish Councils	
Priority 2: Adapting to and mitigating the impact of climate change				
To improve water management in rural areas.	39: Promote the Liaise with Environment Agency's Flood Management Team regarding community action for increasing local flood resilience.	Cambridgeshire ACRE	Environment Agency / Cambridgeshire County Council (Flood Management Team)	
	40: Investigate the use of small scale, farm based reservoirs as an effective means of water retention and control.	Cambridgeshire County Council	NFU	
To support businesses with schemes which promote green technologies and energy efficiency.	41: Encourage businesses, potential developers and residents to take up renewable energy schemes, green technologies and energy efficiency measures.	Cambridgeshire County Council	Greater Cambridge Partnership / District Councils / Business Link East	

**CAMBRIDGESHIRE RURAL STRATEGY
ACTION PLAN FOR 2011 - 12**

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	COMMENTARY
Priority 3: Ensuring sympathetic development				
To build more energy, waste and water efficient homes.	42: To ensure that new housing is environmentally sensitive with a view to all housing developments being carbon neutral by 2016.	District Councils	Cambridgeshire County Council	
Priority 4: Promoting Cambridgeshire's food				
To address the issue of global food security by Cambridgeshire-specific interventions.	43: Develop a 'Cambridgeshire Food Policy' to enhance local food supply chains and encourage stronger loyalty to local food production.	CCC's Localism Programme Public Health	County Council District Councils Rural Development Programme for England	
To develop better local food supply chains and clearer labelling.	44: Develop a food procurement policy for Local Authority catering contracts by specifying that a minimum of 30% of food must be sourced locally.	Cambridgeshire County Council	NHS Cambridgeshire	
To develop a better understanding of food production.	45: Continue support for projects that localise local food and farming such as community orchards, farmers markets and community food projects.	CCC's Localism Programme	District Councils	