

CAMBRIDGESHIRE TOGETHER RURAL STRATEGY ACTION PLAN FOR PERIOD RUNNING 01-APR-2010 – 31-MAR-2012

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	TARGET DATE	NIs
-----------------	--------------------	--------------------------	-----------------	--------------------	------------

LIVING IN THE COUNTRYSIDE

Priority 1: Preventing rural deprivation					
1: To ensure the allocation of resources takes account of all types of deprivation, including isolation and fuel poverty.	1.1: 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	National ACRE Oxford Consultants for Social Inclusion		
	1.2: Liaise with parish councils and attend rural community events (such as meetings and fairs) in order to raise awareness of fuel poverty, energy efficiency, grants for repairs and assistance available for vulnerable rural households.	District Councils	Parish Councils		186
	1.3: Ensure each parish has at least one local service / meeting place that provides a 'social hub'.	Cambridgeshire ACRE	County Council District Councils Age Concern Cambridgeshire Childrens' Centres		1, 7
	1.4: To achieve one new intervention in an agreed area of deprivation in each district.	Cambridgeshire County Council District Councils			

All actions seek to meet NI 5: To increase overall/general satisfaction with the local area.

CAMBRIDGESHIRE TOGETHER RURAL STRATEGY ACTION PLAN FOR PERIOD RUNNING 01-APR-2010 – 31-MAR-2012

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	TARGET DATE	NIs
2: To support local neighbourhood management / partnership working as a method of counteracting rural deprivation	2.1: Develop 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 Constabulary NHS Cambridgeshire Voluntary Sector		1, 4, 7
Priority 2: Building local homes for local people					
1: To work with planners to support the sustainability of smaller rural communities.	1.1: Build relationships and gather best practice information from Rural 80 and Rural 50 local authorities on how they deliver affordable housing through all available methods, including Section 106 agreements.	Cambridgeshire ACRE	County Council District Councils Homes & Communities Agency Local Government Association		7, 155
	1.2: Develop a countywide set of principles to ensure effective development in rural communities on rural exception sites, in agreement with the Regional Spatial Strategy.	Sub-regional Strategic Housing Board	District Councils		154, 155
	1.3: Rural-proof District Local Development Frameworks to ensure rural housing provision is catered for and that it will aid rural community sustainability.	Cambridgeshire ACRE	District Councils		155
2: To build more houses on rural exception sites.	2.1: Set affordable rural housing development targets for rural exception sites.	Cambridgeshire Horizons	District Councils		155

All actions seek to meet NI 5: To increase overall/general satisfaction with the local area.

CAMBRIDGESHIRE TOGETHER RURAL STRATEGY ACTION PLAN FOR PERIOD RUNNING 01-APR-2010 – 31-MAR-2012

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	TARGET DATE	NIs
	2.2: Continue to develop Cambridgeshire's Affordable Rural Housing service bringing together Local Authority Housing Providers (RSLs), Local Authorities and Parish Councils in order to address proven need in rural areas.	Cambridgeshire ACRE	Local Authorities Registered Social Landlords Parish Councils		155
	2.3: Explore the concept of Community Land Trusts for delivering affordable rural housing in Cambridgeshire.	Cambridgeshire ACRE	The Tudor Trust Parish Councils		
	2.4: All statutory agencies to assess their own estates for land which could be released for the provision of affordable housing.	Statutory Agencies			
3: To understand the scale of hidden homelessness in rural Cambridgeshire.	3.1: 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		155
Priority 3: Protecting and enhancing rural services					
1: To halt the decline of essential rural services.	1.1: Monitor the change in provision of rural services by repeating the Rural Services Survey (last undertaken in 2007).	Cambridgeshire ACRE	Cambridgeshire County Council Research Department		
	1.2: Build relationships and gather best practice information from Rural 80 and Rural 50 local authorities on how they are supporting	Cambridgeshire ACRE	Plunkett Foundation Local Government		

All actions seek to meet NI 5: To increase overall/general satisfaction with the local area.

CAMBRIDGESHIRE TOGETHER RURAL STRATEGY ACTION PLAN FOR PERIOD RUNNING 01-APR-2010 – 31-MAR-2012

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	TARGET DATE	NIs
	reducing the decline in rural services.		Association Rural Shops Alliance Post Office Ltd.		
	1.3: Support multifunctional mobile service facilities, such as libraries, police, citizens advice bureau and health services, to work together to bring services to rural areas.	Cambridgeshire Public Service Board	All Partner agencies in Cambridgeshire Public Service Board		
2: To support communities so they are able to play a greater role in finding their own solutions for viable service provision.	2.1: Support communities with saving essential rural services that are under threat.	Cambridgeshire Public Service Board	All Partner agencies in Cambridgeshire Public Service Board		4
	2.2: Provide support to community groups / parish councils for widening the use of existing buildings (e.g. village halls, churches, libraries, etc.).	Cambridgeshire ACRE	All Partner agencies in Cambridgeshire Together Parish Councils		4
Priority 4: Providing access to local healthcare					
1: To address peoples' concerns relating to the perceived centralisation of healthcare services.	1.1: NHS Cambridgeshire to promote local service provision in order to allay fears.	NHS Cambridgeshire	Cambridgeshire Public Service Board		
2: To look for opportunities where healthcare services can be provided locally in existing	1.2: Work with parish councils and other community groups to identify gaps in local service provision and consider what services	NHS Cambridgeshire	Cambridgeshire ACRE		4, 7

All actions seek to meet NI 5: To increase overall/general satisfaction with the local area.

CAMBRIDGESHIRE TOGETHER RURAL STRATEGY ACTION PLAN FOR PERIOD RUNNING 01-APR-2010 – 31-MAR-2012

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	TARGET DATE	NIs
community facilities.	could be provided.				
Priority 5: Widening transport options					
1: To encourage people to think differently about how they travel.	1.1: Undertake a consultation to understand attitudes towards public transport.	Cambridgeshire ACRE?	District Councils All Partner agencies in Cambridgeshire Public Service Board		
2: To consult people in order to understand on when, where and how they want to travel.	2.1: Rural-proof new Local Transport Plan to ensure that it reflects local rural needs.	Cambridgeshire ACRE	All Partner agencies in Cambridgeshire Public Service Board		
	2.2: Support the development and implementation of accessibility action plans in the LTP priority action areas, informed by a robust evidence base and genuine stakeholder participation	County Council	District Councils		177, 186, 188
3: To increase rural transport options.	3.1: Roll out Demand Responsive Transport scheme across Cambridgeshire and evaluate its success.	County Council	Public Transport Operators		177, 186, 188
	3.2: Map community transport provision in each District in order to identify gaps and opportunities for integration of services.	District Councils	County Council		177, 186
	3.3: Encourage cycling and walking between rural communities by making footpaths and	County Council/District	Parish Councils &		177, 186,

All actions seek to meet NI 5: To increase overall/general satisfaction with the local area.

CAMBRIDGESHIRE TOGETHER RURAL STRATEGY ACTION PLAN FOR PERIOD RUNNING 01-APR-2010 – 31-MAR-2012

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	TARGET DATE	NIs
	bridleways suitable for everyday, year round use – perhaps by introducing a network of ‘inter-village routes’ that are off-road but surfaced (and possibly lit) in such a way that make cycling and walking possible at all times.	Councils	Land Owners		188
Priority 6: Supporting and strengthening local communities					
1: To increase the role of Parish Councils in providing governance to their own communities.	1.1: Co-ordinate a training programme for all parish councils that supports the increased use of the Well-being Power.	Cambridgeshire & Peterborough Association of Local Councils	Parish Councils		4
	1.2: Support parish councils to own and run community assets through the Well-being Power.	Cambridgeshire & Peterborough Association of Local Councils			4
	1.3: Support and encourage parishes to achieve Quality Parish status.	Cambridgeshire & Peterborough Association of Local Councils	Parish Councils		4
2: To facilitate all rural communities in developing a clear vision for their own future.	2.1: Support and encourage the development and delivery of Community Led Plans by ensuring appropriate mechanisms at all levels for responding to actions identified.	District Councils	Local Strategic Partnerships		4
3: To ensure communities have	3.1: Provide training and support for local	Cambridgeshire	County		4

All actions seek to meet NI 5: To increase overall/general satisfaction with the local area.

CAMBRIDGESHIRE TOGETHER RURAL STRATEGY ACTION PLAN FOR PERIOD RUNNING 01-APR-2010 – 31-MAR-2012

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	TARGET DATE	NIs
the capacity to bring their plans to life.	people to develop the community leaders of the future.	ACRE	Council/District Councils		

All actions seek to meet NI 5: To increase overall/general satisfaction with the local area.

CAMBRIDGESHIRE TOGETHER RURAL STRATEGY ACTION PLAN FOR PERIOD RUNNING 01-APR-2010 – 31-MAR-2012

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	TARGET DATE	NIs
-----------------	--------------------	--------------------------	-----------------	--------------------	------------

ECONOMIC WELL-BEING

Priority 1: Improving employment opportunities					
1: To improve business and social enterprise support in order to facilitate rural entrepreneurship.	1.1: Encourage specialist business advice for self-employed people at all stages of work to gain skills and develop their business.	Business Link East & Norfolk and Waveney Enterprise Services Ltd	District Councils		171, 182
	1.2: Ensure full allocation of the funding available through the Fens Adventurers Rural Development Programme in order to increase land-based businesses.	Cambridgeshire County Council Cambridgeshire ACRE (Programme Local Action Group and Staff)	Greater Cambridge Partnership	Annually until 31-Dec-2013	171
2: To encourage more high skilled jobs in rural areas to alleviate the need for commuting.	2.1: Attract a wider range and larger number of businesses to set up and expand in rural Cambridgeshire.	District Councils	County Council		171
3: To create the correct mix of business premises to allow business development and growth.	3.1: Encourage the development of rural workspaces in appropriate locations by ensuring that appropriate references are made in Local Development Frameworks.	District Councils	County Council		171, 182
	3.2: Encourage the growth of home-based businesses.	District Councils	Business Link East & Norfolk and Waveney Enterprise		171

All actions seek to meet NI 5: To increase overall/general satisfaction with the local area.

CAMBRIDGESHIRE TOGETHER RURAL STRATEGY ACTION PLAN FOR PERIOD RUNNING 01-APR-2010 – 31-MAR-2012

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	TARGET DATE	NIs
			Services Ltd		
	3.3: Investigate the potential for reduced business rates as a means of encouraging rural business growth.	District Councils			171, 182
4: To improve broadband and mobile phone connectivity.	4.1: Influence decision-makers to draw attention to the consequences of digital exclusion.	Cambridgeshire Public Service Board	Greater Cambridge Partnership		
Priority 2: Maintaining and enhancing market towns as essential service hubs					
1: To support tourism opportunities within and around market towns.	1.1: To increase support for tourism in market towns through local farm diversification and business development.	District Councils	Local Tourism Groups		171
2: To ensure all market towns have appropriate master plans for their future development.	2.1: Produce a master plan for each market town.	District Councils	Market Town Partnerships		
Priority 3: Improving skills through education and training					
1: To enhance training and educational provision across all rural areas and at all skill levels.	1.1: Support initiatives which increase qualification and attainment levels (both higher and basic skills) in sectors where there are emerging employment opportunities.	Skills Funding Agency/County Council	District Councils, Further Education Colleges & Schools		75, 117, 163
	1.2: Work with rural employers to improve the skills of their workforce, in order to equip them	Business Link East & Norfolk and	Training providers, Skills Funding Agency		163

All actions seek to meet NI 5: To increase overall/general satisfaction with the local area.

CAMBRIDGESHIRE TOGETHER RURAL STRATEGY ACTION PLAN FOR PERIOD RUNNING 01-APR-2010 – 31-MAR-2012

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	TARGET DATE	NIs
	for the business challenges of the future.	Waveney Enterprise Services Ltd			
2: To reduce the barriers to young people in accessing education, vocational training and apprenticeships.	2.1: 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		117, 163

LAND AND ENVIRONMENT

Priority 1: Making the most of Cambridgeshire's unique landscape					
1: To ensure that planning of green spaces in and around rural parishes takes into account social, economic and environmental considerations.	1.1: Develop a project where parishes are supported to create green infrastructure plans.	Cambridgeshire Horizons Local Strategic Partnerships	Cambridgeshire ACRE		4, 188
	1.2: Support communities to develop projects that increase biodiversity and access.	District Councils Local Strategic Partnerships			188, 197
Priority 2: Mitigating the impact of climate change					
1: To support communities with programmes of climate change	1.1: Work with parish councils to increase the awareness of the impacts of climate change to allow them to lead communities in making a	Cambridgeshire ACRE?	County Council Climate Change		1, 188

All actions seek to meet NI 5: To increase overall/general satisfaction with the local area.

CAMBRIDGESHIRE TOGETHER RURAL STRATEGY ACTION PLAN FOR PERIOD RUNNING 01-APR-2010 – 31-MAR-2012

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	TARGET DATE	NIs
adaptation and mitigation.	difference.		Partnership District Councils		
2: To fully understand the effects and concept of 'peak oil' and 'peak water'.	2.1: Undertake Cambridgeshire-specific scenario planning on the effects of peak oil and peak water on rural communities using existing projection models.	Cambridgeshire ACRE	UK Climate Impacts Programme		188
3: To support businesses with schemes which promote green technologies and energy efficiency.	3.1: Encourage businesses to take up renewable energy schemes, green technologies and energy efficiency measures.	Greater Cambridge Partnership & Business Link East	District Councils		188, 186
Priority 3: Ensuring sympathetic development					
1: To recognise the character and distinctiveness of rural parishes across Cambridgeshire.	1.1: Investigate the use of village design guidelines as a mechanism for influencing decisions on design and development so as to respect the local identity.	Parish Councils			
Priority 4: Promoting Cambridgeshire's food					
1: To address the issue of global food security by Cambridgeshire-specific interventions.	1.1: Develop a 'Cambridgeshire Food Policy' to enhance local food supply chains and encourage stronger loyalty to local food production.	Cambridgeshire ACRE	County Council District Councils Rural Development Programme for England		186, 188

All actions seek to meet NI 5: To increase overall/general satisfaction with the local area.

CAMBRIDGESHIRE TOGETHER RURAL STRATEGY ACTION PLAN FOR PERIOD RUNNING 01-APR-2010 – 31-MAR-2012

AMBITION	KEY ACTIONS	LEAD ORGANISATION	PARTNERS	TARGET DATE	NIs
			East of England Development Agency		
2: To develop better local food supply chains and clearer labelling.	2.1: Encourage retailers and local businesses to promote and source local produce.		National Farmers Union Rural Development Programme for England		186, 188
3: To develop a better understanding of food production.	3.1: Continue support for projects that localise local food and farming such as community orchards, farmers markets and community food projects.	District Councils	All Partner agencies in Cambridgeshire Public Service Board		186, 188

All actions seek to meet NI 5: To increase overall/general satisfaction with the local area.