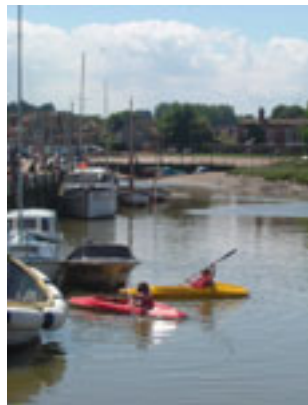




East of England Rural Delivery Framework



East of England Rural Forum

November 2006

East of England Rural Delivery Framework

Coordinated by:

The East of England Modernising Rural Delivery Project Board



East of England Rural Forum

Published on behalf of:

**East of England Rural Forum
c/o Rural Development and Environmental Quality Team
Government Office for the East of England
Eastbrook
Shaftesbury Road
Cambridge CB2 2DF**

Email: ruralforum@goeast.gsi.gov.uk

Website: www.eerf.org.uk

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SECTION 1: ABOUT THIS RURAL DELIVERY FRAMEWORK

1.1 Introduction

This East of England Rural Delivery Framework will guide public service providers, helping them meet the needs and priorities of rural areas.

Government Office for the East of England worked with regional partners, each with a significant role in rural service delivery, to develop this Framework. The partnership includes:

- **Natural England**
- **East of England Development Agency (EEDA)**
- **East of England Regional Assembly (EERA)**
- **Forestry Commission**
- **Environment Agency**
- **English Heritage**

This Framework is held by the East of England Rural Forum (EERF) for the region. The East of England MRD Project Board will establish a Steering Group to provide oversight of the Framework, monitor its content, uptake, delivery and relevance to circumstances.

1.2 Vision

This Framework identifies the needs and priorities of the countryside, communities and businesses, in the rural areas of the region. Service deliverers will use it to guide their activity at sub-regional, regional and national levels. The region's key objectives for rural delivery are listed in section 3.

This Framework encourages clear and effective communication between service providers, stakeholders and rural communities at sub-regional and regional level. It builds on existing delivery structures to shape and enhance future arrangements. It has an ambition to provide positive, measurable benefits to a wide range of people and organisations involved with rural delivery.

The following examples show how this RRDF may be able to help:

Representatives of communities and businesses can expect a clear statement of commitment from the organisations that fund and provide services.

Service providers with rural expertise can use the **Regional Rural Priorities** as clear evidence of the need for their services, supporting successful partnerships with mainstream service deliverers.

Mainstream service providers will have evidence of the needs and priorities for rural services in the East of England. This Framework provides them with a sound basis for championing rural needs in the development of mainstream policies and programmes.

1.3 Context of this Rural Delivery Framework

The 2004 review of regional governance structures in the East of England complemented development of the Integrated Regional Strategy, the new Regional Economic Strategy and the draft East of England Plan. Proposals in the Regional Governance Framework included one for a central co-ordinating group, which will monitor progress and relevance of core and integrated strategies within the region.

This document will support the Regional Governance Framework by:

- demonstrating how **rural prioritisation** processes should link with other structures to gain successful funding and delivery
- being a key source of information for the Integrated Regional Strategy as it plans the delivery of services that are appropriate for rural needs
- obtaining commitment from key delivery agents to the objectives in the Rural Delivery Framework

The 2004 Rural Strategy concluded that Regional Rural Forums should lead and manage stakeholder activities in their region.

The structure of the East of England Rural Forum was revised in 2005, enabling it to take a more strategic and proactive role on behalf of rural stakeholders. The Rural Forum is independent of government. Its membership has been nominated by a range of constituencies of rural interest.

Although the Forum is not responsible for delivery itself, one of its key functions is to monitor and challenge how the priorities outlined in the Rural Delivery Framework are delivered by others.

SECTION 2: REGIONAL RURAL PRIORITISATION

2.1 Introduction

Communities and businesses may require support from public services and publicly-funded organisations. These services address issues that are seldom substantially different in rural areas than from elsewhere, although the methods for addressing them may differ because of: accessibility and distance to centres of community; low population density; economic and industrial profile; environmental considerations; levels of education, skills and attainment; culture, aspiration and expectations within rural communities.

This Framework identifies the needs and priorities of people and their environment in rural areas of the East of England. Framework objectives were established following a broad consultation with regional stakeholders and a detailed review of the region's key strategies and delivery plans.

Service providers will be able to use this Framework to shape or review their delivery structures. By doing so, they will ensure they address the needs and opportunities of rural communities and businesses.

2.2 Rationale

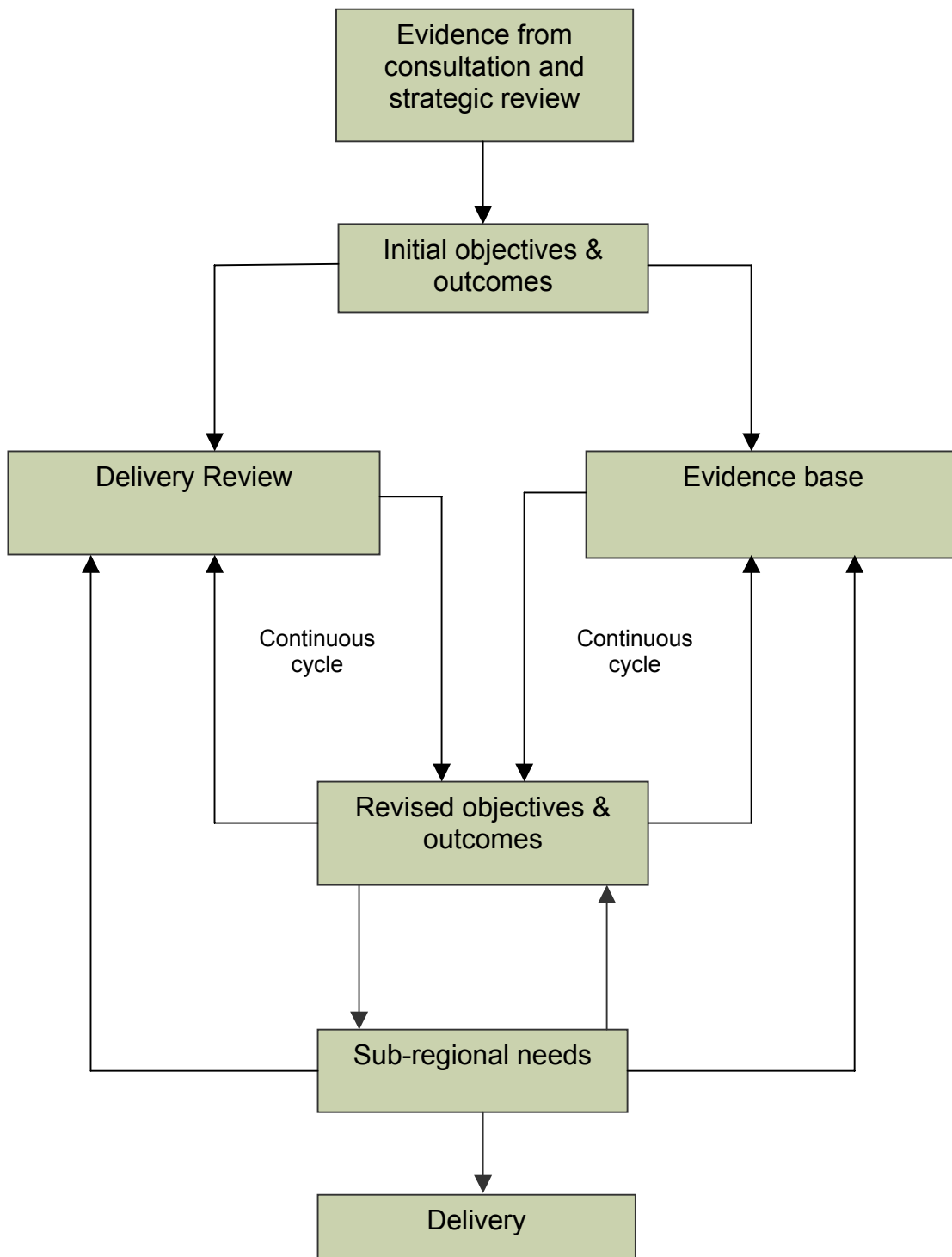
This Framework's objectives have been devised to strengthen the business plans and activity of key delivery agents at sub-regional and regional level.

The objectives allow key partners to use flexible delivery arrangements. They provide a clear statement of the region's rural priorities. Delivery organisations will be able to address the needs they identify at local level, without being constrained by rigid, prescribed structures. The inherent adaptability of this Framework makes it an attractive tool that will guide policy makers and delivery agents in their decision making.

Development of this Framework will be an iterative process. While the objectives set out the broad spectrum of rural needs, the outcomes will provide a basis for measuring progress. The outcomes will be reviewed as both the delivery landscape and local level priorities change in the future.

Monitoring and review processes will ensure that objectives and outcomes remain relevant. Regional indicators (see section 3.8) and action statements from partners will support monitoring. When appropriate, revisions to the Framework will reflect the changing needs and priorities of businesses and communities in rural areas. Figure 1 illustrates this process:

Figure 1: The process of establishing objectives for rural delivery in the East of England



SECTION 3: OBJECTIVES AND OUTCOMES

This section outlines key objectives for rural delivery in the East of England.

3.1 Objective 1: Economic, social and environmental activity

Objective 1:

Encourage economic, social and environmental activity that sustains and enhances the distinctive natural, cultural and built heritage of the region's rural areas

Rationale

The natural, cultural and built heritage of the region's rural areas is important to biodiversity and the quality of life for urban and rural communities alike. It is an important economic asset, especially for agriculture and the food and drink industries, also for tourism which provides a vital source of revenue for the region's economy and has potential to contribute more. This objective and its identified outcomes will sustain and enhance these important assets.

Links to national policy objectives and targets

This objective directly addresses one of the key Rural Strategy priorities: to sustain and enhance the value of the countryside. It is closely linked with Defra's PSA 3, which focuses on caring for natural heritage, making the countryside more attractive and preserving biological diversity.

Links to Regional objectives and targets

Links to objectives in the Sustainable Farming and Food Delivery Plan.

Key Outcomes:

-
-
- cultural and built heritage of the region
- of rural and urban communities alike

3.2 Objective 2: Efficiency and sustainability of resource use

Objective 2:

Improve the efficiency and sustainability of resource use across rural areas

Rationale

The region faces significant challenges to ensure efficiency and sustainability of resource use. Notably, water is a key resource already under pressure. That pressure is likely to increase as a consequence of growth in the region. Waste management is another key concern. The region needs to reduce the proportion of waste that is currently land-filled.

There are significant opportunities for the region in terms of renewable energy, both off and on shore. Energy crops including biomass (forestry co-products, existing woodland, short rotation coppicing, etc.), the production of bio-ethanol from sugar beet and other carbohydrate crops present an opportunity for the future, yet concerns around the potential impacts on wildlife and landscape need to be accommodated.

Links to national policy objectives and targets

This objective addresses issues that are central to the sustainability agenda and has close links with Defra's PSAs 1 and 2 in terms of promoting sustainable development and resource use and PSA 6 which focuses on waste management. Its focus is on actions and outcomes that will support and build on current efforts to tackle these issues.

Links to Regional objectives and targets

There are clear links with the actions identified in the regional delivery plan for the Sustainable Farming and Food Strategy (SFFS) in terms of water conservation and encouraging the development of alternative uses for existing agricultural products.

Key Outcomes:

- supported and extended
- sources is increased
- used or recycled is increased

3.3 Objective 3: Response to climate change

Objective 3:

Anticipate and respond to the impacts of climate change on rural areas

Rationale

Climate change is an important issue for rural and urban communities alike. There are specific challenges and opportunities facing rural communities that need to be addressed and managed including: issues around coastal erosion and flooding in low lying area and; improving understanding and ownership of the measures needed to capitalise on these changes.

Links to national policy objectives and targets

This objective is concerned with outcomes that enable the region's rural communities to plan for and confront these challenges.

It has close links with a number of Defra PSAs, most notably 2 and 8, relating to greenhouse gas emissions and air quality.

Links to Regional objectives and targets

Links to regional spatial strategy and Local Development Frameworks.

Key Outcomes:

- impact of climate change
- change on the region's water resources

3.4 Objective 4: Social Inclusion

Objective 4:

Promote social inclusion through improved access to services, community cohesion and participation in rural areas

Rationale

Increasing levels of social inclusion is a key objective in terms of improving the quality of life of people living in the region. This objective focuses on tackling the particular determinants of social exclusion relevant to people living in rural communities. Issues surrounding access, health and general well-being and the development of a broad and inclusive culture of participation are central to this aim. The actions and outcomes are particularly focussed on building and enabling a 'culture of involvement' through which people can actively contribute to improving their local community and standard of life.

Joined up delivery of the current Defra VCS infrastructure building programme with the Home Office ChangeUp programme has shown the benefits of devolving delivery to the Voluntary and Community Sector. Defra's new rural social and community programme will bring limited funding and will be sufficiently flexible to allow delivery bodies to tackle rural social exclusion.

Links to national policy objectives and targets

This objective is directly relevant to a key Rural Strategy priority to promote social justice and also has clear links to a number of Defra PSA targets including 4 and 7 relating to productivity and access to services, and reducing fuel poverty.

Links to Regional objectives and targets

Complements regional Tier 2 targets.

Key Outcomes:

-
-
-

3.5 Objective 5: Housing needs

Objective 5:

Address housing needs in rural areas and respond to the anticipated impact of growth within the region

Rationale

The region's rural communities face significant challenges in relation to housing need and provision.

In addition, the potential impacts of unprecedented levels of growth planned for the region will require careful planning to ensure that the integrity and balance of existing rural communities is sustained and enhanced, benefiting wherever possible from the opportunities presented by investment in improved infrastructure and service provision.

These issues are central to the Government's sustainability agenda. They are also areas of shared concern where distinctions between departmental roles and responsibilities can be unhelpful.

Links to national policy objectives and targets

Key impacts resulting from the growth agenda relate to relevant priorities from the Sustainable Development and Rural Strategies, as well as to the ODPM Sustainable Communities Plan.

Links to Regional objectives and targets

GO-East identified Peterborough, Luton, Thurrock and Harlow as "priority places" associated with the region's growth areas. The outcomes reflect benefits to rural communities, yet have a relationship to the projected growth in the rural hinterlands of the "priority places" for employment or services. It reflects a need for the preservation and/or planning of green space either within or in the context of each of the priority places. Long-term projects to develop nature reserves around Cambridge and Peterborough, or community forests in Bedfordshire and the Thames Gateway are already underway.

This objective is closely linked to the rural housing activity identified in the East of England Sustainable Farming and Food Delivery Plan. Rural housing need should be met in a way that respects and enhances the character of existing rural communities. It recognises the importance of planning to provide infrastructure.

Key Outcomes:

-
- housing development in rural areas as well as urban areas
- consistent with the needs of rural communities

3.6 Objective 6: Enterprise and innovation in rural business

Objective 6:

Encourage and support enterprise and innovation in rural businesses

Rationale

This objective recognises the key requirement for sound infrastructure to support development of the region's rural businesses. Focussing particularly on the need for improved access to business support and ICT opportunities, this objective promotes an environment in which the region's rural economy can address future challenges.

Links to national policy objectives and targets

There are clear links between this objective, Defra's PSA 4 and the Rural Strategy priority to increase rural productivity

Links to Regional objectives and targets

Links to the Sustainable Farming and Food Delivery Plan commitment to co-ordinate public investment into rural economies.

Key Outcomes:

-
-
- particularly in the most disadvantaged areas
- economy

3.7 Objective 7: Learning opportunities

Objective 7:

Encourage people of all ages to participate in quality learning opportunities

Rationale

The development of a strong skills base and the need to tackle low aspirations and attainment are targeted in this objective. Rural communities face particular challenges securing access to quality learning opportunities. It's important that people recognise the value of their skills portfolio and maintain the relevance of the skills they possess.

Preconceived ideas about the rural economy being traditional, staid and reluctant to change should be challenged. When new, innovative businesses locate in rural areas, they create demand for new skills. Land based businesses should develop skills that complement their existing expertise. In future, they will be able to unlock new opportunities, particularly in the tourism, leisure, renewable energy and non-food crop sectors.

Links to national policy objectives and targets

There are clear links with Defra's agreed performance targets, especially objective II: enhancing opportunity and tackling social exclusion in rural areas.

Links to Regional objectives and targets

These are themes that are identified in the Sustainable Farming and Food Delivery Plan.

The Regional Skills and Competitiveness Partnership has a major role to play.

Key Outcomes:

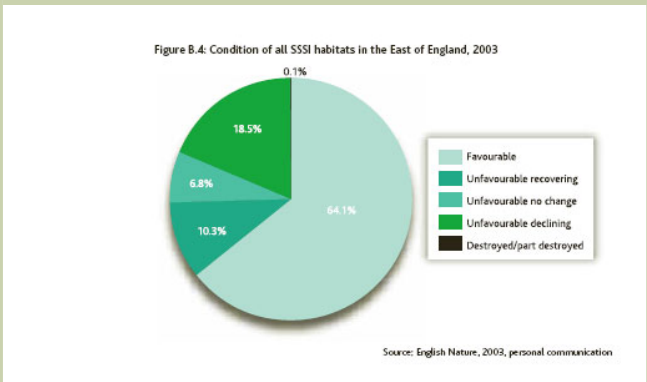
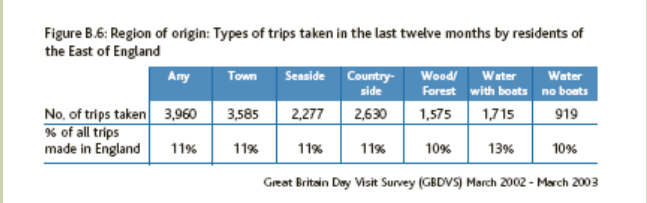
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3.8 Targets and Indicators

This section identifies potential indicators. They may be used to assess delivery partners' progress in meeting the needs of rural areas.

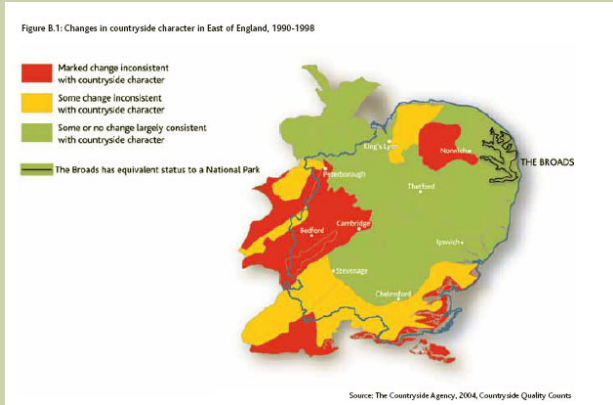
Table 1: Indicators of rural delivery

Outcome	Indicator and example data	Data Source																								
Increased Biodiversity	<p>Progress against the East of England Regional Biodiversity targets (RSS target 46)</p>  <p>Figure B.4: Condition of all SSSI habitats in the East of England, 2003</p> <table border="1"> <thead> <tr> <th>Condition</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Favourable</td> <td>64.1%</td> </tr> <tr> <td>Unfavourable recovering</td> <td>10.3%</td> </tr> <tr> <td>Unfavourable no change</td> <td>6.8%</td> </tr> <tr> <td>Unfavourable declining</td> <td>18.5%</td> </tr> <tr> <td>Destroyed/part destroyed</td> <td>0.1%</td> </tr> </tbody> </table> <p>Source: English Nature, 2003, personal communication</p> <p>Chart source: East of England State of the Countryside 2004, CA</p>	Condition	Percentage	Favourable	64.1%	Unfavourable recovering	10.3%	Unfavourable no change	6.8%	Unfavourable declining	18.5%	Destroyed/part destroyed	0.1%	English Nature												
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A thriving and sustainable land based sector	<p>Net farm income for eastern counties from the 'Report on Farming in Eastern Counties of England'</p>	Cambridge University Rural Business Unit																								
Increased opportunities for people to enjoy and benefit from the natural, cultural and built heritage of the region	<p>Types of trips taken by residents of the East of England</p>  <p>Figure B.6: Region of origin: Types of trips taken in the last twelve months by residents of the East of England</p> <table border="1"> <thead> <tr> <th></th> <th>Any</th> <th>Town</th> <th>Seaside</th> <th>Countryside</th> <th>Wood/Forest</th> <th>Water with boats</th> <th>Water no boats</th> </tr> </thead> <tbody> <tr> <td>No. of trips taken</td> <td>3,960</td> <td>3,585</td> <td>2,277</td> <td>2,630</td> <td>1,575</td> <td>1,715</td> <td>919</td> </tr> <tr> <td>% of all trips made in England</td> <td>11%</td> <td>11%</td> <td>11%</td> <td>11%</td> <td>10%</td> <td>13%</td> <td>10%</td> </tr> </tbody> </table> <p>Great Britain Day Visit Survey (GBDVS) March 2002 - March 2003</p> <p>Chart source: East of England State of the Countryside 2004, CA</p>		Any	Town	Seaside	Countryside	Wood/Forest	Water with boats	Water no boats	No. of trips taken	3,960	3,585	2,277	2,630	1,575	1,715	919	% of all trips made in England	11%	11%	11%	11%	10%	13%	10%	GB day visitor survey
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Outcome

Indicator and example data

Data Source

<p>The value and natural beauty of the countryside is enhanced for the benefit of rural and urban communities alike</p>	<p>Changes in countryside character</p>  <p>Chart source: East of England State of the Countryside 2004, CA</p>																																											
<p>Efforts to improve resource efficiency in rural communities and industry are supported and extended</p>	<p>Electricity consumption per person (Regional)</p> <p>http://www.dti.gov.uk/energy/inform/energy_trends/elec2004nuts4regionsexp.xls</p>	<p>DTI</p>																																										
<p>The use of renewable resources as an alternative to non-renewable energy sources is increased</p>	<p>Progress against RSS target 49: Proportion of region's energy met from renewable sources.</p>	<p>DTI/OFGEM</p>																																										
<p>The amount of waste produced as a whole is reduced and the proportion reused or recycled is increased</p>	<p>Progress against RSS target 53: Proportion of household and commercial waste recovered (including recycling and composting).</p> <table border="1" data-bbox="427 1556 1034 2004"> <thead> <tr> <th>RQOLC 2003</th> <th colspan="6">H15: Waste</th> </tr> <tr> <th>Source</th> <td colspan="6">Department for Environment, Food and Rural Affairs</td> </tr> <tr> <th>Components of Indicator</th> <th colspan="3">Total household waste¹ (kg/person/year)</th> <th colspan="3">Household waste recycled or composted¹ (kg/person/year)</th> </tr> <tr> <th></th> <th>1998/9</th> <th>2002/3</th> <th>Change</th> <th>1998/9</th> <th>2002/3</th> <th>Change</th> </tr> </thead> <tbody> <tr> <td>East of England</td> <td>491</td> <td>520</td> <td>6%</td> <td>58</td> <td>101</td> <td>73%</td> </tr> <tr> <td>England</td> <td>482</td> <td>521</td> <td>8%</td> <td>44</td> <td>76</td> <td>73%</td> </tr> </tbody> </table>	RQOLC 2003	H15: Waste						Source	Department for Environment, Food and Rural Affairs						Components of Indicator	Total household waste ¹ (kg/person/year)			Household waste recycled or composted ¹ (kg/person/year)				1998/9	2002/3	Change	1998/9	2002/3	Change	East of England	491	520	6%	58	101	73%	England	482	521	8%	44	76	73%	<p>DEFRA (RQOLC)</p>
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Outcome

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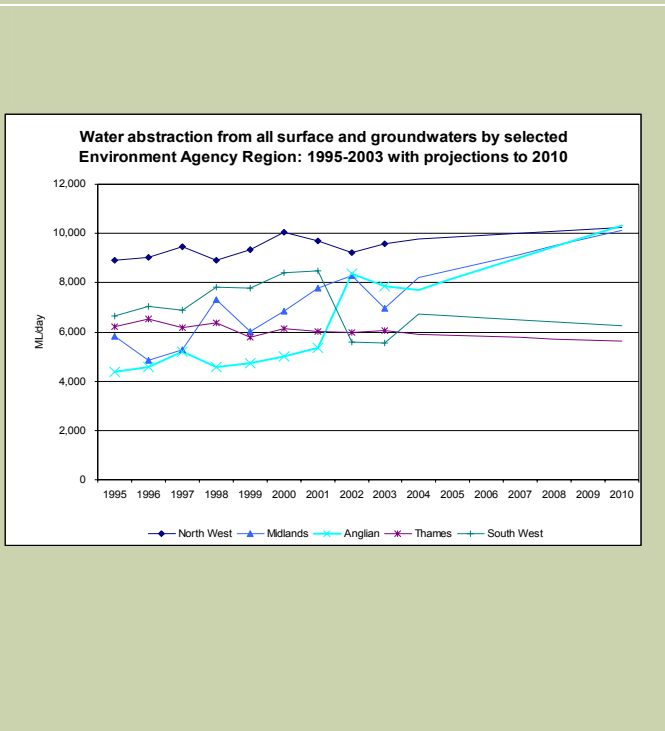
Data Source

Coastal and low lying areas take a proactive approach to managing the impact of climate change

Progress against RSS target 32: Developments permitted against the advice of the Environment Agency

Environment Agency

A proactive approach is taken to managing the potential impacts of climate change on the region's water resources



Environment Agency

Increased community capacity through participation

Community audits and parish plans progressed under Defra's Service Level Agreements with ACREs and Rural Community Councils

RCCs

Rural communities are not disadvantaged when health inequalities are addressed

Life expectancy in rural communities

Figure D.25: Life expectancy at birth (years), by rural district, 2000-02

Top 5 rural				Bottom 5 rural			
Males	years	Females	years	Males	years	Females	years
South Norfolk	79.1	South Norfolk	83.0	Fenland	74.7	Fenland	80.3
South Cambs	79.0	South Cambs	83.0	Tendring	76.1	Braintree	80.4
Uttlesford	78.9	East Cambs	82.8	South Beds	76.2	Tendring	80.5
Mid Suffolk	78.4	Mid Suffolk	82.7	King's Lynn & West Norfolk	76.3	Forest Heath	80.7
Broadland	78.3	Suffolk Coastal	82.7	East Cambs	76.8	South Beds	80.8

Source: ONS 2004, Birth and Mortality Statistics

Chart source: East of England State of the Countryside 2004, CA

ONS

Outcome

Indicator and example data

Data Source

<p>Improved access for rural communities</p>	<p>Percentage of rural households at a set distance from key services</p> <div data-bbox="416 427 1043 703"> <p>Figure D.1: Percentage of rural households at set distances from key services</p> <table border="1"> <thead> <tr> <th></th> <th>Bank (<4km)</th> <th>Cashpoint (<4km)</th> <th>P/Office (<2km)</th> <th>S/market (<4km)</th> <th>Petrol (<4km)</th> <th>Primary (<2km)</th> <th>Secondary (<4km)</th> <th>GP (<4km)</th> <th>Job (<8km)</th> <th>Library (<4km)</th> </tr> </thead> <tbody> <tr> <td>EE</td> <td>67.0</td> <td>86.6</td> <td>88.8</td> <td>71.8</td> <td>91.0</td> <td>88.7</td> <td>69.9</td> <td>82.3</td> <td>62.3</td> <td>70.5</td> </tr> <tr> <td>EM</td> <td>72.6</td> <td>89.5</td> <td>91.0</td> <td>81.6</td> <td>93.2</td> <td>91.7</td> <td>74.3</td> <td>86.6</td> <td>72.3</td> <td>80.9</td> </tr> <tr> <td>NE</td> <td>78.3</td> <td>88.1</td> <td>90.6</td> <td>82.5</td> <td>90.0</td> <td>89.6</td> <td>77.6</td> <td>84.8</td> <td>75.6</td> <td>79.9</td> </tr> <tr> <td>NW</td> <td>87.6</td> <td>94.0</td> <td>93.2</td> <td>88.3</td> <td>96.3</td> <td>94.7</td> <td>87.0</td> <td>91.6</td> <td>85.2</td> <td>88.4</td> </tr> <tr> <td>SE (s. London)</td> <td>79.0</td> <td>91.5</td> <td>90.8</td> <td>78.0</td> <td>94.5</td> <td>91.8</td> <td>75.4</td> <td>88.7</td> <td>68.0</td> <td>81.5</td> </tr> <tr> <td>SW</td> <td>78.4</td> <td>91.1</td> <td>91.7</td> <td>78.2</td> <td>95.1</td> <td>91.0</td> <td>74.7</td> <td>86.3</td> <td>73.7</td> <td>80.0</td> </tr> <tr> <td>WM</td> <td>73.3</td> <td>88.9</td> <td>88.1</td> <td>75.5</td> <td>92.0</td> <td>88.8</td> <td>75.8</td> <td>84.5</td> <td>77.7</td> <td>76.8</td> </tr> <tr> <td>YH</td> <td>77.0</td> <td>88.8</td> <td>91.2</td> <td>76.3</td> <td>92.1</td> <td>92.2</td> <td>75.7</td> <td>83.2</td> <td>61.0</td> <td>80.9</td> </tr> </tbody> </table> <p>Source: South East Regional Research Laboratory, Birkbeck College, 2004. Commissioned analysis for the Countryside Agency</p> <p>Chart source: East of England State of the Countryside 2004, CA</p> </div>		Bank (<4km)	Cashpoint (<4km)	P/Office (<2km)	S/market (<4km)	Petrol (<4km)	Primary (<2km)	Secondary (<4km)	GP (<4km)	Job (<8km)	Library (<4km)	EE	67.0	86.6	88.8	71.8	91.0	88.7	69.9	82.3	62.3	70.5	EM	72.6	89.5	91.0	81.6	93.2	91.7	74.3	86.6	72.3	80.9	NE	78.3	88.1	90.6	82.5	90.0	89.6	77.6	84.8	75.6	79.9	NW	87.6	94.0	93.2	88.3	96.3	94.7	87.0	91.6	85.2	88.4	SE (s. London)	79.0	91.5	90.8	78.0	94.5	91.8	75.4	88.7	68.0	81.5	SW	78.4	91.1	91.7	78.2	95.1	91.0	74.7	86.3	73.7	80.0	WM	73.3	88.9	88.1	75.5	92.0	88.8	75.8	84.5	77.7	76.8	YH	77.0	88.8	91.2	76.3	92.1	92.2	75.7	83.2	61.0	80.9	<p>Countryside Agency (commissioned work)</p>
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EE	67.0	86.6	88.8	71.8	91.0	88.7	69.9	82.3	62.3	70.5																																																																																											
EM	72.6	89.5	91.0	81.6	93.2	91.7	74.3	86.6	72.3	80.9																																																																																											
NE	78.3	88.1	90.6	82.5	90.0	89.6	77.6	84.8	75.6	79.9																																																																																											
NW	87.6	94.0	93.2	88.3	96.3	94.7	87.0	91.6	85.2	88.4																																																																																											
SE (s. London)	79.0	91.5	90.8	78.0	94.5	91.8	75.4	88.7	68.0	81.5																																																																																											
SW	78.4	91.1	91.7	78.2	95.1	91.0	74.7	86.3	73.7	80.0																																																																																											
WM	73.3	88.9	88.1	75.5	92.0	88.8	75.8	84.5	77.7	76.8																																																																																											
YH	77.0	88.8	91.2	76.3	92.1	92.2	75.7	83.2	61.0	80.9																																																																																											
<p>New developments contribute to and enhance the character of rural areas</p>	<p>Rural and Industrial Design and Building Association Awards</p>	<p>RIDBA</p>																																																																																																			
<p>Appropriate levels of infrastructure and service provision accompany new housing development in rural areas as well as urban areas</p>	<p>Links to Regional Spatial Strategy</p>																																																																																																				
<p>Provision of affordable housing, including social and key worker housing is consistent with the needs of rural communities</p>	<p>Progress against RSS target 28: Annual affordable housing completions by region (as a proportion of total development)</p> <p>EERF Housing Data Survey</p>	<p>Las</p> <p>EERF</p>																																																																																																			
<p>Improved access to business support in rural areas</p>	<p>Businesses accessing business support in rural areas</p>	<p>EEDA: user surveys and feedback</p>																																																																																																			

Outcome

Indicator and example data

Data Source

Increased ICT opportunities

Method of connection to the internet in the East of England (rural respondents)

Mori

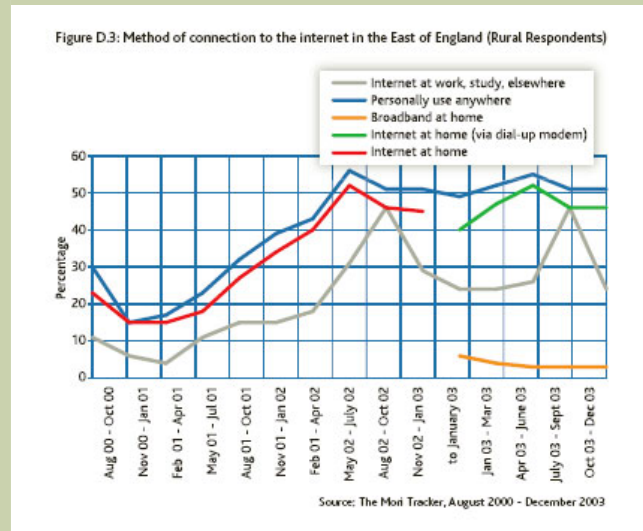


Chart source: East of England State of the Countryside 2004, CA

Improved quality & uptake of employment opportunities in rural areas, particularly in the most disadvantaged areas

Proportion of rural households with income <60% of English mean

CACI, Paycheck

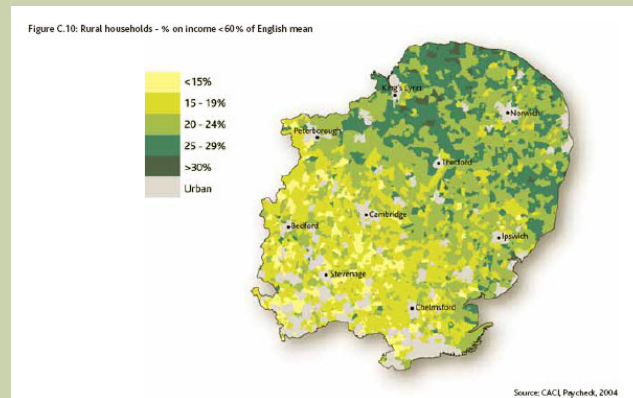


Chart source: East of England State of the Countryside 2004, CA

Outcome

Indicator and example data

Data Source

Market towns playing a strong and effective role as hubs for the rural economy

Proportion of the Region's market towns classified as 'service hubs'

Figure C.12: Market Town Service Hubs, 2002

	MTs (no.)	MTs (%)	Hubs (no.)	Hubs as % of all MTs	Non-hubs (no.)	Non-hubs as % of all MTs
East of England	216	17	80	37	136	63
England	1274	100	499	40	775	60

Source: SERRL, Birkbeck College, 2004

Chart source: East of England State of the Countryside 2004, CA

Countryside Agency (commissioned work)

Improved access to and take-up of quality learning opportunities

Proportion of workforce with NVQ level 3 or 4

Figure D.18: Proportion of workforce with NVQ Level 3 or 4, June – August 2000-03

	August 2000		August 2001		August 2002		August 2003	
	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban
EE	40,4	39,5	40,5	42,4	39,3	41,4	39,9	43,1
EM	43,2	37,1	41,3	37,7	43,3	39,1	45,4	40,4
NE	43,7	35,4	45,0	36,0	40,2	38,6	48,0	40,2
NW	43,2	41,1	43,2	40,2	42,1	40,1	44,2	41,6
SE	45,8	44,9	44,5	44,9	47,2	46,1	48,4	47,0
SW	41,6	44,7	43,3	45,3	44,5	46,0	46,5	47,5
WM	40,4	36,6	43,1	38,9	46,2	40,9	44,3	39,4
YH	43,6	37,7	43,3	37,1	44,5	38,3	49,2	37,9

Source: ONS 2004, Quarterly Labour Force Survey

Chart source: East of England State of the Countryside 2004, CA

ONS

Outcome

Indicator and example data

Data Source

Increased uptake of training opportunities by micro businesses in rural areas

Working age adults who have received job related training in the last three months

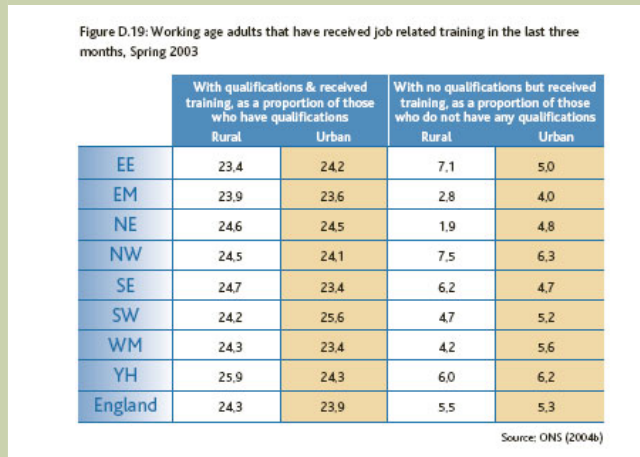


Chart source: East of England State of the Countryside 2004, CA

SECTION 4: DELIVERY

4.1 Delivering within the Framework

Framework objectives will be delivered if effective partnerships between rural stakeholders and the delivery agencies are supported.

In this section, the role of delivery agents and rural stakeholders is explained.

4.2 The role of delivery agents

Delivery agents need to be fully engaged with rural stakeholders both in terms of what services they deliver and how they deliver them. Throughout development of this Framework, all the key delivery agents with a rural focus have had the opportunity to contribute to its structure and core principles.

For the process to be fully effective, a wider range of delivery bodies will need to be engaged. These will include local authorities, voluntary and community sector organisations and mainstream service providers such as the Department of Health.

As a way of securing this engagement, delivery partners have been invited to prepare **action statements**.

Action statements will outline programmes and interventions in the delivery agents' next planning period. They will identify how they can support the Framework's objectives.

Collectively, action statements will:

- Provide a clear picture of policies and interventions that affect rural stakeholders
- Help identify gaps in delivery, highlighting which of the Framework objectives require further support.
- Identify when the work of one delivery agent duplicates work by another, providing pointers to a joined-up approach.
- Influence the future service-planning processes of organisations.
- Give rural stakeholders a clear expectation of the services that providers can deliver.
- Encourage delivery agencies to think about their activities within the context of the framework.
- Support good communication between delivery agencies and stakeholders.

Action statements are in development. Agencies have agreed to prepare an initial set of Action Statements. They are included at Annex 1.

Finally, delivery bodies will be encouraged to consult and liaise with the Forum on the development of key regional and sub-regional strategies and programmes, as part of their rural proofing of any impact on rural stakeholders and communities.

4.3 The role of rural stakeholders

Rural stakeholders have a central role to play in the implementation of the Framework: driving forward delivery and challenging service providers to meet the Framework's objectives. The main vehicle for this will be the East of England Rural Forum, as the region's 'rural stakeholder voice'.

Throughout development of the Framework, the Forum has supported rural proofing of emerging regional strategies and programmes (e.g. the national and regional consultations on the new Rural Development Programme for England). A range of 'constituencies of rural interest' are represented on the Forum, supported by thematic working sub-groups. Background to the Forum and the activity of the sub-groups is available on the Forum's website: www.eerf.org.uk

The Framework's objectives, supported by the delivery agents' action statements, provide a mechanism through which the Forum can monitor delivery progress. The Forum will challenge and influence as appropriate.

By monitoring progress against the indicators and using local knowledge of changing needs, the Forum will help deliverers identify any failures and inconsistencies as they arise. The Forum will build effective networks and influence delivery providers and strategic partnerships. It will establish relationships with regional groups, such as the new Regional Partnership Group and with sub-regional and local level groups, such as the LAA partnerships, the liC partnerships, the LSPs and the VCS. The EERF has already achieved representation on the Regional Housing Delivery Group, the EEDA Strategic Committee. The Forum will contribute to the review of the Regional Economic Strategy.

A robust and accessible evidence base that captures the full range of local level information exists and supports the Framework. Much of the evidence is publicly available from the Regional Observatory website (<http://www.eastofenglandobservatory.org.uk>), from Agency websites and national government. Rural stakeholders will be supported as they influence the direction of mainstream funding and delivery. A number of projects to accumulate additional evidence, including a rural-needs survey, are being scoped. Some are moving forwards to the initiation stage. This work will be undertaken in partnership with the region's local authorities and parish councils, through the RCCs, as well as with a range of other local level groups.

The East of England Modernising Rural Delivery Project Board

April 2006

ANNEX 1. ACTION STATEMENTS

ENGLISH HERITAGE

Who we are:

English Heritage is a public, not-for-profit organisation with responsibility for all aspects of protecting and promoting the historic environment. Our powers and responsibilities are set out in the National Heritage Act 1983. We act as the government's advisor on the historic environment. We are sponsored by the Department for Culture, Media and Sport (DCMS), but we work with the Department for Communities and local Government (DCLG), the Department for Environment, Food and Rural Affairs (Defra) and the Department for Trade and Industry (DTI).

What we do:

English Heritage works in partnership with central government departments, local authorities, voluntary bodies and the private sector to:

- Conserve and enhance the historic environment
- Broaden public access to heritage
- Increase understanding of the past

We meet these responsibilities by:

- Acting as a national and international champion for the historic environment
- Giving grants for the conservation of historic buildings, monuments and landscapes
- Maintaining registers of England's most significant buildings, monuments and landscapes
- Advising on the protection of the historic environment
- Encouraging broader public involvement with heritage issues
- Promote education and research
- Caring for more than 400 historic properties on behalf of the nation
- Maintaining the National Monuments Record as the public archive of heritage
- Generating income for the benefit of the historic environment

How we will support the East of England Rural Delivery Framework:

Objective 1: Enhance the natural, cultural and built heritage.

Two areas of our work, the 'Historic Landscape Characterisation Programme' (HLC) and the 'Historic Environment Local Management Programme' (HELM) are applied across the region and supported by our Historic Environment Countryside. By working with local authorities, private owners and other partners (such as the Heritage Lottery Fund) we ensure that planning and

development processes, especially around growth areas, take account of the historic character of the region's landscape and accommodate its management. By working with Defra and the Countryside Agency [sic], we have been developing a suite of indicators to support management and monitoring. These indicators include 'Buildings at Risk', 'Scheduled Monuments at Risk' and 'Landscapes at Risk'. We have also commissioned research on the condition of traditional farm buildings, the loss of parkland since 1918 and risks faced by archaeological sites under cultivation.

Objective 2. Efficiency and sustainability of resource use.

English Heritage's national policy statements on wind energy and climate change will guide our activity in the East of England.

Objective 3. Respond to the impacts of climate change.

By working with the Environment Agency, local authorities and others, the results of Rapid Coastal Zone Assessment will be fed into local authority Historic Environment Records to inform Shoreline Management Plans and Estuary Management plans in Suffolk, Norfolk and Essex.

Objective 4. Promote social inclusion.

In line with our public Service Agreement, our Heritage Open Days and outreach work with the Arts Council, National Trust, landowners, local authorities and voluntary groups will increase community participation across the East of England.

Objective 5. Housing needs

English Heritage has a statutory role in the planning process, dealing with about 1500 applications and consents each year.

Objective 6. Enterprise and innovation in rural businesses.

English Heritage recognises the high concentration of market towns across the East of England. We have a history of supporting the Market Towns Initiative. By working with local authorities, EEDA and the Heritage Lottery Fund, we will make Area grants and Capacity Building grants that support the quality and uptake of future employment opportunities. Our grants will strengthen the role of market towns as hubs for the economy in rural areas.

Objective 7. Learning opportunities.

We will work with schools, educational institutions, informal learners and educators across the entire region to increase the number of people with access to the English Heritage education programme.

Using the 'Traditional Building Craft Skills - Skills Need Analysis (2005)', we will work with the National Heritage Training Group, EEDA, local authorities and Shape East to extend knowledge and improvement of heritage craft skills.

EAST OF ENGLAND REGIONAL ASSEMBLY

Who we are:

The East of England Regional Assembly is a partnership of elected and stakeholder representatives who work with regional partners to develop and promote solutions to issues facing the region. Our partners include GO-East, EEDA, Natural England and English Heritage.

What we do:

The Regional Assembly is involved in a wide variety of work including developing regional strategies, providing representation for the East of England and supporting local government. For example, the Assembly is responsible for developing the east of England Plan (Regional Spatial Strategy) and providing training and consultancy to local authorities and others in the region. The East of England Regional Assembly differs from Regional Assemblies in other regions in that it combines three functions in one organisation.

Those functions are:

- Voluntary Regional Chamber,
- Regional Local Government Association, and
- Regional Employers Organisation.

The Voluntary Regional Chamber function includes that of regional planning body and co-ordinating public sector expenditure and activity in the region, by integrating regional strategies and scrutinising the work of EEDA.

How we will support the East of England Rural Delivery Framework:

Objective 1. Enhance the natural, cultural and built heritage.

Our work with local authorities, public, private and voluntary groups to develop the Regional Spatial Strategy 2001 - 2021 will support appropriate conservation and enhancement of the natural, historic and built environment through positive management and protect it from development likely to cause harm.

Objective 2. Efficiency and sustainability of resource use.

The Regional Assembly will develop the Regional Spatial Strategy 2001 – 2021 so that it encourages energy efficiency and renewable energy; reduces the amount of waste produced in the region and reduces the need to travel

Objective 3. Respond to the impacts of climate change.

Regional Spatial Strategy 2001 – 2021 will encourage our local authority partners and others to complement regional policies that prepare the region for adaptation to impacts of climate change.

Objective 4. Promote social inclusion.

The Regional Social Strategy and the Regional Health Strategy add value to sub-regional and local strategies by providing a shared vision and route map to tackle social exclusion and reduce health inequalities.

This evidence-based approach helps to identify clear outputs. These are recorded in the Regional Health Profile, derived from local authority district health profiles and prepared by the East of England Public Health Observatory. By working with an extensive range of partners extending beyond EEDA, Natural England and GO-East to the Learning and Skills Councils, Inspire East, the Social Exclusion and Climate Change partnerships, Sport England, Job Centre Plus, Citizens Advice Bureaux and the Health and Safety Executive, we are able to provide clear signposting to resources including funding, expertise and support, advocacy and influence, evaluation and identification of good practice.

Objective 5. Housing needs.

Our work on the Regional Spatial Strategy 2001 – 2021 has created a requirement for planners and developers to provide a range of dwelling types and sizes to meet the assessed need of all sectors of the community.

The Regional Housing Strategy will aim to deliver more sustainable housing provision, through high quality homes and environments, to create inclusive communities.

Up to 2010, the Single Regional Housing Pot allocation has been broken down to: Growth (20%); Local need/homelessness (20%); Regeneration (10%); Rural (10%); Key Workers (14%); Supported Housing (8%); Existing stock (15%); BME (3%).

Objective 6. Enterprise and innovation in rural businesses.

The Regional Spatial Strategy 2001 – 2021 will support our work with local authorities and other public, private and voluntary groups, to increase prosperity and employment growth. Employment growth will be encouraged to meet the identified employment needs of the region and achieve a more sustainable balance between workers and jobs.

Achievement in this work area will be recorded by a range of indicators published in EERA's Annual Monitoring Report.

EAST OF ENGLAND DEVELOPMENT AGENCY

Who we are:

The East of England Development Agency (EEDA) is one of nine regional development agencies (RDAs) in the country. We support sustainable economic growth and regeneration in the East of England. Our task is to improve the region's economic performance and ensure the East of England remains one of the UK's top performing regions.

What we do:

EEDA has a budget of £140 million which it focuses on three key roles:

- Setting and shaping the direction of economic development in the East of England
- Persuading and influencing others to bring resources together to find innovative ways to solve challenging economic issues
- Investing in imaginative projects that challenge the norm and will have a significant impact on economic development in the East of England.

A large part of EEDA's role is working with other regional bodies to ensure activity is co-ordinated. Without effective coordination, it is possible that many different groups find they're working at cross purposes on similar projects, when pooling resources would be far more efficient.

EEDA has worked with a range of partners and stakeholders to produce a [regional economic strategy](#), outlining eight key goals. The regional economic strategy isn't just a document for EEDA; it's a framework to guide economic development across the East of England.

How we will support the East of England Rural Delivery Framework:

Objective 1. Enhance the natural, cultural and built heritage.

We support Goal 4 of the regional economic strategy (ensuring high quality places to live and work) by collaborating with regional partners including the East of England Biodiversity Forum, English Farming and Food Partnerships, the Areas of Outstanding Natural Beauty and Sustainable Farming and Food Partnerships. 'Regional Renaissance', one of EEDA's core business products, supports high quality capital schemes that catalyse market-led change. We are able to pilot demonstration projects that promote and test innovation and good practice. 'Regional Renaissance' enables us to commission green infrastructure and cultural infrastructure, both of which are important regionally and nationally. Through a second of our core products, 'Business Support', we're able to buttress Food and Drink sector activity. We

make links between key players in the production, tourism, hospitality and retailing sectors and promote 'taste of the place' initiatives.

Objective 2. Efficiency and sustainability of resource use.

We work with Renewables East, Envirowise and the Carbon Trust (among others) to position the region as an exemplar in environmental technology and support Goal 8 of the Regional Economic Strategy. The regional energy enterprise hub will develop a regional energy cluster, while the proposed integrated water and waste hubs, working with the Centre of Sustainable Engineering, will link resource and energy initiatives to innovation and business/sector/cluster support services.

Regional delivery partnerships such as the Regional Skills and Competitiveness Partnerships (RSCP), with its associated Science and Industry Council and Strategic Advisory Board for Business, will coordinate the delivery of the first three priorities under Goal 8. Allocation of funding to the Business Resource Efficiency and Waste (BREW) programme will facilitate resource efficiency activity across the region.

Objective 3. Respond to the impacts of climate change.

EEDA's work with the River Basin Panels under the Water Framework Directive, the Climate Change and Water Resources sub-groups of the Sustainable Development Round Table, the East of England Environment Forum and the Environment Group of the Fens Pathfinder, helps us support Goal 3 of the Regional economic Strategy (global leadership in developing and realising innovation in science, technology and research).

The appointment of a Climate Change Coordinator will help the region develop an **Action Plan**. The Plan will maintain and take forward priorities for climate change adaptation and mitigation, drawing from the SDRT report 'Living with Climate Change'.

EEDA will be engaged in the development and integration of the Sustainable Development Toolkit into EEDA's project and single programme appraisal processes as well as promoting it across the region. The toolkit is a web based tool that enables the development and appraisal of projects against the themes of the regional Sustainable Development Framework.

Objective 4. Promote social inclusion.

We work with 'Investing in Communities' partnerships, county Rural Forums, market town partnerships, Business Link and 'Agricultural Development in the Eastern Region' (ADER) to support Goal 5 of the Regional Economic Strategy (social inclusion and broad participation in the regional economy).

Targeting 'Investing in Communities' support will strengthen the coordination of strategic planning and investment in order to improve the impact of public service resources on reducing disadvantage. Support will promote greater access and opportunity within the labour market and create the right

conditions for enterprise to benefit disadvantaged communities and address the causes of disadvantage such as low skills and poor access to services.

Regional renaissance will support improvements in design quality (taking opportunities to design-out crime and design-in health) and provision for community, green and cultural infrastructure in master-plans. Integration between Inspire East and liC will support development of skills and leadership for sustainable communities. We will support innovative mechanisms for community ownership and involvement in master planning and support integration of social, economic and physical renewal through area prospectuses/sub-regional strategies and regeneration frameworks.

We will encourage enterprise and entrepreneurship through re-vitalising the Business Start-Up strategy and providing improved opportunities for key business audiences (e.g. support for women starting an enterprise). We will support development of a range of specialist services that meet development needs of specific target groups within the region's diverse business community or encourage accelerated growth opportunities.

Objective 5. Housing needs.

We will work with the Newmarket Community Partnership to support Goal 4 of the Regional Economic Strategy (quality places to live, work and visit) by ensuring a suitable supply of homes to support economic growth. Regional renaissance will promote public and private partnerships and mechanisms to provide land for housing development. It will address affordable housing needs and the housing needs of migrant workers, refugees and socially excluded groups, through cross-agency working. Through Regional Renaissance, we will coordinate programmes to address skills gaps and shortages in the building-skills professions. We will support development of skills that take advantage of the latest construction techniques.

We will support development of demonstrator housing projects that deliver high density, resource efficient affordable homes and maximise the use of brownfield land opportunities.

Through Inspire East, we will promote increased involvement by residents in the development of their community.

Objective 6. Enterprise and innovation in rural businesses.

The Business Links, ADER, action for Market Towns, the sub-regional Economic Partnerships, the East of England Tourist Board, Learning and Skills Councils, Fens Pathfinder and European Partners will help us deliver Goal 2 of the Regional Economic Strategy (growing competitiveness, productivity and entrepreneurship) and Goal 7 (a leading information society).

Our Business Support core product will simplify access to high quality business support, encouraging development of businesses and their capacity to flourish. Our policies are to coordinate clearly branded, customer focused

regional Business link services based on the Information, Diagnosis and Brokerage model whilst setting and shaping the direction for business support in the long term. We will oversee the delivery of specialist business support and bring partners together to coordinate skills and training programmes based on business needs that promote innovation, enterprise culture and productivity improvements.

EEDA's Enterprise Hubs programme is helping smaller business to innovate and develop their R&D activities by encouraging networking groups around the knowledge-based sectors and clusters; developing a network of commercially minded and respected hub CEOs in their industry or technology space; supporting the development of physical infrastructure if appropriate e.g. a network of incubators, innovation centres and science parks and recognising AMT partnerships that work more collaboratively with businesses than with communities.

Objective 7. Learning opportunities.

Our support for Enterprise Hubs, and our work with partners in the Fens Pathfinder, Lantra, the Learning and Skills Councils, Local authorities, Further and Higher Education sectors, the IIC Partnerships, sub-regional economic Partnerships, action for Market Towns, the Business Links and the Regional Skills and Competitiveness Partnership enable us to deliver against Goal 1 in the Regional Economic Strategy (a skills base that can support a world-class economy), Goal 5 (social inclusion and broad participation in the regional economy) and Goal 7 (a leading information society).

We will have continuous, effective engagement with the Sector Skills Councils and engage University BDOs with hubs and science parks (such as Unilever and Cambridge University). We will encourage hubs to raise awareness of college leavers in the career and entrepreneurial opportunities that can be found following studies in mathematics and sciences, engineering and technology. We will encourage links to be made for mentoring in the hubs. We will link with higher education developments such as HEIF and develop 'proof of concept' funds to engage businesses more with the research base through organisations such as AUUE and i10.

Regional Renaissance will enable a step-change expansion of FE and HE to address skills shortages and skills gaps, enabling delivery of the Sustainable Communities and RES aspirations. It will maximise the broader regeneration benefits of major HE/FE infrastructure expansion and provision.

Investing in Communities already identifies 'skills' as one of its key intervention in IiC sub-regional business plans (with some £7,000,000 of the allocation for 2006/7 expected to be deployed in addressing skills issues).

Our Business Support product is supported by close working with LSC partners to develop skills improvement programmes that meet and fulfil the needs of businesses.

NATURAL ENGLAND

Who we are:

Natural England was launched on 2 October 2006. It has been formed by bringing together English Nature, the landscape, access and recreation elements of the Countryside Agency and the environmental land management functions of the Rural Development Service (RDS).

We work for people, places and nature, to enhance biodiversity, landscapes and wildlife in rural, urban, coastal and marine areas; promoting access, recreation and public well-being and contributing to the way natural resources are managed so that they can be enjoyed now and in the future.

The Natural Environment and Rural Communities Act 2006 sets out Natural England's statutory purpose: *"to ensure that the natural environment is conserved, enhanced and managed for the benefit of present and future generations, thereby contributing to sustainable development."*

We work towards four strategic outcomes, which together deliver on this purpose, as follows:

- **A healthy natural environment:** England's natural environment will be conserved and enhanced.
- **Enjoyment of the natural environment:** more people enjoying, understanding and acting to improve, the natural environment, more often.
- **Sustainable use of the natural environment:** the use and management of the natural environment is more sustainable.
- **A secure environmental future:** decisions which collectively secure the future of the natural environment

What we do:

Natural England operates by applying an appropriate mix of advice, advocacy, incentives, regulation and practical action according to the international, national, regional and local challenges that the environment faces. Through our partnerships we endeavour to combine the levers available to Natural England with those of others to achieve the greatest overall impact.

How we will support the East of England Rural Delivery Framework:

Objective 1. Enhance the natural, cultural and built heritage.

We have an objective to ensure that future threats to the natural environment and opportunities for environmental improvement are identified and acted on. Through the delivery of the Environmental Stewardship and aftercare activity of the Countryside Stewardship, Environmentally Sensitive Area and Habitat

Scheme Agreements across the region, we seek to deliver benefits for wildlife, landscape, the historic environment and public enjoyment by:

- Securing improvement in the condition of the natural environment and public access to it.
- Restoring or re-creating additional priority agricultural habitats and priority wetland habitats in line with the Biodiversity Action Plan.
- Securing a stronger suite of environmental outcomes through the new Rural Development Programme for England.
- Developing integrated landscape, access and biodiversity conservation targets and implementation plans for the region's Catchment Sensitive Farming Projects.
- further increasing the percentage of SSSIs by area in favourable condition.
- Reverse the long term decline in the number of farmland birds by 2020.

We work with members of the Landscape and Biodiversity Forums, local authorities, English Heritage and the National Trust, the RSPB, the Broads Authority and Norfolk Coast, Suffolk Coast and Heaths, the Dedham Vale and Chiltern Areas of Outstanding Natural Beauty units to ensure that protected landscapes in the region are conserved and enhanced and encompass biodiversity and habitat issues.

We use our role as statutory advisers to local planning authorities to ensure that the natural environment is effectively conserved and enhanced through their work: both through our advice on the policy content of planning documents and our technical input on individual planning applications affecting protected areas, biodiversity.

Objective 2. Efficiency and sustainability of resource use.

Natural England has an objective to engage public and specialist audiences in debating what our future natural environment should be like. We work with strategic, regional and local authorities (including planning and minerals authorities) to ensure that the natural environment is fully reflected in policy. We also aim to facilitate the establishment of green infrastructure strategies in the region's Growth Areas and Growth Points. In the longer term, we will both influence and shape marine spatial planning to protect the natural environment and support viable businesses.

Objective 3. Respond to the impacts of climate change.

Our objective is to increase the ability of the natural environment to adapt to climate change and contribute to greenhouse gas pollution reduction. Natural England believes that all sectors need to contribute to the major efforts required to address climate change, and that Government, research institutions, land and marine managers need to facilitate an integrated

analysis and debate about the direct and indirect impacts of climate change on the natural environment.

Natural England's contribution to combating climate change will come in two forms: we will develop policies and practice that will help the natural environment adapt and will contribute to the mitigation of greenhouse gas pollution.

A key example in the region will be our contribution to the Great Fen Project. We will support the improvement and understanding about the way in which habitat restoration projects on peat contribute to mitigation for climate change through carbon loss from peat and provide potential for carbon sequestration.

We will ensure that Shoreline Management Plans fully reflect the interests of the natural environment and that water efficiency is taken into account by relevant strategies.

Objective 4. Promote social inclusion.

Natural England has established an objective to ensure society lives within the limits of the natural environment. We aim to increase the number, diversity & frequency of people enjoying the natural environment through:

- Bidding to the Big Lottery Fund for a programme of activity which would
- Promote better access to the natural environment for people who currently have low access, targeting the most deprived wards in the region.
- Bidding to the Big Lottery Fund for a programme of Green Exercise activity.
- Target those people who live in areas of poor health and those who are at risk of and are experiencing health problems.
- Working with regional stakeholders to implement the governments Diversity Action Plan.

Our partners include the Wildlife Trusts, the British Trust for Conservation Volunteers, the National Trust, the Royal Society for the Protection of Birds, Local Health Authorities (including Primary Care Trusts), the Sports Council and relevant community groups.

Objective 5. Housing needs.

In responding to the region's requirement to increase the availability of affordable housing, Natural England will work with regional and local partners to ensure that the implications for the natural environment are identified and mediated and opportunities for consequential environmental improvement, acted on. We will work with partners to develop and pilot a framework for assessing the cumulative impact of development on the natural environment. We will work with the development industry, planning authorities and strategic planners to support Green Infrastructure Plans in Growth Areas and New Growth Points.

Objective 6. Enterprise and innovation in rural businesses.

In parallel with Objective 1, we recognise and support the role of the extensive red meat sector in managing the environment and promoting sustainable food production. For example by working with the Wash Estuary Strategy Group, we will support a 'brand and supply chain development' project. We will also support a network of Demonstration Farms through work with the Regional Farm Advice Unit.

Objective 7. Learning opportunities.

Working with partners we will encourage the adoption of good practice across a range of environmental assessment processes (including Strategic Environmental Assessment, Environmental Impact Assessment and Appropriate Assessment under the Habitats Regulations); land management practices and green infrastructure planning.

GOVERNMENT OFFICE FOR THE EAST OF ENGLAND

Who we are:

Government Office for the East of England covers Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk. We bring together the varied regional activities of a range of Government departments. 'GOs' are part of the Department for Communities and Local Government, which covers regional and urban policy, local government, planning, housing and regeneration.

Other departments with a stake in Government Offices are the

- Department for Education and Skills (DfES)
- Department for Work and Pensions (DWP)
- Department of Trade and Industry (DTI)
- Department for Transport (DfT)
- Department for Environment, Food & Rural Affairs (Defra)
- Home Office (HO)
- Department for Culture Media & Sport (DCMS)
- Cabinet Office (CO)

We also work closely with the public health teams from the Department of Health (DH).

What we do:

Government Offices function from the heart of Government. As Government's eyes and ears in the region we communicate messages and ensure an East of England input to the policy-making process at the centre. We work with a range of regional and local bodies, including local authorities, businesses, local education authorities, voluntary organisations, the health service and local people to help create sustainable communities and maximise competitiveness and prosperity in the region.

How we will support the East of England Rural Delivery Framework:

Objective 1. Enhance the natural, cultural and built heritage.

Government Office retains a key coordination role in the delivery of the region's Sustainable Farming and Food objectives. By working with our principal partners, Natural England, EEDA, the Environment Agency, English Heritage and Renewables East, we will encourage producers, consumers and public sector organisations to consider where their food comes from and how each purchasing decision has a direct effect on the environment and local economies. We will encourage 'taste the place' initiatives that link food products to their origin. In addition, we will encourage industry to invest and

support alternative, renewable energy sources that can reduce the carbon footprint of power generation by sourcing bulk fuel feedstock from the land.

Objective 2. Efficiency and sustainability of resource use.

With local authority partners across the region, the Environment Agency, EEDA, EERA, Renewables East, the East of England Energy Group and University of East Anglia we oversee funding, broker partnerships and provide budget management for Defra's Waste Implementation Programme and the DTI Energy Efficiency Regional Delivery programme.

Objective 3. Respond to the impacts of climate change.

Government Office is a member of the East of England Climate Change Partnership. We advocate Defra's policy objectives on that group. With EEDA and EERA, we fund the region's Climate Change Coordinator.

Objective 4. Promote social inclusion.

We provide central coordination in the region for Government's ChangeUp programme. We work closely with county consortiums from the Voluntary and Community Sector, EEDA, EERA, the 'Funders Forum' and 'Capacity Builders'. We monitor delivery against sub-regional ChangeUp Infrastructure Plans.

We provide programme management for Defra's Rural Social and Community Programme in the East of England. By working with the Rural Community Councils (RCC) and Action for Communities in Rural Areas (ACRE), the Council for Voluntary Services (CVS), voluntary and community sector organisations and local authorities, we can guide the Programme objectives and develop closer relationships with the developing Local Authority Agreement process.

Objective 5. Housing needs.

Government Office brings its influence and government policy to the Regional Housing Strategic Partnership. By working with EERA, Housing Corporations, Registered Social Landlords, the East of England Rural Forum and sub-regional housing partnerships we work to ensure appropriate housing development to meet the needs of the region.

Objective 6. Enterprise and innovation in rural businesses.

Close alignment with activities under objective 1. We provide the secretariat and support for activities promoted by the East of England Rural Forum.

Objective 7. Learning opportunities.

We provide the secretariat and support for activities promoted by the East of England Rural Forum.