



East of England Rural White Paper

Consultation

3rd March 2010

Collison and Associates 2010



Introduction

Pat Holtom
EERF Chair

Collison and Associates 2010

The Consultation

Martin Collison

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A Rural White Paper - East of England

Why?

To present an agenda for rural areas ...
which is ambitious in its aspirations ...
economically, socially & environmentally ...
which is clear on what needs to be done & the
benefits this brings to the whole region

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Progress to date

- Issues paper circulated – **any feedback?**
- Beginning to develop solutions – **but we need your help & experience on what really works**
- Next stage is to produce a full draft by mid March for further written consultation

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Proposed RWP structure

Overall headline goal	Chapter 1 Sustainable Rural Communities Balanced Growth			
	↕			
Key outcomes	Chapter 2 Delivering a Dynamic Economy	Chapter 5 A Living Environment	Chapter 7 Living Well	
	↕			
Key enablers	Chapter 3 Modern Infrastructure	Chapter 4 Embracing the Digital Age	Chapter 6 Dealing with Climate Change	Chapter 8 Engaged Communities

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Headline - Balanced growth

Balanced relationship between **population growth &:**

- Rural employment – number & diversity;
- Housing provision;
- Supported by infrastructure growth;
- Service provision - real or virtual;
- Care for the environment;
- Care for all groups in rural society.

But also in balance with urban growth – so rural areas are seen as part of the sustainable development of the region & not just as pretty dormitories

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Feedback

As highlighted in the issues paper, we are particularly interested in:

- Whether we have **identified all the core issues;**
- **Innovative actions or policy changes** which would improve rural outcomes;
- **Data or reports** which support issues or solutions;
- **Case studies** of how doing things differently gives results (UK or overseas)

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Workshops

Two tasks:

- Individual prioritisation exercise
- Facilitated discussion

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Prioritisation exercise

- Individual & rapid (gut) instinct
- Rank each issue 1 (low) to 5 (high) priority
- We **WANT YOU TO USE** the full 1-5 range ...
we have to be selective in the current climate – only rank highly those which are most important & will work
- **If you put the same number for everything don't be surprised if we ask you to stand up & explain!**

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Workshops

Each workshop:

- Has a core question to answer
– designed to get you to make a decision between two alternative views of the focus for rural action
- & 2 supplementary questions to help debate
- We want top 2 points fed back at 3.30pm – answer to core question + one other point

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Groups

- A – Delivering a Dynamic Economy - John Simmons
 - Should support for rural economic growth be focused on new industries, **even if** this means less support for established industries?
- B – Modern Infrastructure: buildings & transport - Mick Carr
 - Should small settlements be encouraged to grow to enable them to be self sustaining **or** should rural growth be concentrated in Market Towns (and new Eco Towns)?

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Groups

C – Embracing the Digital Age – Lynn Collison

- Should we encourage more services & businesses to embrace digital solutions **or** do we need to continue to focus on transport solutions?

D – A Living Environment & Climate Change – Emma Powlett

- Should the focus of rural environmental action be on improving landscape and bio-diversity **or** responding to climate change?

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Groups

E – Living Well – Suzanne Harris

- Should we create more local access **or** invest in technology & transport to help rural residents access large modern urban units?

F – Engaged Communities – David Wood

- Should we focus on getting more people engaged in their communities **or** on helping those who are engaged to do more?

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Ranking

- 1st recognising broadband as a rural utility
- 2nd affordable housing
- 3rd =
 - Planning supports economic growth
 - Policies to create rural employment
 - Workspace
 - Water resources
 - Engaging young people
 - Council links and local democracy

Feedback

- 2 points each
- Max 3 minutes

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Next Steps

All of the feedback from:

- The issues paper for today
- The prioritisation exercise
- Workshop groups

Will be used to produce a full draft RWP by 17th March, with all feedback needed by 31st March

Final version will be launched on 12th May

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Thank you

We hope you have enjoyed this afternoon

Please send any ideas, feedback or case studies which you would like us to consider to:

Lynn@collisonassociates.co.uk

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Conclusion

Pat Holtom
EERF Chair

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